STREAMING GIRLS AND WOMEN INTO STEAM EDUCATION, INNOVATION AND RESEARCH

STREAM IT

D6.1 - Communication and Dissemination Strategy

30.06.2024

STREAM IT

Project full title

**STREAMING GIRLS AND WOMEN INTO
STEAM EDUCATION, INNOVATION AND RESEARCH**

Project acronym

STREAM IT

Project Agreement no.

101131843

Deliverable title

D6.1 – Communication and Dissemination Strategy

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LIST OF ABBREVIATIONS

D	Deliverable
GA	Grant Agreement
WP	Work Package
EU	European Union
TA	Target audiences
KPIs	Key performance indicators
STEM	Science, technology, engineering, and maths
STEAM	Science, technology, engineering, arts, and maths
M	Month
HEIs	Higher education institutions
RPOs	Research-performing organisations

EXECUTIVE SUMMARY

Deliverable D6.1, titled "Communication and Dissemination Strategy," outlines a comprehensive plan for managing communication and dissemination activities throughout the project under Work Package 6. Scheduled for Month 6, this document details the initial strategic approach to engaging key target groups, utilising a cohesive Visual Identity, and deploying tailored messages in selected channels. It includes partner responsibilities and monitoring indicators to guide all partners in supporting the project's goals of widespread dissemination and stakeholder engagement. This deliverable should be considered a live document, to be updated throughout the lifetime of the project as needed to ensure alignment and optimisation of the project's communication efforts. A second version of this deliverable is due on M18 (Deliverable D6.4 – "Mid-term dissemination activity report"), with a final version due on M36 (Deliverable D6.3 – "Final dissemination activity report").

1. INTRODUCTION

1.1. PURPOSE AND SCOPE

In alignment with the European Commission's commitment to fostering gender equality in STEM education, the ST(R)E(A)M IT (STREAM IT) project seeks to address the enduring gender gap in these fields. The primary goal of STREAM IT is to foster a more inclusive educational and professional environment in STEM, as delineated by the 'European Manifesto for gender-inclusive STE(A)M education and careers'. Through a comprehensive set of actions including empowering underrepresented groups, piloting innovative educational practices, and promoting gender-inclusive career paths, STREAM IT aims to foster an ecosystem where diverse talents can thrive.

Deliverable D6.1 introduces the project's Communication and Dissemination Strategy. This document articulates an organised approach for leveraging the diverse expertise and resources of the consortium, which includes a multitude of partners from research and educational institutions, non-governmental organisations, business and industry, and civil society across Europe. This strategy specifies the visual guidelines, targeted communication methods, and strategic activities necessary for cultivating a unified identity for the project and ensuring its findings and contributions reach all relevant stakeholders effectively. Furthermore, D6.1 is intimately related to D6.2, which covers specific stakeholder engagement tactics and digital strategies necessary for effective dissemination and engagement throughout the project's lifecycle.

This living document thus serves as a foundational tool meant to guide all consortium members in their individual and collaborative efforts to communicate the project's value and impact.

1.2. STRUCTURE OF THE DELIVERABLE

Following the introductory sections of the deliverable, section 2 details the Communication and Dissemination Strategy. This section sets out the strategic objectives and describes the execution plan, which includes defining the target audiences, crafting key messages, identifying Key Performance Indicators (KPIs), and establishing a timeline. It also outlines Partner Responsibilities and discusses the Monitoring and Revision of the strategy to adapt to any necessary changes.

Section 3 is dedicated to Communication Materials. It discusses the Brand Identity, covering elements like the project logo, colour palette, and brand guidelines, including the EU disclaimer. This section also presents various Templates such as Word and PowerPoint templates, as well as templates for social media use. Additionally, it covers the production and use of Press Releases and Photographs and Videos.

Section 4 focuses on Channels for disseminating the project's communications. It provides a detailed description of the project's Website, various Social Media Channels such as LinkedIn, Facebook, YouTube, and Instagram, and outlines the role of Conferences and Events and Publications in the strategy.

The document concludes with Section 5, which summarises the findings and strategic recommendations, followed by an Annex detailing the results of a Workshop on Key Messages and Audience Segmentation.

2. COMMUNICATION AND DISSEMINATION STRATEGY

2.1. OBJECTIVES

The objectives of the Communication and Dissemination Strategy for the STREAM IT project are designed to manage and execute communication activities that align with the broader goals of the project. The following objectives will guide these efforts:

- **Enhance Awareness and Visibility:** Elevate the visibility of the STREAM IT project and its commitment to addressing gender inequalities in STEM education. This will involve disseminating insights and outcomes to foster a widespread understanding of the project's efforts to remove institutional and structural barriers that deter young girls from pursuing STEM careers.
- **Engage and Empower Key Audiences:** Drive engagement among critical stakeholders, including students, educators, policymakers, and the broader community. The strategy will aim to foster active participation and collaboration in adopting and implementing inclusive educational practices and career opportunities in STEM, especially for young girls.
- **Showcase Innovations and Impact:** Communicate the development and impact of gender- and diversity-inclusive educational tools and practices. This will include sharing best practices and success stories to inspire and inform stakeholders about effective approaches to fostering inclusivity in STEM education.
- **Influence Policy and Promote Advocacy:** Contribute to shaping policy and enhancing public discourse about gender equality in STEM education. This will be achieved by promoting the project's research findings and recommendations to policymakers and the media, aiming to create a supportive environment for institutional change.
- **Monitor and Adapt to Maximise Impact:** Implement and monitor key performance indicators to assess the effectiveness of communication strategies. This adaptive approach will ensure that the dissemination efforts are responsive to audience feedback and evolving project needs.

These objectives serve as the foundation for our communication efforts, ensuring that all activities are purposefully directed towards enhancing the impact of the STEAM IT project.

2.2. EXECUTION OF COMMUNICATION AND DISSEMINATION STRATEGY

This strategy integrates the core messages and values of the project into a plan aimed at informing, engaging, and inspiring a diverse range of stakeholders.

The strategy is structured to enhance the visibility of the project's initiatives and results, emphasising the importance of gender inclusivity in STEM education. It serves as a directive guide for all consortium partners to ensure that their communication efforts are synergistic and impactful. Through a mix of digital and traditional communication channels, targeted outreach, and engaging content, the strategy aims to reach a broad audience, including students, educators, policymakers, and the general public.

To maintain consistency and cohesion in all communication efforts, partners are provided with detailed guidelines and resources. The Visual Identity package, which includes logos, typography, and colour palettes, is detailed in section 3.1. This ensures that all communications are recognizable and aligned with the project's identity. Furthermore, partners are encouraged to adapt these tools to their local contexts by incorporating regional languages and cultural nuances to enhance local engagement.

The execution of this strategy will be closely monitored through predefined Key Performance Indicators (KPIs), detailed in section 2.2.3. These indicators will be evaluated regularly to gauge the effectiveness of the communication activities. This monitoring will allow for adaptive strategies that align with the evolving needs of the project and its stakeholders, ensuring that the communication efforts continue to support the project's objectives effectively throughout its duration.

Following this, specific target groups are identified in section 2.2.1, key messages are developed in section 2.2.2, and a timeline for implementation is outlined in section 2.2.4, ensuring that all partners are well-equipped to contribute effectively to the project's communication and dissemination goals.

2.2.1. Target audiences

Identifying the target audiences for the STREAM IT project is essential to tailor messages and strategies for dissemination and communication effectively. Each stakeholder group has unique interests and requirements, necessitating a strategy that crafts and delivers messages in a manner resonating with these diverse audiences. The target groups identified for STREAM IT encompass a wide range of stakeholders at European, national, and regional levels, aiming to address and reduce gender inequalities in STEM education, research, and innovation. Following the project's Grant Agreement, the following target groups have been identified:

Table 1: Target audiences

Target audience	Description
14-18 Year Old Girls	This group is a primary focus as they are often difficult to reach but crucial for fostering early interest and engagement in STEM fields.
STEM University Students and PhDs	Future professionals and researchers in STEM who can benefit from gender-inclusive education and career pathways.
STEM Educators	Teachers and mentors who play a critical role in shaping students' perceptions and interest in STEM careers.+
HEIs and RPOs	Organisations that provide education and training in STEM fields, essential for implementing gender-inclusive practices.
Academic/Scientific community	Individuals and institutions involved in scientific research and dissemination who can contribute to and benefit from gender-inclusive approaches.
Parents/Families	Key influencers of young girls' educational and career choices, whose support is vital for encouraging girls to pursue STEM.
National/EU Projects	Other initiatives with similar goals, providing opportunities for collaboration and knowledge exchange.
Policymakers	Decision-makers at local, national, and international levels who are instrumental in shaping policies that influence STEM education and workforce diversity.
General Public	Broader society whose awareness and support can drive cultural and institutional changes in gender inclusivity.
Media/Journalists	Critical for disseminating information and raising awareness about the project's goals, activities, and successes.
Business Intermediaries	Key connectors between STEM education and industry, business intermediaries facilitate partnerships and have the capacity of promoting inclusive hiring practices.
Science Museums and Centers	Engaging venues that shape public understanding of STEM and can effectively communicate STREAM IT's goals through interactive and educational exhibits aimed at diverse audiences.
Possible Role Models	Influential figures in STEM who can mentor and inspire young girls and women.

Throughout the project, partners will be expected to provide updates on their interactions, networking, and activities with these identified groups, ensuring a comprehensive and inclusive approach to STREAM IT's dissemination and communication efforts. This strategy aims to maximise the project's impact across all relevant sectors and stakeholders, promoting gender inclusivity and broad participation in STEM fields.

2.2.2. Key messages

This section outlines the key messages to be used throughout the project, aimed at effectively engaging specific target groups identified above. This section is based on and builds upon section 2 of D6.2.

The key messages detailed below stem from an interactive workshop involving more than 25 consortium member representatives, which facilitated the development of some key messages specifically tailored for target groups considered pivotal or challenging to engage. Tailored key messages were developed for 14-18 Year Old Girls, STEM University Students and PhDs, and STEM Educators. These groups are central due to their direct influence on or engagement in STEM fields. Methods such as audience segmentation, empathy mapping, and persona development ensured that the messages are not only clear and engaging but also inclusive and empowering. The results from the workshop can be found in Annex 1 of the current deliverable.

Table 2: Key messages derived from workshop

TARGET AUDIENCE	MAIN MESSAGES	KEY MESSAGES
14-18 YEAR OLD GIRLS	*Those already interested in STEM*: Change the world with science (*to consider also engineering, technology, mathematics, arts and humanities*); *Those not yet interested in STEM:* Be free to explore.	*Those already interested in STEM:* - Be a role model, drive change. - Inspire your friends, you have more power than teachers. - Take a step forward, you'll inspire your peers. *Those not yet interested in STEM:* - Be bold, explore your options. - Experience the fun in discovery. - See the creativity in STEM.
STEM UNIVERSITY STUDENTS AND PHDS	STEM is for everyone.	- STEM will offer a bright future for you. - Contribute to real-world solutions. - Stay curious and keep learning.
STEM EDUCATORS	Hands-on learning makes school subjects more attractive.	- Foster a culture of inquiry and experimentation. - Advocate for STEM education. - Inspire the next generation. - Innovate your teaching methods.

While the workshop specifically addressed these primary target groups, it is crucial to acknowledge that other key stakeholders play significant roles. These include the groups identified in 2.2.1, such as Higher Education Institutions (HEIs) and Research Performing Organizations (RPOs), the Academic/Scientific Community, Parents/Families, National/EU Projects, Policymakers, the General Public, and Media/Journalists. Each of these groups may require uniquely crafted messages, which could potentially be developed through targeted surveys, focus groups, and direct consultations in the future to ensure relevance and resonance.

Table 3: Other key messages

TARGET AUDIENCE	MAIN MESSAGES	KEY MESSAGES
HEIs AND RPOs	Embrace and lead gender-inclusive education in STEM to foster a diverse and innovative future.	- Implement gender-inclusive curricula. - Advocate for inclusive research opportunities.
ACADEMIC/SCIENTIFIC COMMUNITY	Champion gender inclusivity in research to enhance innovation and scientific discovery.	- Support diversity-focused research through funding and publication. - Build supportive networks for underrepresented groups. - Promote diversity at STEM conferences.
PARENTS/FAMILIES	Encourage and support your children's interest in STEM, regardless of gender.	- Discuss the broad opportunities in STEM and celebrate diverse role models. - Engage in STEM activities to build mutual interest and understanding.
NATIONAL/EU PROJECTS	Collaborate and innovate to maximise the impact of gender-inclusive practices in STEM.	- Encourage EU-wide partnerships to share successful gender diversity strategies. - Support and prioritise funding for projects committed to breaking gender barriers in STEM.
POLICYMAKERS	Implement policies that foster gender inclusivity in STEM to drive innovation and economic growth.	- Develop and enforce legislation that supports equal opportunities for education and careers in STEM. - Invest in programs that target the elimination of gender disparity in STEM.

GENERAL PUBLIC	Support gender inclusivity in STEM to build a balanced and innovative society.	- Challenge stereotypes about who belongs in STEM. - Stay informed on the role of gender diversity in advancing STEM.
MEDIA/JOURNALISTS	Raise awareness and promote the benefits of gender diversity in STEM through impactful storytelling	- Investigate and expose STEM-related gender biases and disparities. - Make STEM topics accessible and engaging to all audiences.
BUSINESS INTERMEDIARIES	Foster inclusive hiring practices and support systems to harness the full potential of diverse STEM talent.	- Create diverse internship and mentorship opportunities. - Collaborate with educational institutions to meet industry needs inclusively.
SCIENCE MUSEUMS AND CENTERS	Inspire curiosity and understanding of STEM through interactive and inclusive exhibits.	- Design exhibits that challenge gender norms. - Conduct workshops and events for broad participation. - Partner with diverse community groups to extend outreach.
POSSIBLE ROLE MODELS	Use your influence to inspire and mentor the next generation of STEM innovators	- Share personal STEM stories to inspire and guide. - Participate in programs reaching diverse young audiences.

The effectiveness of these messages will be monitored and evaluated against the set Key Performance Indicators, as detailed in section 2.2.3 below, to continually refine and adapt the strategies to maximise impact throughout the duration of the project.

These messages are intended to be employed both in the project's channels and adapted to the particular sociopolitical and linguistic realities of the different project partners in their own channels.

2.2.3. Key performance indicators

The establishment of KPIs within the STREAM IT project is a critical component of the Communication and Dissemination Strategy. These indicators serve as measurable benchmarks to assess the effectiveness of STREAM IT's dissemination and communication efforts, enabling the project team to monitor progress, gauge the impact of activities, and make informed adjustments as necessary. The KPIs outlined below are designed to capture the breadth and depth of STREAM IT's engagement across various channels and materials, ensuring that the project's goals and achievements are communicated effectively to the target groups identified in section 2.2.1 above.

To enhance clarity and provide a comprehensive view, the table below includes total numbers alongside the specific KPIs reflected in the GA, such as achieving 200 followers per partner country across all channels and posting five times per week, which in total numbers translates to 4,000 followers and 360 posts in total.

Table 4: Key Performance Indicators

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STREAM IT

Type	Name	Target audience	KPI (Grant agreement)	KPI Total	Description
Publications	**Scientific publications**	HEIs and RPOs; Academic/Scientific community; Science Museums and Centers; Possible role models; General Public	2 publications	N/A	All publications should be submitted to and accepted by relevant scientific journals. These publications must be made available in open access, ensuring they are freely accessible to the public and the scientific community.
	Press releases	Media/Journalists; General Public; Business intermediaries	1000 recipients; 10 press releases*	N/A	Each press release should effectively communicate key project milestones and findings to the public and media.
	Articles	General public; STEM educators; National/EU projects; Possible role models; Science Museums and Centers	2 posts per month on website; 240 articles in other platforms	72 posts on the website; 240 articles on other platforms	Articles highlight project progress, achievements, and key insights to engage and inform a broad audience.
Digital channels	**Project website**	General public; STEM educators; National/EU projects	1000 visitors, 3000 page views	N/A	Updates will share project activities, advertise progress, and follow up on milestones. All project deliverables, including tools and toolkits, will be stored for open access.
	Facebook	STEM educators; Academic/Scientific community; Policymakers; Parents/Families; National/EU projects; STEM University Students and PhDs; Business intermediaries; Science museums and centres; Possible role models	200 followers per partner country all channels; 5 posts per week	4,000 followers across all channels; 360 posts in total*	The Facebook account will: announce and promote project publications and events; be a place to take part in discussions; will cite partner's accounts to maximise visibility; and promote the page in STEAM- and education-related communities.
	LinkedIn*				The LinkedIn account will: share content such as project updates, deliverables and invitations to public events.

	YouTube	14-18 Year Old Girls; STEM educators; Science museums and centres; Possible role models			The Youtube account will: share created shorts to gain visibility; publish promotional project videos on the channel; embed the videos to the project website and both project's and partners' social media channels; use the subtitles feature in order to reach targets in all partner countries.
	Instagram				The Instagram account will: share created reels to make the account more visible; publish promotional materials in visual form – photos, collages, infographics, carousels; use stories; organise lives with other thematic pages.
Online campaigns	**Awareness raising campaigns**	14-18 Year Old Girls; Parents/Families; STEM Educators	3 campaigns; 1,000 reached people	N/A	Organised online at national and international levels. These campaigns aim to engage main target groups through events like open days, hackathons, and online activities.
	Promoting mentoring sessions	14-18 Year Old Girls; STEM University Students and PhDs; STEM Educators	5,000 people reached	N/A	These campaigns will advertise calls for mentoring sessions and events hosting national and international competitions.
Events	**Participation in external events**	National/EU projects; Academic/Scientific community	3 events per partner; 3 project presentations per partner	60 events in total; 60 project presentations in total	Partners will attend relevant events and conferences to disseminate the aims, activities, and results of STREAM IT, validate them, and gather feedback from stakeholders and representatives of similar initiatives at both national and international levels.
	Final project event	All TAs	30 attendees in person; 40 online	N/A	The event will conclude the project (M35) and be open to all stakeholders involved throughout the

					project's duration, with a special focus on engaging young participants, mentors, and role models.
	POLICY DIALOGUE WEBINARS	National/EU projects; Policymakers; STEM educators; Business intermediaries	6 webinars	N/A	2 webinars directly promoting the "Manifesto" will be held, as well as 2 webinars dedicated to tackling gender-based barriers in STEM educations and careers.
OTHER	**PROJECT AMBASSADORS**	14-18 year old girls; STEM University Students and PhDs	1 project ambassador per participating partner	15 ambassadors in total	Each participating partner will recruit at least one ambassador: successful women in STEM who will act as role models. These ambassadors will be involved in various project activities so as to inspire young girls to pursue STEM education, research, and professional careers.

To assess the KPIs, the following evaluation methods will be employed:

● **Website Analytics**: Website performance will be analysed by collecting data such as page views, average time on page, and other relevant metrics to gauge traffic.
● **Social Media Metrics**: Engagement on social media profiles will be tracked and analysed to measure reach and interaction.
● **Registry of Communication, Dissemination, Events, and Publications**: Project partners will consolidate their relevant activities in a designated repository established by F6S, located in the common STREAM IT Google Drive folder, under **WP6 > Excel sheet "STREAM IT Registry Communication, Dissemination, Events, and Publications."**
● **Evidence Retention**: Partners are required to retain evidence of conducted activities, such as photographs, documentation, and records of participation. These documents should be placed within the STREAM IT Google Drive folder, within **WP6 > Partner Activity   Folder**

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Following the kickoff meeting, some points were raised with regards to the KPIs established in the GA:

- ***10 press releases:** This figure is added to the original 1000 recipients specified in the GA. Employing a count of individual press releases helps to streamline and enhance the tracking of audience engagement.
- ***LinkedIn in substitution of TikTok:** Initially included in the project's GA, TikTok was later excluded from the approved list of communication channels. This decision was influenced by concerns over user privacy, particularly vulnerabilities affecting the key demographic of underage girls (aged 14-18). Additionally, ongoing formal proceedings against TikTok under the Digital Services Act by the European Commission prompted this reevaluation. To maintain our outreach effectiveness, this effort was redirected primarily towards Instagram and YouTube, complementing the strategic shift to LinkedIn, which better targets other key groups such as researchers, fellow EU projects, and policymakers.
- ***4,000 followers across all social media channels:** The objective to amass 4,000 followers across all social media platforms and achieve a total of 360 posts is recognized as particularly ambitious. Given the exclusion of TikTok and the pivot towards platforms like LinkedIn, which typically accumulate followers at a slower rate, this KPI requires ongoing attention and may necessitate further adjustments to ensure it reflects realistic and achievable goals.

These changes were made to ensure that communication and dissemination activities remain compliant, effective, and targeted appropriately towards our intended audiences, enhancing both reach and engagement in a manner that aligns with current regulatory and social contexts.

2.2.4. Timeline

The present strategy is designed with a detailed timeline to ensure the timely and effective implementation of all activities, in accordance with the objectives specified in the GA.

Initial Setup and Development (Months 1-4):

- **M1:** Official project kickoff and initial communication strategy meeting with all partners to outline roles and responsibilities.
- **M1-M4:** Development and finalisation of the Visual Identity package, which includes logos, colour palettes, and templates for all communication materials. This package is distributed to ensure early adoption in all partner communications and external engagement activities.

Strategy Formulation (Month 6):

- **M6:** Formal submission of the Communication and Dissemination Strategy (**Deliverable D6.1**). This comprehensive document outlines the strategic approach for engaging with the target audiences, the specific communication tools and channels to be employed, and the key messages to be disseminated.
- **M6:** Each partner begins the implementation of the strategy by preparing their own tailored communication materials based on the common framework and visual identity to address local contexts and audiences.

Ongoing Activities and Mid-term Reporting (Months 7-18):

- **M7-M18:** Partners are expected to actively engage in communication and dissemination activities, including the creation of articles, press releases, and social media content aimed at increasing the visibility of the project.
- **M18:** Mid-term review of the strategy's effectiveness and submission of the Mid-term Dissemination Activity Report (**Deliverable D6.4**), which includes a detailed

review of activities carried out, engagement metrics achieved, and any necessary adjustments to the strategy.

Final Phase and Project Closure (Months 19-36):

- **M19-M36:** Continued implementation of the refined strategy with an emphasis on dissemination of the project's outcomes and impacts. This period will focus on producing more in-depth content such as case studies, impact stories, and video testimonials from various stakeholders.
- **M36:** Compilation and submission of the Final Dissemination Activity Report (**Deliverable D6.3**), documenting the comprehensive outcomes and impacts of all communication activities, and providing insights and recommendations for future initiatives.
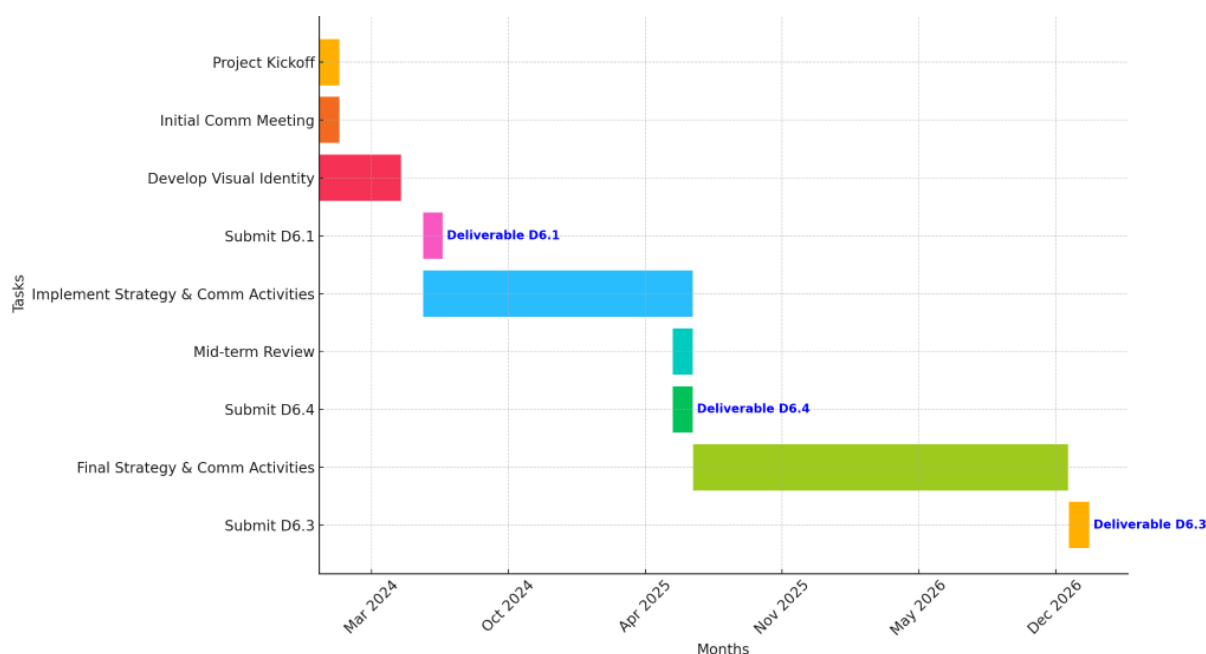
FIGURE 1: TIMELINE GANTT CHART

2.3.   PARTNER RESPONSIBILITIES

This section delineates the specific roles and collaborative efforts within WP6, emphasising effective communication and dissemination strategies critical to the success of the STREAM IT project.

- **Overall Coordination and Leadership**: F6S, as the leader of WP6, is responsible for the overarching management of the Communication and Dissemination Strategy. This includes the stewardship of the project's social media channels and website. Central to these efforts is the management of the Content Calendar. F6S will oversee this calendar, soliciting inputs from all WP6 task leaders to ensure a consistent and engaging flow of content across the project's digital platforms.
- **Content Creation and Management**: Task leaders within WP6 are required to contribute to the Content Calendar by providing timely and strategically aligned content for use across the project's communication channels. This collaborative effort guarantees a cohesive and impactful digital presence, which supports the project's goals and amplifies key messages.

● **Campaign Coordination and Execution**: F6S will coordinate the execution of campaigns across social media and the website based on the Project Content Planner. These campaigns aim to effectively disseminate information and engage audiences at local, national, and European levels.
  ○ HETFA, as leader of Task 6.2, coordinates at least three annual Awareness raising campaigns integral to the project's visibility. Their responsibilities encompass all dissemination and exploitation activities while maintaining a continuous online presence under the supervision of F6S.
  ○ CESIE, in charge of Task 6.3, plays a crucial role in monitoring the application of the digital engagement strategy across all social media platform campaigns, which are implemented by F6S. Their work is essential for evaluating the effectiveness of these campaigns, ensuring they reach and engage key audiences such as young girls/women and STEM educators/institutions.

Partner Collaboration and Reporting:

● **Calendar of Partner Contributions**: F6S will also set up a separate Calendar of Partner Contributions, distinct from the Project Content Planner. This calendar will schedule specific times for each partner organisation to contribute directly to the broader dissemination efforts. When scheduled in this calendar, partners are expected to either post about STREAM IT on their own social channels or provide content for F6S to share on the project's channels. This approach is designed to generate a diverse range of content that reflects the diverse expertise and perspectives within the consortium.
● **Registry of Communication, Dissemination, Events, and Publications**: As mentioned in 2.2.3, partners are required to document their activities monthly in a registry designed to track the progress and impact of dissemination efforts. F6S will remind partners to update this registry via the internal monthly newsletter, ensuring consistency and accountability.
● **Internal Communication**: F6S will initiate and maintain an internal monthly newsletter to facilitate communication among partners. This newsletter will include reminders about the Calendar of Partner Contributions, highlight significant events, and share updates critical to the project's success.

Meetings and Coordination:

● Initial bi-weekly meetings among WP6 task leaders will serve to establish a robust start to the project, later transitioning to less frequent gatherings as routines are established. Additionally, monthly meetings involving all communications representatives from the partner organisations will ensure ongoing alignment and cohesive strategy implementation.

2.4. MONITORING AND REVISION OF STRATEGY

The project employs a structured approach to monitor and revise its Communication and Dissemination Strategy, ensuring alignment with the dynamic objectives and stakeholder needs throughout the project lifecycle. The strategy's effectiveness is supported by the following mechanisms:

1. **Communication and Dissemination Registry:** As mentioned in section 2.2.3, a detailed registry will be maintained by F6S, in which all partners must record all their communication and dissemination activities (such as social media posts, scientific

publications, conferences…). F6S will send monthly reminders to partners about their reporting obligations. However, it is entirely the responsibility of the project partners to accurately report all their activities for subsequent submission to the European Commission.

2. **Iterative Strategy Development:**
   - ○ **Initial Version:** Establishes the foundational framework as detailed in Deliverable D6.1, setting out the engagement methods and dissemination channels.
   - ○ **Ongoing Revisions:** The strategy will undergo continuous refinement to incorporate partner feedback and adapt to changing conditions. This is reflected in:
     - ■ **Deliverable D6.4 (Mid-term Dissemination Activity Report):** Due at Month 18, documenting dissemination activities and assessing progress against KPIs.
     - ■ **Deliverable D6.3 (Final Dissemination Activity Report):** Due at Month 36, providing a comprehensive overview of dissemination efforts and evaluating the success of the employed strategies.

3. **Adaptation to Emerging Trends and Stakeholder Dynamics:**
   - ○ The strategy will adapt to include new communication tools and respond to shifts in stakeholder engagement, ensuring relevance and effectiveness. This adaptability is crucial, especially in engaging target groups like young girls/women and STEM educators through Task 6.3, coordinated by CESIE.

By maintaining a flexible and responsive approach within WP6, this strategy aims to maximise the project's impact through effective dissemination and robust stakeholder engagement. The ongoing revisions and adaptations ensure that the communication efforts robustly support the project's objectives.

3.   COMMUNICATION MATERIALS

3.1.   BRAND IDENTITY

3.1.1.   Project logo

The visual identity of STREAM IT is what will allow the project to be identified by target audiences in all its actions and activities.

The logo for STREAM IT embodies the mission to advance gender equality in STEM education and careers, and can be accessed at the STREAM IT Google Drive folder, within **Visual identity & templates > LOGO**.

FIGURE 2: Main logo with colourful icons and STREAM IT wordmark.

Designed with bold, dynamic elements, it represents innovation, inclusivity, and collaboration. The use of different and vibrant colours indicates diversity and energy, while the design elements reflect the commitment to breaking down barriers and fostering networks within the STEM community.

The logo features the silhouette of a girl in the centre, highlighting that women and girls are at the core of the project. It also includes icons that depict different sciences. For instance, the leaf represents Natural Science, and the Wi-Fi symbol denotes New Technologies. The brush icon demonstrates the project's use of STEAM approaches, integrating Science, Technology, Engineering, Arts, and Math to provide a comprehensive educational experience. In summary, the icons showcase the diverse fields that the STREAM IT project impacts, emphasising its focus on advancing education and promoting gender equality in STEM.

An alternative version of the logo is available, displaying the project's tagline.

FIGURE 3: STREAM IT logo with tagline

Other formats were created to fit different tools or documents in order to fit the project's target audiences:

FIGURE 4: Main logo with colourful icons and STREAM IT wordmark in light colours on dark background.
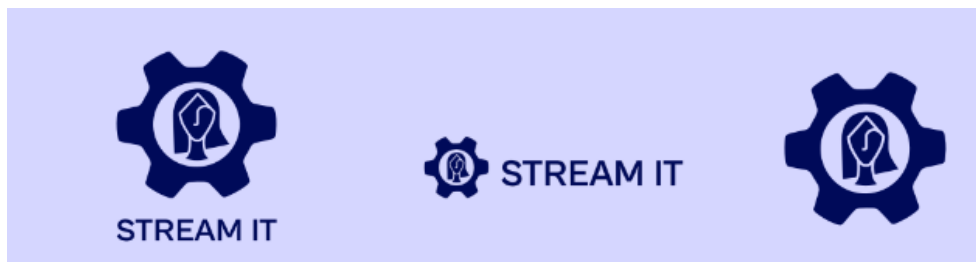

FIGURE 5: Logo without icons for small format usage in squared shape

FIGURE 6: Logo without icons for small format usage in horizontal shape

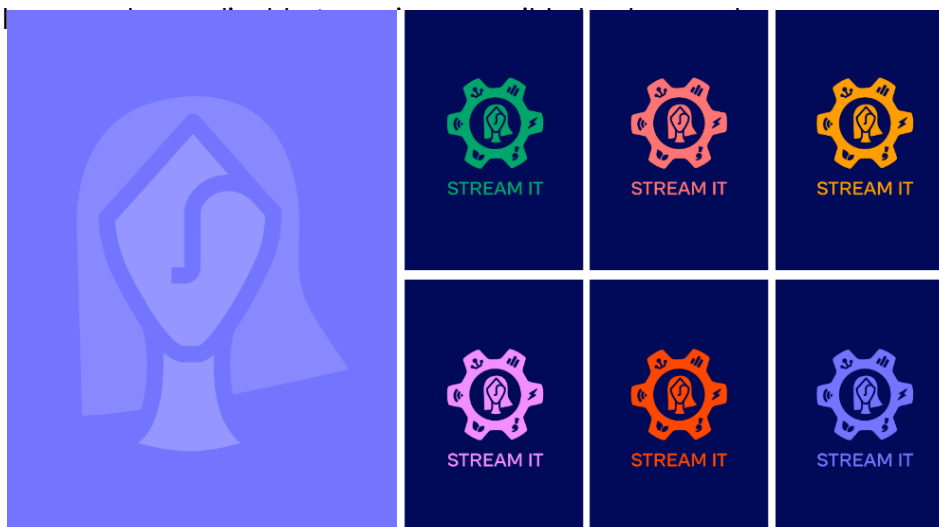FIGURE 7: Logo without icons and wordmark for small for-mat usage in squared shape.

Also, the

FIGURE 8: STREAM IT logo versions

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The typography of the STREAM IT logo employs two distinctive fonts: Cabinet Grotesque Bold for the primary, larger text, and Bilo Regular for the tagline. Cabinet Grotesque Bold is chosen for its unique style, enhancing the logo's visibility and impact. Bilo Regular complements the primary font by providing versatility and depth through its smaller scale.

For general communications, STREAM IT employs the Inter font, which is modern, clean, and highly readable. This font is versatile and well-crafted, known for its clarity and functionality, making it suitable for both printed and digital formats. Its proportional balance and straightforward lines improve readability.
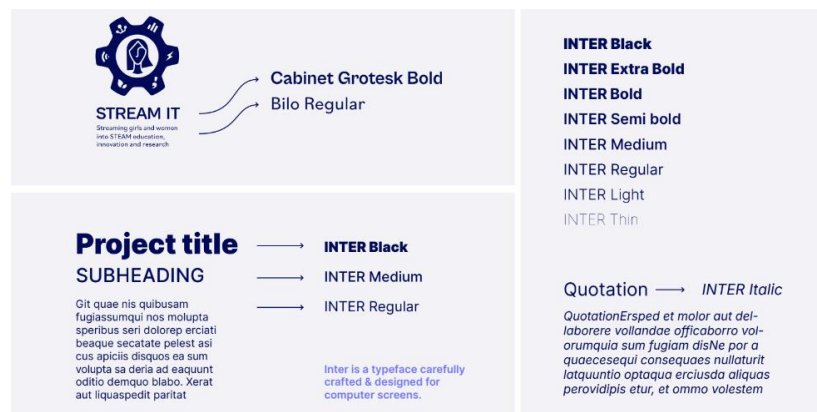
FIGURE 9: Typography in use

3.1.2.   Colour palette

The STREAM IT colour palette was designed to reflect the project's mission of innovation, diversity, and inclusivity. Dark blue, the primary colour, represents trust, professionalism, and stability. Complementing this are additional colours including coral, green, orange, pink, red, and violet. These are utilised in the main logo's icons and other design elements to symbolise creativity, diversity, and energy.
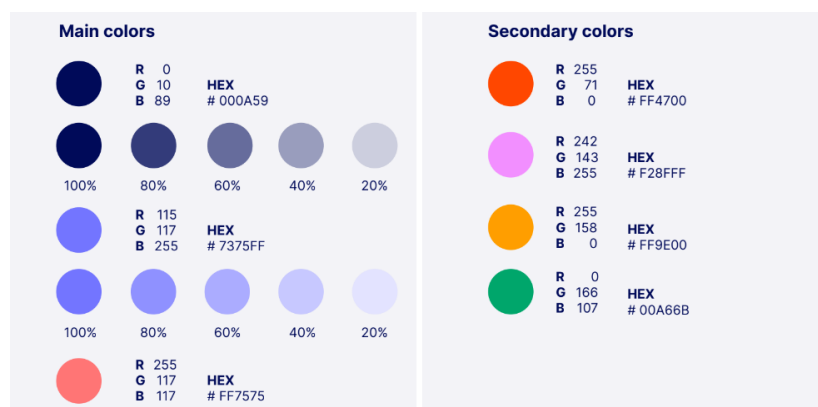
FIGURE 10: STREAM IT colour palette

Together, all the colours chosen for the STREAM IT palette reflect the project's aim to foster an inclusive and forward-thinking environment in STEM education and careers.

3.1.3. Brand guidelines

The following identity guidelines defined must always be respected in order to ensure consistent and cohesive use. These guidelines include the correct use of the logo, the colour palette and typography to promote a unified visual identity.

Logo: The logo should always be used in its original form, with the colours mentioned and always choosing the main logo whenever possible.

Colour Palette: The dark blue is the primary colour, and it should be used predominantly to convey professionalism. The other colours can be used in icons, highlights and other design elements to add vibrancy, energy and diversity, particularly when targeting the younger sectors of the TAs.

Typography: The chosen font is modern, highly readable, and clean. It should always be chosen as it ensures clarity and professionalism in all communications.

Imagery: The images used should reflect the diversity and inclusivity that are central points in the STREAM IT mission. Relevance and high quality should be taken into consideration, as well as their alignment with project objectives of innovation and empowerment.

These guidelines will ensure that the project's communication is always consistent, professional and also aligned with STREAM IT's mission to drive gender equality in STEM.

3.1.4. EU disclaimer

All communication and dissemination activities should appropriately acknowledge STREAM IT's EU funding by showcasing the EU emblem and the following text:

FIGURE 11: European Union logo

Funded by the European Union's Horizon Europe research and innovation programme under grant agreement No. 101131843. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them.

3.2. TEMPLATES

In order to streamline the project's communication and maintain a cohesive brand identity, STREAM IT has provided a Word document template, Word deliverable template and a PowerPoint template to ensure a standard format throughout the project lifetime. These can be accessed within the STREAM IT Google Drive folder, under **Visual identity & templates**.
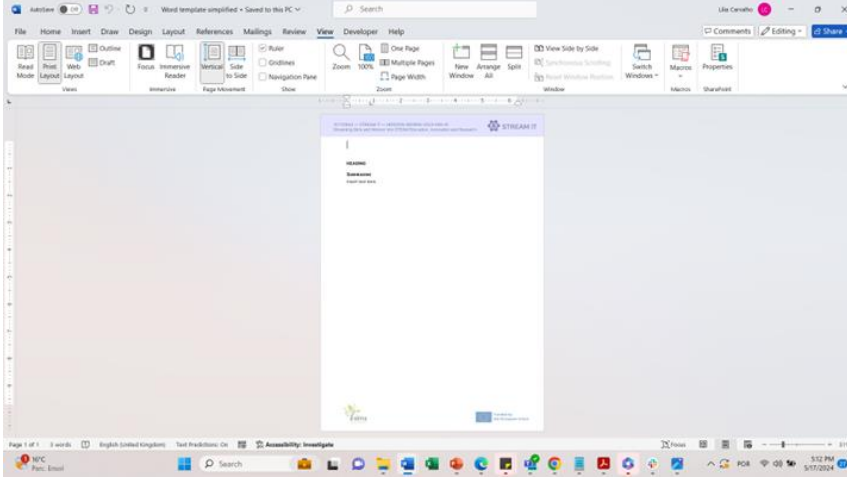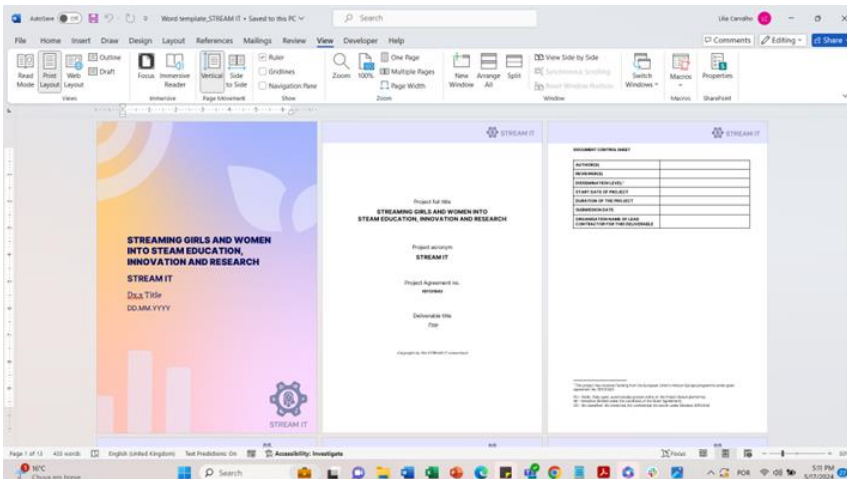
3.2.1. Word templates

STREAM IT Templates	
Word template simplified	
Deliverable word template	

TABLE 5: WORD templates

3.2.2. PowerPoint template

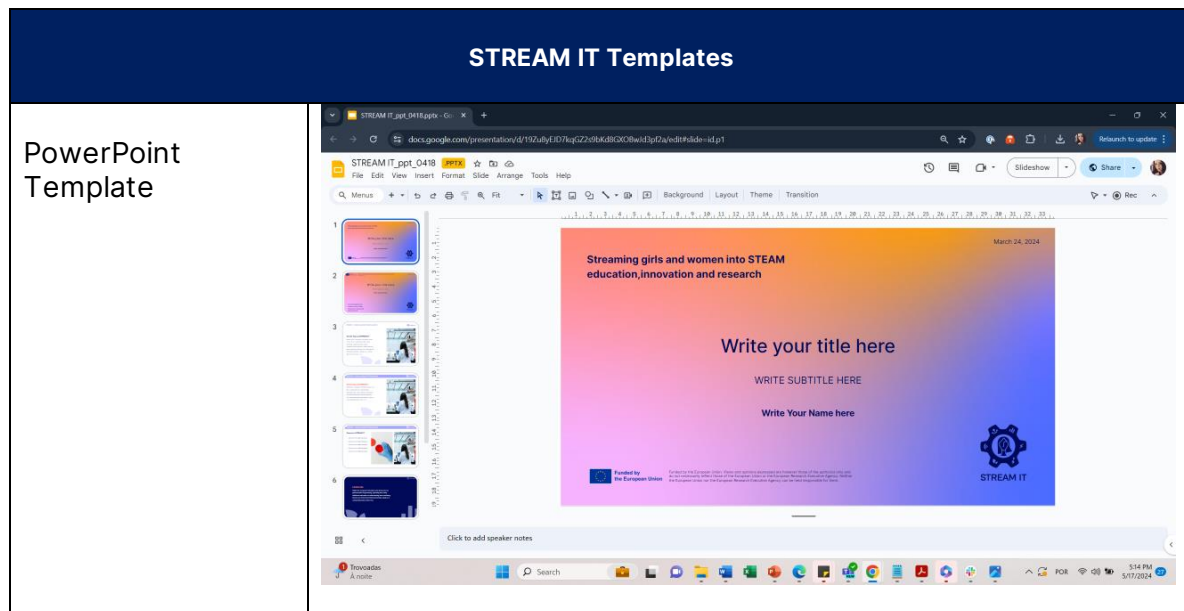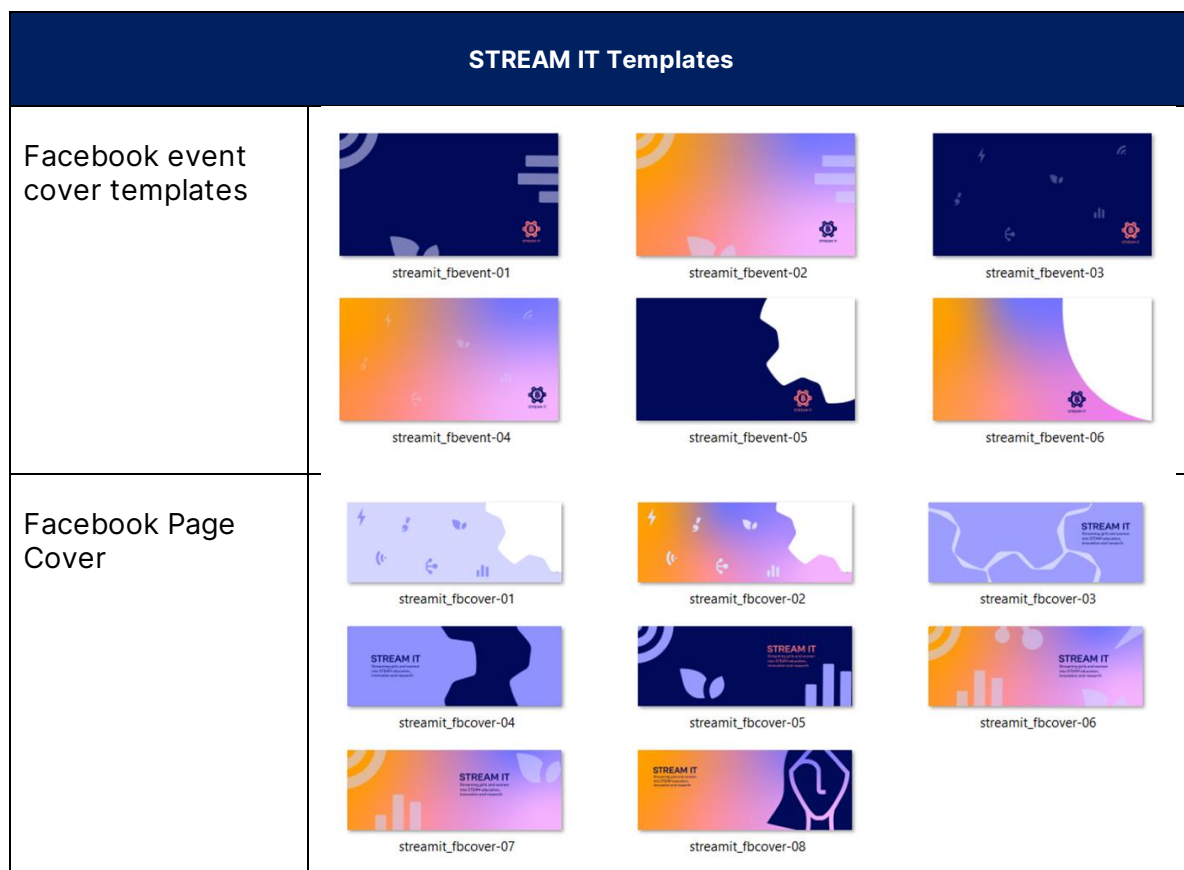| STREAM IT Templates	
PowerPoint Template	

TABLE 6: POWERPOINT template

3.2.3.　Social media templates

STREAM IT has developed a variety of templates featuring different colours and layouts to efficiently engage with diverse target groups. These templates are designed to be visually appealing, relevant, and engaging for all the target groups identified in 2.2.1, ensuring effective communication.

STREAM IT Templates	
Facebook event cover templates	
Facebook Page Cover	

Facebook Post Templates	

TABLE 7: FACEBOOK images

STREAM IT Templates	
Instagram Post Templates	

TABLE 8: INSTAGRAM images

STREAM IT Templates
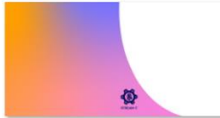
LinkedIn Post Templates	

TABLE 9: LINKEDIN images

STREAM IT Templates	
Webinar background	

TABLE 10: WEBINAR templates

STREAM IT Templates

| Youtube Profile images | |

TABLE 11: YOUTUBE images

3.3.   PRESS RELEASES

Press releases are vital for attracting media attention and enhancing brand awareness. They are crucial for STREAM IT's communication strategy as they help create a narrative, improve credibility, ensure wider distribution, increase website traffic, and boost engagement and interest in the project. According to the KPIs identified in section 2.2.3, a total of 10 press releases are planned, targeting important contacts such as media/journalists, the general public, and business intermediaries. These releases will be carefully crafted to communicate relevant content about the project's milestones and activities, thereby supporting STREAM IT's efforts to promote STEAM education across Europe.

To ensure regular publication, all consortium partners are invited to contribute to content development. For broad dissemination, press releases will be distributed through each partner's local media channels, platforms, and journalist contacts, thereby maximising the project's impact and visibility.

3.4.   PHOTOGRAPHS AND VIDEOS

Photographs and videos will be extensively utilised throughout the STREAM IT project, as they are essential across all communication channels to enhance impact and visibility. They are also crucial for documenting the project's activities, events, and milestones.

The strategy involves capturing photographs and videos at key moments to showcase the project's progress. All visual content will be stored in the Google Drive repository, under **WP6 > Partner Activity Folder** This repository will facilitate easy sharing of content, ensuring a consistent visual narrative across all communication channels.

The use of visual content will engage and connect with different target groups more effectively, highlighting the transformative potential of STEM education in Europe.

4. CHANNELS

This section describes the different project channels that STREAM IT plans on using. It is meant as a comprehensive guide for all partners, and as such it contains some overlapping information already present in D6.2, upon which it builds to include all of the project's TAs.

4.1. WEBSITE

STREAM IT project website, www.streamit-project.eu, serves as a central hub for all information related to the project's initiatives, which makes it an important resource for the target audiences, while also giving the project credibility and consistency.

The design of the website primarily uses dark blue as the main colour, symbolising professionalism and trust. This is complemented by light blue for contrast and white, ensuring a clean and modern aesthetic that makes the texts easier to read. The other colours of the project's colour palette are also used on the website to highlight certain topics or words and to infuse creativity and energy into the design.
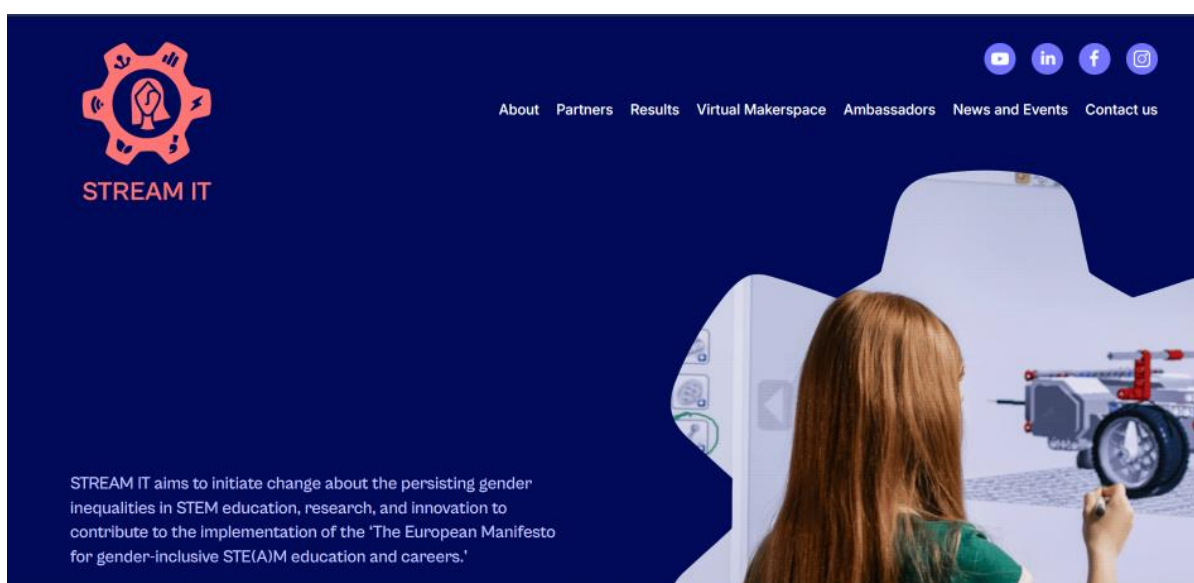
FIGURE 12: STREAM IT Website

Key sections of the website include:

- **About:** This section provides an overview of the project, outlining the mission, objectives, and main activities, which include: research; developing gender and diversity-inclusive tools for hands-on activities; establishing collaborative networks; and contributing to wider EU objectives and the European Manifesto for Gender-Inclusive STE(A)M Education and Careers. This section also sets the stage to understand the relevance of the planned work.
- **Partners:** This section allows visitors to learn about the entities in the STREAM IT consortium. It also provides links to each partner's website for more detailed information about them.
- **Results:** This section showcases the outcomes of the research and initiatives. It may include reports, publications, and other deliverables that demonstrate the impact of the project's efforts.

- **Virtual Makerspace:** The Virtual Makerspace will be a European-level open educational and networking platform featuring national inspiration hubs and welcoming diverse stakeholders. Its purpose is to connect teachers, researchers, policymakers, and industry leaders to advance STEAM education and approaches in Europe. The platform will offer resources, tools, and information to integrate STEAM methodologies into education, promoting gender equality and intersectionality. It aims to foster new collaborations by bringing together diverse stakeholders and highlight the activities of national inspiration hubs, providing guidance on establishing cooperative networks at the national level, and encouraging communities in any EU country to create their own hubs.
- **Ambassadors:** This section highlights individuals as role models and advocates for the project's mission. Their stories and testimonials add a personal touch to the project's narrative, making it more appealing and engaging to the audience.
- **News and Events:** Regular updates on project activities, events, and achievements are posted in this section, keeping the audience informed and engaged. Press releases and newsletters can also be featured here to provide insights into the project's progress.
- **Contact:** This section enables visitors to reach out for more information or engage with the project team.

Moreover, the website features links to each of the social media platforms where the project has profiles, allowing visitors to connect across multiple channels and ensuring that the audience can engage with the project through their preferred platforms.

4.2. SOCIAL MEDIA CHANNELS

The STREAM IT project has established a social media presence on Facebook, YouTube, Instagram, and LinkedIn to effectively engage with its target audiences. Each platform was selected based on its specific characteristics and advantages to enhance audience reach and interaction. The chosen platforms facilitate tailored content creation that meets the needs and preferences of different groups, maximising impact and engagement.

Platform-specific strategies include:

- **Facebook:** Utilised for building a connected community, this platform supports real-time updates and engages STEM educators, Academic/Scientific community, Policymakers, Parents/Families, National/EU projects, STEM University Students and PhDs, Business intermediaries, Science museums and centres, and Possible role models through interactive posts, pictures, videos, events, and discussions. Its widespread use and adaptable format are ideal for fostering community engagement.
- **YouTube:** Ideal for professional, informative, and educational content, YouTube hosts webinars, instructional videos, and other visual content. This platform is crucial for delivering complex information in an accessible format 14 - 18 Year Old Girls, STEM educators, Science museums and centres, and Possible role models.
- **Instagram:** Known for visual storytelling, Instagram supports the sharing of infographics, inspirational stories, and activity snapshots. It appeals especially to 14 - 18 Year Old Girls, STEM educators, Science museums and centres, and Possible role models by making STEM subjects relatable through creative visuals, including images, text, and videos. Interactive features such as live videos and hashtags enhance audience participation.
- **LinkedIn:** As a professional network, LinkedIn is essential for disseminating research findings, policy developments, and professional opportunities. It effectively reaches STEM educators, Academic/Scientific community, Policymakers, Parents/Families,

National/EU projects, STEM University Students and PhDs, Business intermediaries, Science museums and centres, and Possible role models.

All platforms utilise specific hashtags to extend the reach of published content and promote the STREAM IT project, its activities, and outcomes. Key hashtags include: #STREAMIT, #HorizonEurope, #research, #innovation, #OpenScience, #InvestEUresearch (the official hashtag of the EC), #streamit, #streamgap, #futureEUSTEM, #futureinnovators, and #futureSTEMresearchers.

By leveraging the strengths of these social media platforms, STREAM IT can disseminate a broad range of content—from educational materials and research insights to inspirational stories and community news—ensuring the project's messages are impactful and reach a wide audience.

4.2.1.   LinkedIn
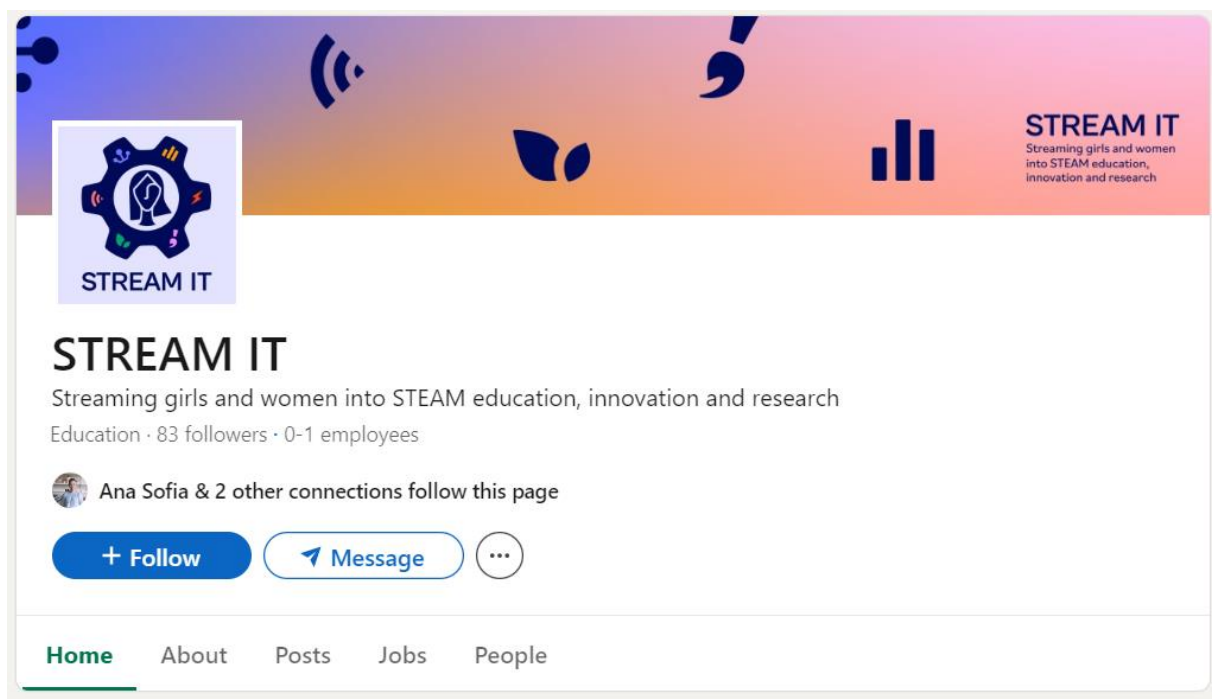
FIGURE 13: STREAM IT LinkedIn account

The STREAM IT project utilises LinkedIn to reach and engage with a diverse array of stakeholders in the STEM fields, including the STEM educators, Academic/Scientific community, Policymakers, Parents/Families, National/EU projects, STEM University Students and PhDs, Business intermediaries, Science museums and centres, and Possible role models.

LinkedIn serves as an effective platform for sharing in-depth content that drives meaningful engagement. The content strategy for STREAM IT on LinkedIn includes publishing longer messages, detailed articles, impactful photos, informative videos, and relevant links. The use of targeted hashtags enhances the visibility and reach of the posts within this professional community.

The project's LinkedIn strategy involves maintaining a dedicated page to share key updates regularly, such as important news, project milestones, deliverables, and public event invitations, ensuring the content reaches a professional audience.

To monitor the effectiveness of LinkedIn engagement, the consortium tracks metrics such as the number of followers and post interactions. This data is analysed to gauge the engagement levels and allows for the refinement of strategies as necessary.

Overall, LinkedIn is considered a crucial channel by the project, as it fosters a professional community around STREAM IT's mission and helps advance its goals of promoting gender equality and inclusivity in STEM education and careers.

4.2.2. Facebook
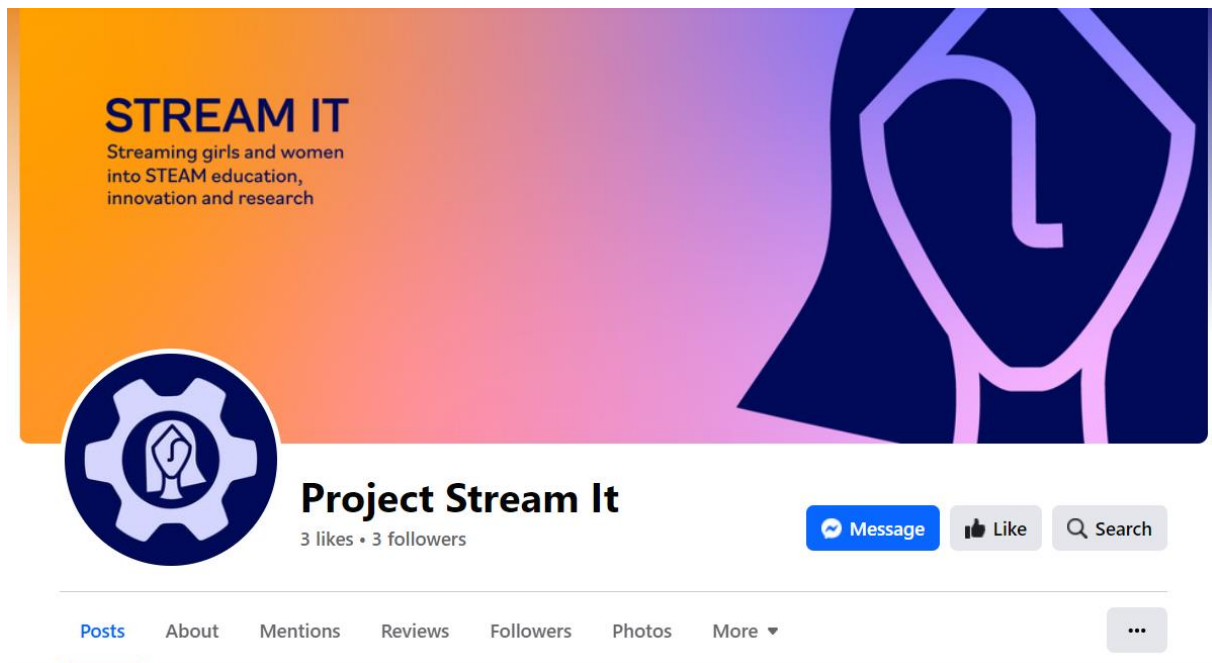
FIGURE 14: STREAM IT Facebook page

The STREAM IT project leverages Facebook to showcase results in an informal and accessible manner. This platform's capabilities for sharing text, visuals, videos, articles, events, and live streams are integral to the project's communication and dissemination strategy. Facebook facilitates engagement with a wide range of target groups, including STEM educators, Academic/Scientific community, Policymakers, Parents/Families, National/EU projects, STEM University Students and PhDs, Business intermediaries, Science museums and centres, and Possible role models.

The content strategy for Facebook includes publishing longer, detailed messages and articles, photos and photo albums from activities, infographics, and videos. This multifaceted approach aims to connect with the audience on multiple levels, promoting deeper engagement with the project's goals and outcomes. Furthermore, Facebook enables interactive discussions and allows for the tagging of partner accounts to maximise visibility.

The effectiveness of Facebook as a dissemination tool is measured by tracking the number of followers and posts. These metrics provide insights into the platform's impact on the project's dissemination efforts and support the continuous improvement of engagement strategies.

4.2.3. YouTube
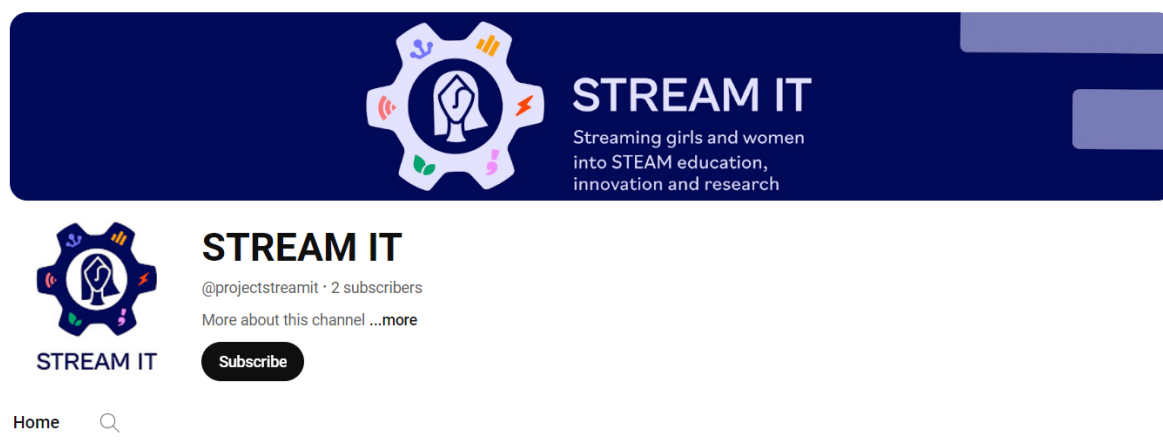
FIGURE 15: STREAM IT YouTube channel

YouTube is a leading video-sharing platform with extensive reach, capable of hosting both short and long-term videos. Its features, such as community posts and the option to add subtitles, enhance accessibility and usability, making it an essential channel for STREAM IT's communication and dissemination strategy.

On YouTube, STREAM IT will share a diverse range of content with various target groups, including 14-18 Year Old Girls, STEM educators, Science museums and centres, and Possible role models. The platform will host promotional and informational videos, using formats designed to effectively engage and inform the audience.

The strategy also includes the potential use of YouTube Shorts, which are effective for quickly capturing attention and reaching a broader audience. Additionally, the platform allows for the embedding of videos on the project's or partners' websites, further extending the reach and impact of content.

The success of YouTube activities will be measured by tracking the number of subscribers and videos posted. These metrics will provide insights into audience reception and engagement, supporting ongoing strategy refinement as needed.

By leveraging YouTube's reach and versatility, STREAM IT aims to enhance the effectiveness of its communication about project goals and achievements.

4.2.4. Instagram

Instagram is a popular social media platform known for its visually driven format and interactive capabilities, which include posts, stories, reels, and live streams. This platform is particularly effective for engaging with a diverse audience, especially younger users. For the STREAM IT project, Instagram is a crucial tool to reach and inspire target groups such as 14-18 Year Old Girls, STEM educators, Science museums and centres, and Possible role models.
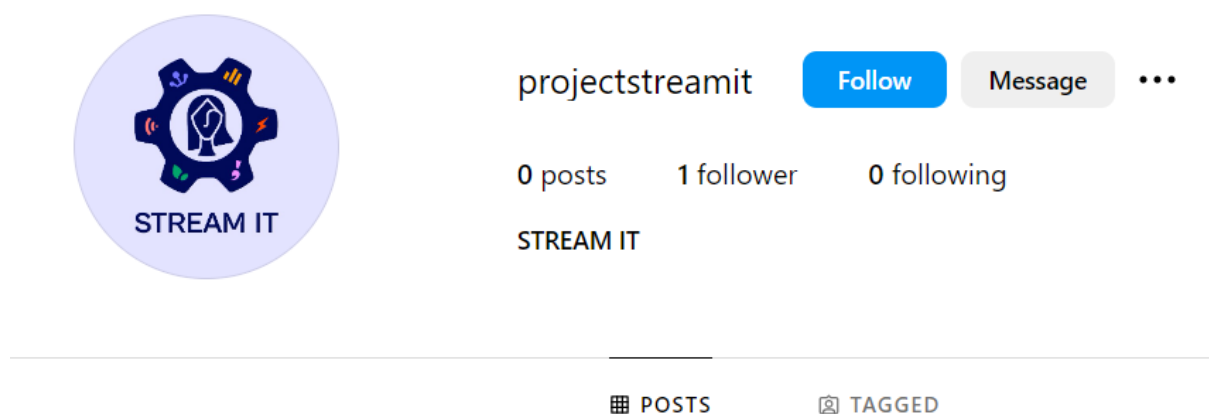
The project's Instagram strategy is designed to effectively connect with these groups. It is particularly aimed at secondary school girls, university students, and young professionals who are highly active on the platform, making it an excellent venue for reaching these key demographics with engaging and informative content.

Content planned for Instagram includes high-quality photos that capture the essence of project activities, carousels that allow multiple images or pieces of information to be shared in a single post, and stories and reels that provide temporary yet impactful content to increase the account's visibility.

Success on Instagram will be measured by tracking metrics such as the number of followers and posts. These indicators will help assess the effectiveness of the content and will guide the refinement of the strategy as needed. By utilising Instagram's powerful visual and interactive features, STREAM IT aims to foster an active and engaged community that supports its mission.

4.3. CONFERENCES AND EVENTS

The STREAM IT project actively incorporates conferences and events as core components of its dissemination strategy, aiming to foster dialogue and share insights on gender equality in STEM education. Throughout the project's lifecycle, a series of policy dialogue webinars will be held, focusing on issues pertinent to enhancing gender equality in STEM fields and contributing to the development and implementation of the 'Manifesto.' These webinars, occurring at least six times during the project, will serve not only as platforms for policy discussion but also as valuable opportunities for gathering input for the project's Roadmap and creating synergies with previous initiatives.

The culmination of these efforts will be marked by a hybrid Final Conference in Brussels, scheduled back-to-back with the Final General Assembly Meeting in Month 35. Organised by HETFA and hosted by Candide, this major event will showcase the European Roadmap

for supporting the implementation of the 'Manifesto,' a key deliverable of the project. The conference aims to bring together a diverse group of stakeholders, including policy decision-makers, STEM education providers, and industry representatives from both national and European levels, across the fields covered by the project. This event will not only highlight the project's outcomes but also facilitate impactful networking and engagement among participants.

In addition to the internal milestones, partners within the STREAM IT project are encouraged to participate in external events relevant to the project's themes. This engagement includes attending and presenting at events such as the 'Girls Go Circular' in Budapest, the online 'Gender Dimension in Teaching' seminar, and the 'Road-STEAMer' policy focus co creation workshop. Events are suggested by the consortium in the common STREAM IT Google Drive folder, under **WP6 > Excel sheet "STREAM IT Registry Communication, Dissemination, Events, and Publications" > Suggested Events to Attend**. These events are selected to align with the project's objectives of reducing gender disparities and promoting inclusive STEM education, ensuring that the project's findings and methodologies are disseminated broadly and effectively.

4.4. PUBLICATIONS

The STREAM IT project sets a KPI of achieving at least two peer-reviewed publications. These publications will be instrumental in sharing the project's findings, methodologies, and outcomes with the scientific community and the broader public. All manuscripts will be submitted to scientific journals relevant to STEM education and gender equality, ensuring alignment with the project's thematic focus.

To ensure broad accessibility and adherence to the principles of open science, all accepted publications will be made available through Green Open Access. Following the publisher's embargo period, these works will be deposited in a recognized online repository and made available within a maximum of twelve months, in line with the GA's stipulations. Additionally, the project commits to handling all research data according to FAIR principles (Findability, Accessibility, Interoperability, and Reusability) to guarantee that data supporting the conclusions of the publications is readily accessible through the open repository.

Moreover, the project will engage in early and open sharing of research insights and methodologies through the project website, including pre-registered papers. This initiative also encompasses collaborative evaluation with end-users, such as STEM educators and institutions, to refine and validate the methodologies and toolkits developed, ensuring their practical applicability and impact in real-world settings. This comprehensive approach to publications not only fulfils the project's commitment to open access but also enhances the transferability and exploitation of the STEAM IT project results, fostering greater innovation and inclusivity in STEM education.
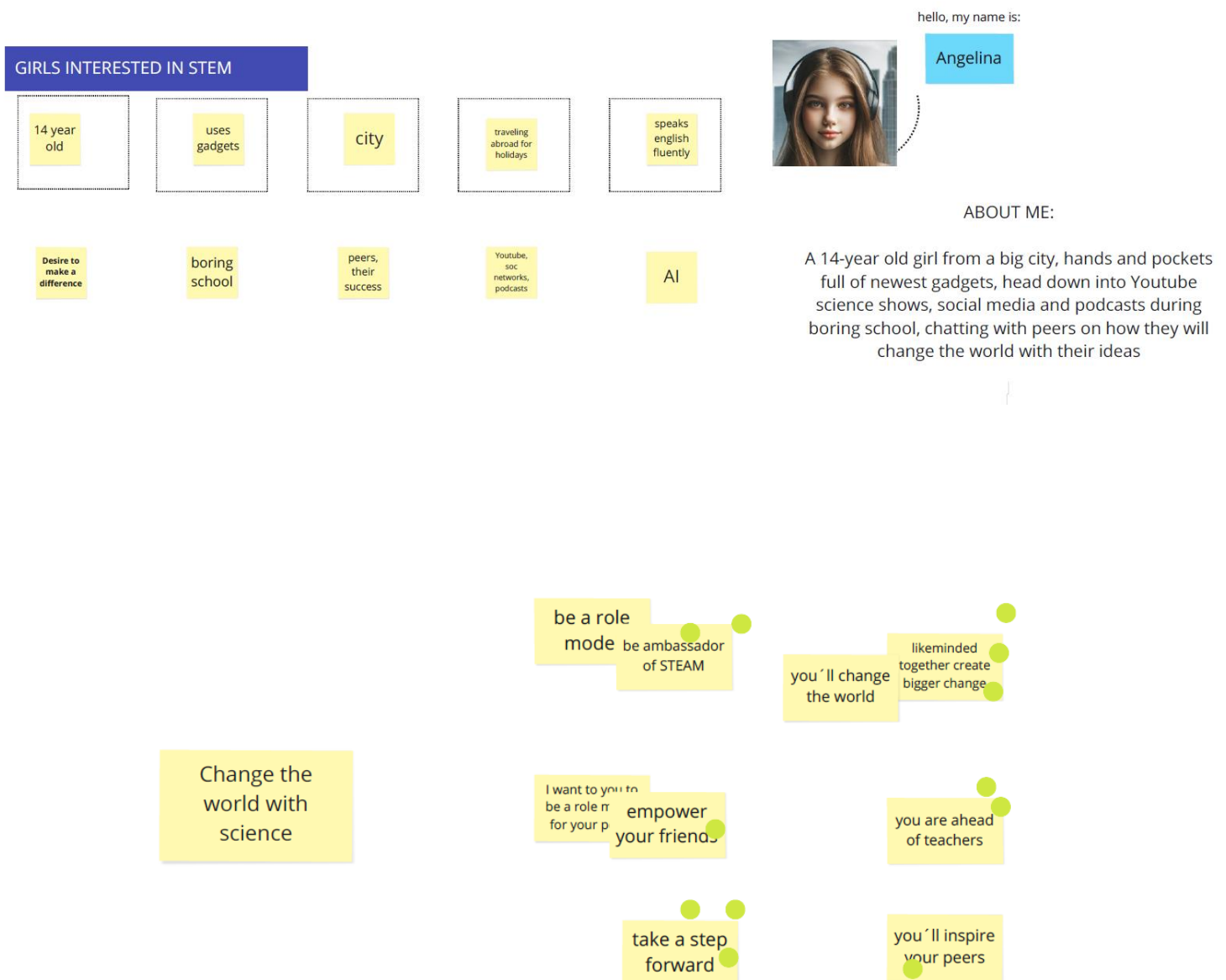
5. CONCLUSIONS

This deliverable encapsulates the strategic vision for the STREAM IT project's Communication and Dissemination Strategy, providing a clear and practical framework for action. It is crafted to bridge the gender gap in STEM by disseminating the project's initiatives and results effectively across diverse audiences. By outlining key communication methods, strategic activities, and visual guidelines, this document ensures that the project's objectives are conveyed coherently and persuasively, enhancing visibility and impact. The inclusion of detailed descriptions of communication channels—from social media to professional conferences—further ensures that the project's message reaches and resonates with the intended stakeholders, thus promoting an inclusive educational and professional environment.

Furthermore, the deliverable lays a foundation for monitoring and refining communication efforts through clearly defined key performance indicators (KPIs) and continuous stakeholder feedback. By adapting to ongoing changes and feedback, this strategy ensures that the communication efforts remain relevant and impactful throughout the project's lifecycle. As a living document, it serves not only as a guide but also as a tool for dynamic engagement, facilitating the growth of an inclusive STEAM education ecosystem that supports diverse talents. This strategic approach is designed to align with the overarching goals of the European Commission, fostering sustained and effective dissemination and engagement that contribute to closing the gender gap in STEM fields.

ANNEX 1: WORKSHOP ON KEY MESSAGES AND AUDIENCE SEGMENTATION RESULTS

In the following annex are the results of the workshop conducted with consortium members, in which TAs were identified, 4 personas were collaboratively created, and initial key messages were devised and voted on.

GIRLS INTERESTED IN STEM

14 year old | uses gadgets | city | traveling abroad for holidays | speaks english fluently

Desire to make a difference | boring school | peers, their success | Youtube, soc networks, podcasts | AI

hello, my name is:

Angelina

ABOUT ME:

A 14-year old girl from a big city, hands and pockets full of newest gadgets, head down into Youtube science shows, social media and podcasts during boring school, chatting with peers on how they will change the world with their ideas

be a role mode | be ambassador of STEAM

you´ll change the world | likeminded together create bigger change

Change the world with science

I want you to be a role m for your p | empower your friends

you are ahead of teachers

take a step forward

you´ll inspire your peers

GIRL NOT INTERESTED IN STEM

Female

small towns

Middle school to high school education

think that STEM si only complicated formulas

parants work hard to give their child an education

hello, my name is: Maria

deciding about their studies

watch tiktok

the message about beauty above anything else

From family - pressure for good grades

Family expectations

ABOUT ME:

To Write

social networks

homework

to see friends

About friends and people they know

be free to explore your options

become example for other girls and wome

knowledge in STEM will give you a chance to get a good job abroad

Be free to explore

you can achieve success only by trying something new

you can be very successful

we want you to explore more opportunities and possibilities

you can have a good salary working in STEM in the future

we want you to try something new

find something that you can be passionate about

it's interesting to explore

knowledge in STEM is to see the world around you with understanding

UNIVERSITY STUDENTS

Female | 18-25

ortodox-catholic | Ukraininan

bachelor | Government support:

Ukraine, Ivano-Franivsk | Ukrainian, English

From city

To be good in research | work as Devops

Si-Fi literature and films | Passion for research

Social media Insta and Tik-Tok | Research papers

she has a podcast | she could create an app to solve a problem with supplies

this is not a womans profession

she is worried she would not get the position she wants because she is a woman

rase kids

Making a difference | Passion for research

Recognition

hello, my name is: Oksana, I'm from Ivano and study IT on bachalor level

ABOUT ME:

Need for innovation

Ideas to change the world

she is worried about raisig family and have a succesfull creaer

Do you know that actually many inventions were made by women

that helps to have beter future

I want you to know how you make an impact in your STEM field

to help for the inclusion of women in STEM

STEM is for everybody

I want you to know how you make right decisions on your career

Since it makes her career choices easier

if you coud choose now, what career path would you take

since they wil be more confident in her carerr

I want you to know: What kind of jobs can you get with STEM?

it helps to be more attractive the labor market

STREAM IT