STREAMING GIRLS AND WOMEN INTO STEAM EDUCATION, INNOVATION AND RESEARCH

STREAM IT

D6.4 - Mid-term Dissemination Activity Report

30.06.2025

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

D6.4 – Mid-Term Dissemination Activity Report

DOCUMENT CONTROL SHEET

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DISSEMINATION LEVEL[1]	PU
START DATE OF PROJECT	01/01/2024
DURATION OF THE PROJECT	36 months
SUBMISSION DATE	30/06/2025
ORGANISATION NAME OF LEAD CONTRACTOR FOR THIS DELIVERABLE	F6S

[1] This project has received funding from the European Union's Horizon Europe programme under grant agreement No 101131443

PU – Public (fully open, automatically posted online on the Project Result platforms);
SE – Sensitive (limited under the conditions of the Grant Agreement);
CO – EU classified : EU restricted, EU confidential, EU secret under Decision 2015/444

VERSIONING AND CONTRIBUTION HISTORY

VERSION	DATE	MODIFICATION REASON	MODIFIED BY
v0.1	14/04/2025	First draft	Alba Morollon (F6S), Melissa Tang (F6S)
v0.2	17/06/2025	Partner contributions	Maryna Manchenko (CESIE),Csenge Polgár (HETFA RI)
v0.3	27/06/2025	Internal review	Marta Escoto (Steinbeis)
v1	30/06/2025	Final version	Alba Morollon (F6S), Melissa Tang (F6S)

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List of abbreviations

D	Deliverable
GA	Grant Agreement
WP	Work Package
EU	European Union
KPIs	Key performance indicators
STEM	Science, Technology, Engineering, and Maths
STEAM	Science, Technology, Engineering, Arts, and Maths
M	Month

EXECUTIVE SUMMARY

This Mid-Term Dissemination Activity Report (D6.4) outlines all communication and dissemination efforts undertaken during the first 18 months of the STREAM IT project. It evaluates progress against key performance indicators (KPIs), details updates to the communication strategy, and presents the tools, templates, and channels developed to enhance visibility and engagement with diverse audiences. The report also documents events, campaigns, publications, and collaborative efforts, offering a clear picture of the project's outreach performance and strategic adjustments made to better promote gender-inclusive STEAM education.

1. Introduction

1.1. Purpose and scope

Deliverable D6.4: Mid-term Dissemination Activity Report builds upon the initial framework presented in D6.1, offering a consolidated overview of all communication and dissemination activities undertaken during the first 18 months of the STREAM IT project. This report aims to assess the implementation and performance of the project's communication strategy by presenting a comprehensive review of outreach efforts, tools, and materials developed and deployed by the consortium.

In line with the project's overarching commitment to fostering gender-inclusive STE(A)M education, this deliverable captures how the dissemination work has evolved to support engagement with key audiences, including educators, policymakers, and the wider public. It includes both quantitative data—through the tracking of predefined Key Performance Indicators (KPIs)—and qualitative insights reflecting strategic adjustments made over time.

As a result, D6.4 serves not only as a monitoring document but also as a practical reference for aligning future communication activities with the project's objectives and stakeholder needs during the second half of the project.

1.2. Structure of the deliverable

This deliverable is structured to provide a comprehensive mid-term overview of the STREAM IT project's communication and dissemination efforts. It is organised into four main sections:

- **Section 1 – Introduction** outlines the purpose and scope of the report and situates it within the context of the STREAM IT project's overall communication strategy.
- **Section 2 – Updated Communication and Dissemination Strategy** presents the evolution of the project's strategic approach to outreach during the first 18 months of implementation. It reflects on adjustments made to better align with stakeholder needs and digital engagement patterns. A dedicated subsection tracks the progress of Key Performance Indicators (KPIs) as defined in the Grant Agreement.
- **Section 3 – Description of Work Carried Out** offers a detailed account of the activities implemented to support and expand the project's visibility and engagement. It begins by presenting new templates, tools, and internal guidelines developed for consortium use. It continues with an overview of the project's online communication channels—website and social media—highlighting content updates, performance trends, and strategic changes. The section also outlines collaboration mechanisms and campaign development, as well as STREAM IT's participation in events and publications to date.
- **Section 4 – Conclusions** (not shown in the Table of Contents) summarises key insights and offers forward-looking recommendations to optimise the project's communication and dissemination work for the remainder of the project lifecycle.

2. UPDATED COMMUNICATION AND DISSEMINATION STRATEGY

The STREAM IT project's communication and dissemination strategy has evolved significantly during the first half of the implementation period (M1–M18). Initially set out in Deliverable D6.1, the strategy was designed to ensure consistent branding, visibility, and engagement with key audiences across Europe.

Throughout implementation, several adjustments were made to the communication approach to better reflect platform performance, stakeholder needs, and partner feedback:

- Platform pivot: Initial assumptions around platform engagement were reassessed. LinkedIn emerged as the significantly more impactful channel for professional outreach, leading to a shift in focus and content strategy.
- Content: Visual content and campaign formats were refined to match the preferences of younger audiences, particularly on Instagram. Upcoming campaigns will focus on short video content, such as Reels and Stories, to address this target audience.
- Template and process support: To empower partners across the 20+ country consortium, editable templates and a number of detailed guidelines (e.g., for webinars, social media, and ambassadors) were introduced to streamline contributions and improve consistency.
- Calendar coordination: A calendar system was launched to manage partner contributions and campaigns more efficiently, ensuring a continuous online presence and balanced workload distribution.

2.1. KPIs STATUS

This section provides an overview of KPI performance as of Month 18 (M18), using colour-coded indicators to reflect the degree of progress. It highlights areas of strong performance, notes where progress is naturally expected to be lower due to timing or task dependencies, and outlines strategic adjustments to enhance performance in the next project phase

TYPE	NAME	KPI (GRANT AGREEMENT)	KPI TOTAL	KPI ACHIEVED BY M18	PERCENTAGE OF COMPLETION
PUBLICATIONS	SCIENTIFIC PUBLICATIONS	2 publications	N/A	0	0%
	PRESS RELEASES	1000 recipients; 10 press releases*	N/A	391 recipients	39.1%
				2 press releases	20%
	ARTICLES	2 posts per month on website; 240 articles in other platforms	72 posts on the website; 240 articles on other platforms	24 articles on website	33.3%
				41 articles in other platforms	17.1%
DIGITAL CHANNELS	PROJECT WEBSITE	1000 visitors, 3000 page views	N/A	3606 visitors	306.6%
				8835 page views	294.5%

	Facebook	200 followers per partner country all channels; 5 posts per week	4,000 followers across all channels; 360 posts in total	1260 followers	31.5%
	LinkedIn*				
	YouTube			309 in own channels	85.8%
	Instagram				
Online campaigns	Awareness raising campaigns	3 campaigns; 1,000 reached people	N/A	5 campaigns	166.5%
				17567 people reached	1756.7%
	Promoting mentoring sessions	5,000 people reached	N/A	0	0%
Events	Participation in external events	3 events per partner; 3 project presentations per partner	60 events in total; 60 project presentations in total	14 external events	23.3%
				30 project presentations	50%
	Final project event	30 attendees in person; 40 online	N/A	0	0%
	Policy dialogue webinars	6 webinars	N/A	0	0%
Other	Project ambassadors	1 project ambassador per participating partner	14 ambassadors in total	14 ambassadors onboarded	100%

Table 1: STREAM IT Project KPIs Overview

By M18, STREAM IT has made significant progress across many KPIs, with some targets not only met but significantly exceeded. Notably, the website metrics (over 3,600 visitors and nearly 9,000 page views) have far surpassed expectations (over 300% of the target), underscoring the platform's central role in outreach. Similarly, awareness-raising campaigns have dramatically overachieved, reaching over 17,500 people (more than 17 times the original target) highlighting the effectiveness of campaign-based engagement strategies.

Social media growth presents a mixed picture: LinkedIn shows strong engagement and steady growth, while Facebook and Instagram lag behind the ambitious targets. Given Instagram's youth focus and the platform's late-stage content development, further growth is expected as campaign content (e.g., Reels and ambassador interviews) rolls out in the coming months.

Some KPIs remain at 0%, such as the final project event, scientific publications, and mentoring session reach (WP3), but this is in line with the project's structure, as these activities are scheduled for the second half of the project. Likewise, the policy dialogue webinars (WP5) have only recently launched, with the first of them scheduled for September 2025.

Partner-intensive KPIs, like external article publications and participation in external events, have proven more challenging, reflecting the natural coordination limits within a large consortium. These areas will continue to require sustained partner engagement and possibly additional coordination incentives.

Looking forward, F6S, beyond continuing the strategies laid out during the first half of the project, will focus on high-impact and controllable activities:

- Press releases, for instance, will be prioritised to ensure steady and verifiable reach.
- Website content will continue to follow a structured publication calendar supported by partner contributions, helping to maintain traffic momentum.
- Finally, the project will continue investing in growing its social media presence, leveraging ambassador content and upcoming campaigns to drive both awareness and follower growth, especially toward meeting the ambitious 4,000-follower KPI.

3. Description of work carried out

3.1. Additional templates and materials for consortium use

This section presents the extensive set of guidelines, templates, and materials developed to support the STREAM IT consortium in carrying out coherent and impactful communication and dissemination activities. Building on the foundation established in Deliverable D6.1, these new materials respond to evolving partner needs and feedback gathered during the first 18 months of the project. They include practical resources for day-to-day outreach—from branding assets and social media templates to ambassador engagement tools—and are designed to ensure consistency, clarity, and alignment with the project's visual identity and strategic goals.

3.1.1. Guidelines

These internal and external-facing guidelines were developed to support partners in addressing the wide range of challenges encountered across communication, dissemination, and outreach activities. Many of these resources were created in direct response to questions raised during WP6 meetings or through partner email queries. Designed to offer clear, consistent support across different work packages and tasks—whether related to social media management, ambassador coordination, or event promotion—these guidelines are intended as a practical, day-to-day reference. All documents are stored in the shared consortium folder, where they remain readily accessible; partners are frequently referred back to them whenever clarification is needed. Each set of guidelines is presented below in detail.

3.1.1.1. Social Media Guidelines

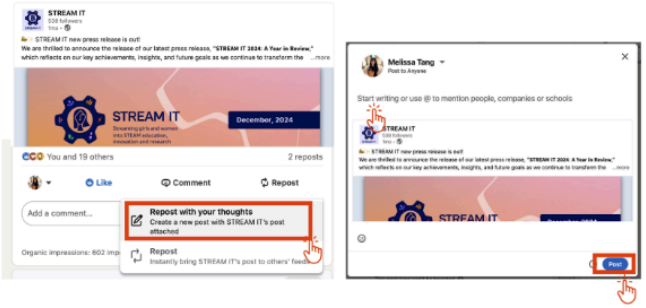
The *STREAM IT Social Media Guidelines* provide partners with step-by-step instructions to enhance the visibility and engagement of the project across LinkedIn, Facebook, and Instagram, as related to their responsibilities within T6.1.

This document focuses on three main areas of activity:

- **Inviting Followers**: Instructions for inviting connections to follow the STREAM IT page on each platform, including LinkedIn's "Invite to Follow" feature and Facebook's "Invite Friends" option.
- **Resharing STREAM IT Posts**: Guidance on how to repost content—either directly or with added commentary—on LinkedIn, with emphasis on engagement best practices and the importance of using project-specific hashtags such as #STREAMIT and #WomeninSTEM.
- **Posting on Personal/Organisation Channels**: Recommendations for original content creation by partners, including tagging the project's social media accounts, incorporating impactful visuals, and choosing appropriate hashtags to maximise visibility and discoverability. A suggested list of hashtags is included in the original document.

2. Resharing of STREAM IT's Posts on LinkedIn

- **Goal**: Increase STREAM IT's posts visibility and engagement on our project platforms.
- **How**:
  - From your profile, find the STREAM IT Page, select the post you want to share;
  - Select "Repost" or "Repost with your thoughts";
  - Include your text and (optional) use hashtags specially #STREAMIT;
  - Click on Post



Note:

- If you're resharing on your organisation profile, make sure to include it in the communication activity sheet (make sure to include the outcome; i.e. the statistics - views, impressions, likes etc).
  STREAM IT Registry of Communication, Disssemination, Events, and Publications

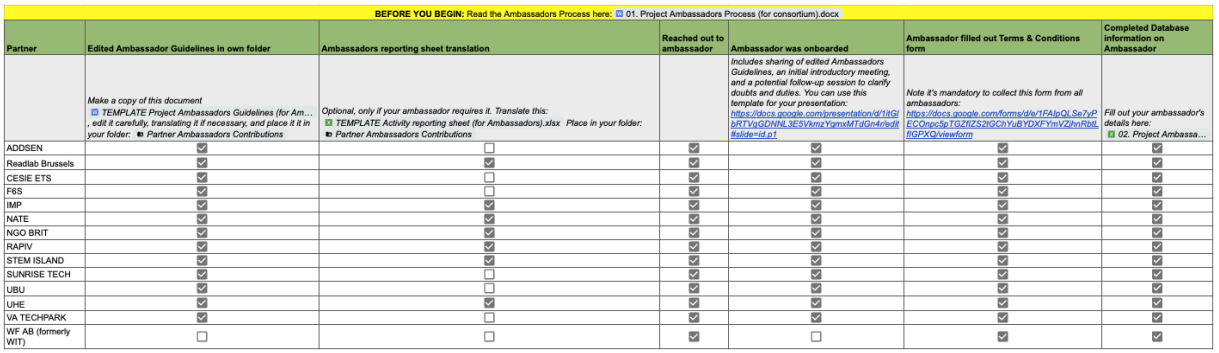
FIGURE 1: Guidelines - Sharing Social Media Post

3.1.1.2. Ambassadors Process and Guidelines

The *Project Ambassadors Process* document for consortium partners serves as a practical guide for implementing the STREAM IT Ambassador Programme (T6.4). It details the recruitment, engagement, documentation, and support process for involving female STEM professionals as visible role models. Key components include:

- **Recruitment Strategy** (Section 1): Includes selection criteria (background, demographic focus, and field expertise), recruitment channels, and a template email for outreach. These criteria aim to ensure ambassadors are both aspirational and relatable, and the email template is fully customisable and translatable.
- **Ambassador Activities and Commitment** (Section 2): Outlines two categories of activities—primary (e.g., workshops, seminars) and secondary (e.g., social media campaigns, mentorship). The section also sets expectations for engagement frequency and provides an overview of the ambassador support toolkit.
- **Documentation** (Section 3): Includes clear instructions for maintaining updated records of ambassador involvement through shared databases, event logs, and reporting sheets. Specific instructions are given for ensuring GDPR-compliant data management.

In order to track the onboarding process of ambassadors, a Checklist (Figure 2) was made available for partners to transparently reflect their progress and for F6S to be able to coordinate efforts effectively.



BEFORE YOU BEGIN: Read the Ambassadors Process here: 01. Project Ambassadors Process (for consortium).docx

Partner	Edited Ambassador Guidelines in own folder	Ambassadors reporting sheet translation	Reached out to ambassador	Ambassador was onboarded	Ambassador filled out Terms & Conditions form	Completed Database information on Ambassador
	Make a copy of this document TEMPLATE Project Ambassadors Guidelines (for Am… , edit it carefully, translating it if necessary, and place it it in your folder: Partner Ambassadors Contributions	*Optional, only if your ambassador requires it. Translate this: TEMPLATE Activity reporting sheet (for Ambassadors).xlsx Place in your folder: Partner Ambassadors Contributions*		*Includes sharing of edited Ambassadors Guidelines, an initial introductory meeting, and a potential follow-up session to clarify doubts and duties. You can use this template for your presentation: https://docs.google.com/presentation/d/1tGIbRTVqGDNNL3E5VkmzYgmxMTdGn4r/edit#slide=id.p1*	*Note it's mandatory to collect this form from all ambassadors: https://docs.google.com/forms/d/e/1FAIpQLSe7yPECOnpc5pTGZfIZS2tGChYuBYDXFYmVZjhnRbtLfiGPXQ/viewform*	*Fill out your ambassador's details here: 02. Project Ambassa…*
ADDSEN	☑	☐	☑	☑	☑	☑
Readlab Brussels	☑	☑	☑	☑	☑	☑
CESIE ETS	☑	☐	☑	☑	☑	☑
F6S	☑	☐	☑	☑	☑	☑
IMP	☑	☑	☑	☑	☑	☑
NATE	☑	☑	☑	☑	☑	☑
NGO BRIT	☑	☑	☑	☑	☑	☑
RAPIV	☑	☑	☑	☑	☑	☑
STEM ISLAND	☑	☑	☑	☑	☑	☑
SUNRISE TECH	☑	☐	☑	☑	☑	☑
UBU	☑	☐	☑	☑	☑	☑
UHE	☑	☑	☑	☑	☑	☑
VA TECHPARK	☑	☐	☑	☑	☑	☑
WF AB (formerly WIT)	☐	☐	☑	☐	☑	☑

FIGURE 2: STREAM IT Ambassadors Checklist

A corresponding *Project Ambassadors Guidelines* document, tailored specifically for ambassadors themselves, complements the consortium guide. It includes:

- A motivational welcome section introducing the STREAM IT mission and ambassador role;
- A breakdown of ambassador activities with illustrative descriptions;
- A benefits section detailing professional development, recognition, and networking opportunities;
- Resources such as a downloadable media kit and promotional kit (with banners, flyers, and QR codes);
- A practical checklist for onboarding.

3.1.1.3. NIH Webinar series calendar and guidelines

The *NIH Webinar Promotion Guidelines* (Figure 3) outline the process for planning, promoting, delivering, and documenting webinars hosted under the National Inspiration Hubs (NIH) under WP3. The structure of the document follows a clear timeline:

1. **Before the Webinar**: Partners are instructed to notify F6S of planned webinars using a shared calendar, submit final details a minimum of one month in advance, and request visuals where needed. Promotion materials include editable Canva and PowerPoint templates, Zoom backgrounds, and optional QR codes linking to STREAM IT resources.
2. **During the Webinar**: The section covers technical setup and the importance of high-quality recordings, including obtaining prior consent from all participants.
3. **After the Webinar**: Partners are required to share the recorded session, provide a written summary including speaker information and outcomes, and upload screenshots and metrics to the central drive. Blog posts in national and English versions are encouraged. Final editing and publishing are managed by F6S.

Find the NIH Webinar Series Promotion Guidelines here

Organisation - Country	Webinar number	Date	Topic/Title of Webinar	Additional Promotional Material required?	Link file (Google Drive)	Contact Person	Partners Blog Post Link	Event / Additional Links	STREAM IT YouTube Link	STREAM IT SM Post Link
		DD-Month-YYYY		Contact F6S at least 1 week in advance	Link to your webinar's folder 02. NIH Webinar Series	Please enter an email address (1 person per organisation)	To be filled by partner	To be filled by partner	To be filled by F6S	To be filled by F6S
EIT FOOD - Poland	Webinar 1	26-March-25	STREAM IT - Supporting Lea	Yes	https://drive.google.com/drive/folc	aleksandra.bara@eitfood.eu			https://youtu.be/bjXQQkO_OHY	
	Webinar 2	23-April-25	STREAM IT - Supporting Lea	Yes	https://drive.google.com/drive/folc	aleksandra.bara@eitfood.eu			https://www.youtube.com/watch?v=1qTr-eYtf	
	Webinar 3	28-May-25	STREAM IT - Supporting Lea	Yes	https://drive.google.com/drive/folc	aleksandra.bara@eitfood.eu				
	Webinar 4					aleksandra.bara@eitfood.eu				
	Webinar 5					aleksandra.bara@eitfood.eu				
	Webinar 6					aleksandra.bara@eitfood.eu				
IMP & ABW - Serbia	Webinar 1	11-April-25	STREAM IT Project and Girls	Yes	https://drive.google.com/drive/folc https://drive.google.com/drive/folc	adrijana.pantic@pupin.rs			https://www.youtube.cc	
	Webinar 2	9-May-25	Science as a Passion and the	Yes	https://drive.google.com/drive/folc https://drive.google.com/drive/folc	adrijana.pantic@pupin.rs			https://www.youtube.cc	
	Webinar 3	27-May-25	Follow Your Gift, No Matter W	Yes	https://drive.google.com/drive/folc https://drive.google.com/drive/folc	adrijana.pantic@pupin.rs				
	Webinar 4	10-June-25	Assessing Learning Outcome	Yes	https://drive.google.com/drive/folc https://drive.google.com/drive/folc	adrijana.pantic@pupin.rs zorica.dodevska@pupin.rs				
	Webinar 5	October				zorica.dodevska@pupin.rs				
	Webinar 6	October				zorica.dodevska@pupin.rs				
ADDSEN - Slovakia	Webinar 1	October				reptova@addsen.eu				
	Webinar 2	November				reptova@addsen.eu				
	Webinar 3	November				reptova@addsen.eu				
	Webinar 4	December				reptova@addsen.eu				
	Webinar 5	January				reptova@addsen.eu				
	Webinar 6	February				reptova@addsen.eu				

FIGURE 3: STREAM IT NIH Webinars Monitoring Sheet

3.1.1. Promotional Materials

Building upon the foundation of a strong visual identity, the STREAM IT project has developed a cohesive set of promotional materials, specifically a roll-up banner, a flyer and a PowerPoint project presentation (Figure 4). These resources are strategically designed not only to be visually appealing and capture audience attention at physical events but also to clearly and concisely communicate the project's core goals and ambitious vision.

Furthermore, recognising the importance of providing concrete details, all developed materials have a valuable overview of the specific project objectives and the key partners involved in their execution. For easy access and use, these print-ready materials are available on the project website for download and within the shared STREAM IT OneDrive folder. This ensures that stakeholders and potential collaborators can readily access and print these resources to effectively promote STREAM IT at various physical engagements, ensuring a consistent and impactful representation of the project's identity and objectives.

FIGURE 4: STREAM IT Roll-Up, Flyer and PPT Presentation

3.1.2. Canva Templates

To further facilitate the partners' promotional efforts, F6S has made the promotional materials and social media templates mentioned in D6.1 section 3.2.3 readily available in editable formats. Recognising the diverse preferences and accessibilities of the project's collaborators, the flyer and roll-up templates can be found on the Canva platform for easy online customisation. Additionally, to ensure maximum accessibility and avoid potential issues related to Canva accounts or membership levels, F6S has also provided editable versions in PowerPoint format within the shared STREAM IT OneDrive folder. This dual availability empowers all partners, regardless of their preferred software or access to specific online platforms, to easily adapt and personalise the promotional materials for their specific needs and outreach activities.

Moreover, the social media templates (mentioned in D6.1, section 3.2.3) are also available in editable formats on Canva. They are developed in various colours and tailored to the size requirements of each social media platform, allowing partners 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 D6.1, section 2.2.1, ensuring effective communication.

Considering the project's extensive consortium comprising partners from over 20 different countries, this adaptability is particularly crucial, as individual partners will need to translate the provided materials into their respective local languages to maximise impact and ensure effective communication within their specific regional contexts, ultimately contributing to a consistent and effective representation of the STREAM IT project across a diverse network.

3.1.3. Linktree QR Code

Linktree is a useful tool that combines multiple web links into one single, easy-to-share URL. It also provides analytics to track how well the links perform, works well on phones, and can be updated easily without changing the main link.

STREAM IT Linktree was created to bring together the project's online presences (website, LinkedIn, Facebook, Instagram, YouTube and email) to help increase engagement. To make access even easier, a QR code (Figure 5) was developed that directs users to the Linktree page. This QR code will be used on different promotional materials like flyers, posters, and presentations, at events, and on social media. This way, followers can quickly scan the code with their phones and access all information in one place.

FIGURE 5: Linktree Page and QR Code

3.1.4. Icons

Strategically incorporating icons into promotional materials and the website greatly enhances visual communication, allowing for rapid and efficient understanding of complex information. Icons make content more appealing and improve user experience by facilitating easier navigation. This also fosters a cohesive brand identity by reducing visual noise and improving readability. Consistent icon deployment across all channels strengthens brand recognition and improves user interaction. Figure 6 below presents a selection of icons created for STREAM IT.

FIGURE 6: STREAM IT Icons

3.2. PROJECT CHANNELS: UPDATES, STRATEGY CHANGES AND CAMPAIGNS

3.2.1. Website

Launched M4 of the project, the website serves as a central reference point for communication and outreach efforts, and has undergone significant evolution over the past 18 months. This continuous refinement and expansion has been strategically driven by a commitment to enhance user experience, ensuring the project's audience can easily find the information they need and understand its aims and goals. Furthermore, the website has been updated to reflect key project advancements, such as the development of the Virtual

Makerspace and the launch of project Ambassadors. Below is an overview of these various upgrades:

- **Home:** was enhanced to provide the project's audience with clearer insights into project goals and aims. Navigation has also been improved with key pages readily accessible for quick reference.
- **About - The Project & The Partners:** the original "About" page has been restructured and regrouped into two distinct sections. "The Project" now offers a comprehensive overview of the project, while "The Partners" features a more detailed presentation of the consortium, highlighting each partner's role and their specific contributions to the project. Direct links to their online platforms are included for further exploration.
- **Virtual Makerspace:** developed and elaborated in collaboration with HETFA and ReadLab, this space is a separate section dedicated to the National Inspiration Hubs designed to facilitate the collaboration, exchange of effective strategies, and the tackling of gender bias in teaching practices among educators and the community.
- **Inspirations:** this entirely new section is dedicated to showcasing the inspiring stories of the onboarded Ambassadors and highlighting successful initiatives from the awareness raising campaigns developed by HETFA.
- **Ambassadors:** elaborates on the aims of STREAM IT and the expected roles and activities of the project Ambassadors. Each Ambassador has a dedicated page sharing their personal stories, challenges overcome, and perspectives on the importance of women in STEM. Additionally, a "Resources" section provides downloadable "STREAM IT Media Kit materials" (project presentation, social media templates, logo, brand book, webinar backgrounds) and the "Ambassadors' Promotional Kit" (project flyer and banner, the Linktree QR code linking all STREAM IT online platforms, and banners designed for Ambassador campaigns and promotion).
- **Inspiring stories:** draws from information gathered during the awareness-raising campaigns, this section promotes individual inspiring figures and valuable good practices suggestions shared by partners. Each person featured has a dedicated page elaborating on their journey, opinions and achievements.
- **News & Events:** is continuously updated with blog posts detailing submitted deliverables, discussions on important topics related to STEAM Education, and highlights of past and upcoming events involving project partners.
- **Results:** is consistently updated with summaries of submitted deliverables (abstracts pending approval for full report inclusion and public download), along with press releases and other communication materials developed throughout the project.

In short, these website upgrades aim to improve user experience, highlight project progress and partner contributions, and showcase inspiring stories, creating a more accessible and informative platform for the STEAM community.

Looking at the website's performance through M18, the platform has welcomed a total of 3,606 individual visitors from 111 countries worldwide, who have collectively explored 8,835 pages across the site. This level of interaction suggests a healthy interest in the information provided. A key contributor to this engagement is a vibrant News & Events section, which has been consistently updated with 24 published articles, keeping the project's audience informed and connected.

3.2.2. Social Media

To effectively connect with diverse target audiences, the STREAM IT project has strategically established a presence on LinkedIn, Facebook, Instagram, and YouTube. These platforms were carefully chosen for their unique strengths, allowing for the tailoring of content and maximising engagement with specific groups, ultimately broadening reach and impact.

3.2.2.1. LinkedIn

LinkedIn serves as a crucial professional channel for the STREAM IT project, fostering a community aligned with its mission of promoting gender equality and inclusivity in STEM. The LinkedIn strategy centers on a dedicated page where key updates are regularly shared, including important news, project milestones, deliverables, and participation in public events, ensuring the content effectively reaches a professional audience.

To gauge impact, metrics such as follower growth and post interactions are tracked and used to refine the strategy. As of M18, the page has cultivated 929 followers, with 149 posts generating over 68,500 impressions and 6,500 engagements.

3.2.2.2. Facebook

Although Facebook was initially considered as one of the platforms to engage a broad audience, the STREAM IT project has seen consistently lower engagement levels on Facebook compared to LinkedIn. This has resulted in a gradual strategic shift, placing greater emphasis on LinkedIn due to its stronger performance, and prompting potential adjustments in content focus and resource allocation.

As of M18, the Facebook page has reached 222 followers, with 134 posts generating over 42,000 impressions and 5,500 engagements.

3.2.2.3. Instagram

Instagram is a key visually-driven platform for STREAM IT to engage younger audiences (like 14-18 year olds), secondary school girls, university students, and young professionals. The project aims to boost its visibility by connecting with these groups through high-quality photos, carousels, Stories, and Reels, sharing engaging and informative content.

Currently at 78 followers with 35 posts, STREAM IT will strategically enhance its Instagram presence. A key element will be integrating short interviews within Reels and Stories. These will highlight insights or teasers, aiming to capture attention and potentially direct listeners to full podcasts on Youtube. This interview integration, alongside a continued focus on dynamic Reels for broader reach and interactive Stories for direct engagement, seeks to create diverse, easily consumable content and ultimately grow the Instagram audience and strengthen connections with target groups. Further developed in section 3.2.4.2 Ambassadors Instagram Campaigns.

3.2.2.4. YouTube

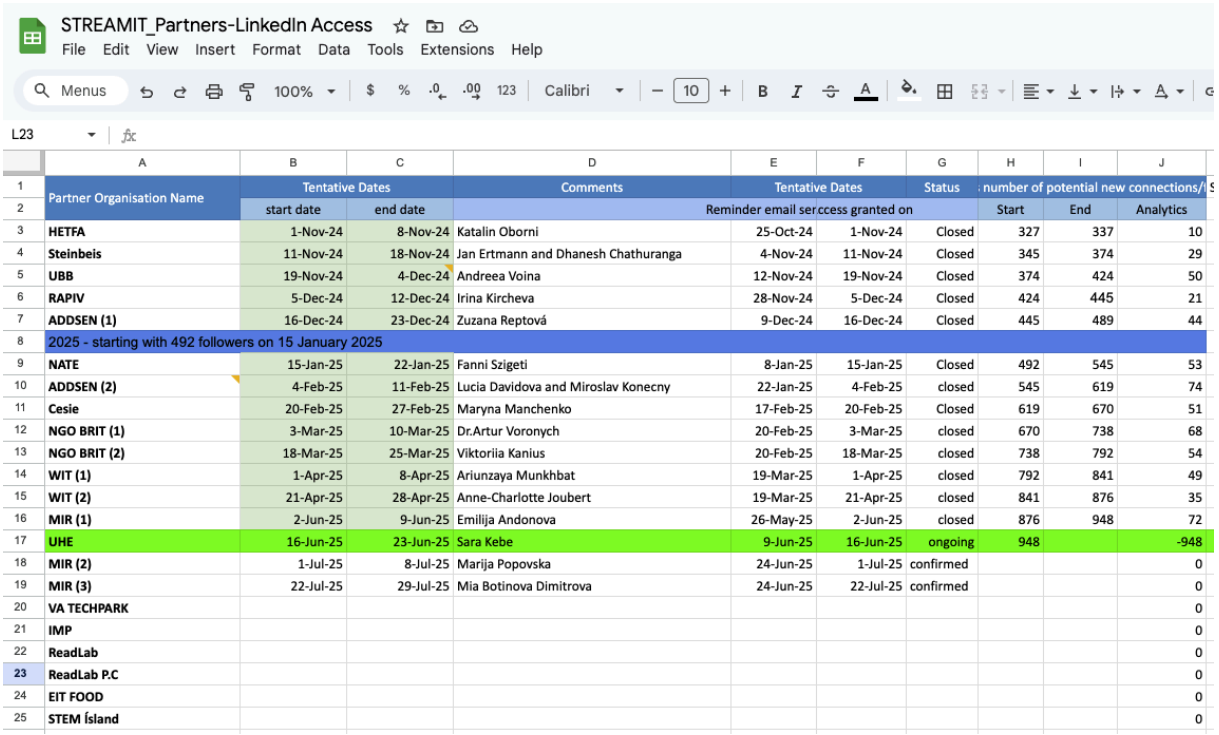
The STREAM IT project launched its YouTube channel to share audio-visual materials like project overviews, webinars, and educational videos with the public. After an initial period of inactivity, the channel has recently started featuring National Inspiration Hubs (NIHs) webinars, with more content planned for release as the project progresses. These videos are also accessible on the project website and promoted via social media. The channel currently has 34 subscribers, 6 videos, and over 700 views.

3.2.3. Strategies for Collaboration

3.2.3.1. Linkedin Takeover

One of the KPIs for the project is to achieve 4,000 followers across all STREAM IT social media channels. To significantly expand the LinkedIn following, F6S implemented a highly effective strategy: offering partners a one-week administrative access period to the STREAM IT LinkedIn profile. This empowers them to directly invite their valuable connections to follow the project, tapping into their extended networks.

To facilitate this, F6S has meticulously prepared a dedicated calendar (Figure 7). Partners can access this calendar to either sign up for their preferred contribution slots or simply check their pre-allocated suggested dates. To ensure seamless execution, a confirmation email is sent 1-2 weeks prior to each partner's scheduled access period. This email is not just a reminder; it includes a clear, step-by-step summary, complete with helpful screenshots, outlining exactly how partners can leverage their temporary admin access.



STREAMIT_Partners-LinkedIn Access

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Partner Organisation Name	Tentative Dates		Comments	Tentative Dates		Status	number of potential new connections/		
	start date	end date		Reminder email sent	access granted on		Start	End	Analytics
HETFA	1-Nov-24	8-Nov-24	Katalin Oborni	25-Oct-24	1-Nov-24	Closed	327	337	10
Steinbeis	11-Nov-24	18-Nov-24	Jan Ertmann and Dhanesh Chathuranga	4-Nov-24	11-Nov-24	Closed	345	374	29
UBB	19-Nov-24	4-Dec-24	Andreea Voina	12-Nov-24	19-Nov-24	Closed	374	424	50
RAPIV	5-Dec-24	12-Dec-24	Irina Kircheva	28-Nov-24	5-Dec-24	Closed	424	445	21
ADDSEN (1)	16-Dec-24	23-Dec-24	Zuzana Reptová	9-Dec-24	16-Dec-24	Closed	445	489	44
2025 - starting with 492 followers on 15 January 2025									
NATE	15-Jan-25	22-Jan-25	Fanni Szigeti	8-Jan-25	15-Jan-25	Closed	492	545	53
ADDSEN (2)	4-Feb-25	11-Feb-25	Lucia Davidova and Miroslav Konecny	22-Jan-25	4-Feb-25	closed	545	619	74
Cesie	20-Feb-25	27-Feb-25	Maryna Manchenko	17-Feb-25	20-Feb-25	Closed	619	670	51
NGO BRIT (1)	3-Mar-25	10-Mar-25	Dr.Artur Voronych	20-Feb-25	3-Mar-25	closed	670	738	68
NGO BRIT (2)	18-Mar-25	25-Mar-25	Viktoriia Kanius	20-Feb-25	18-Mar-25	closed	738	792	54
WIT (1)	1-Apr-25	8-Apr-25	Ariunzaya Munkhbat	19-Mar-25	1-Apr-25	closed	792	841	49
WIT (2)	21-Apr-25	28-Apr-25	Anne-Charlotte Joubert	19-Mar-25	21-Apr-25	closed	841	876	35
MIR (1)	2-Jun-25	9-Jun-25	Emilija Andonova	26-May-25	2-Jun-25	closed	876	948	72
UHE	16-Jun-25	23-Jun-25	Sara Kebe	9-Jun-25	16-Jun-25	ongoing	948		-948
MIR (2)	1-Jul-25	8-Jul-25	Marija Popovska	24-Jun-25	1-Jul-25	confirmed			0
MIR (3)	22-Jul-25	29-Jul-25	Mia Botinova Dimitrova	24-Jun-25	22-Jul-25	confirmed			0
VA TECHPARK									0
IMP									0
ReadLab									0
ReadLab P.C									0
EIT FOOD									0
STEM Ísland									0

FIGURE 7: STREAM IT Partners LinkedIn Access Monitoring Sheet

This strategic approach is working as intended. Since its implementation in M10, various members from 10 partner organisations have already contributed, playing a crucial role in its success. Their collective efforts have resulted in a remarkable increase of over 500 new followers for the STREAM IT LinkedIn profile. This activity will continue as an ongoing initiative right through to the project's conclusion.

It is important to note that this specific strategy of granting temporary administrative access for direct connection invitations is not applicable to platforms like Facebook or Instagram. These platforms have different privacy settings and community guidelines that restrict this type of direct invitation. While other strategies to grow the project's presence on Facebook and Instagram are employed, this particular method is uniquely effective for leveraging LinkedIn's professional networking features.

3.2.3.2. Calendar of Partners' Contribution & Guidelines

By M10, a dedicated Partner Contribution Calendar (Figure 8) was implemented, separate from the Project Content Planner. Through this calendar, each partner is assigned a specific date to contribute directly to communication and dissemination activities. On their scheduled date, partners are expected to either share STREAM IT content on their own social media or provide content for F6S to post on the project's official channels.

This approach ensures a wide variety of content, highlighting the diverse expertise and perspectives within the consortium. Contributions may include blog posts related to submitted deliverables, freely chosen topics aligned with STREAM IT's goals, or insights into a partner's specific role in the project.

Check the Calendar or partner contributions guidelines

Months	13	14	15	16	17	18	19	20	21	22	23	24
Year	2025											
Days	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
sat	4	1	1	5	3		5	2	6	4	1	6
sun	5	2	2	6	4	1	6	3	7	5	2	7
mon	6	3 RAPIV	3	7 UBB	5 UHE	2	7 STMP	4 ReadLab PC	8 EIT FOOD	6 UBU	3 HETFA	8 STEINBEIS
tue	7	4	4	8	6	3 F6S	8	5	9	7	4	9
wed	8	5	5 UBU	9	7	4	9	6	10	8	5	10
thu	9	6	6	10	8	5	10	7	11	9	6	11
fri	10	7	7	11	9	6	11	8	12	10	7	12
sat	11	8	8	12	10	7	12	9	13	11	8	13
sun	12	9	9	13	11	8	13	10	14	12	9	14
mon	13	10 STEINBEIS	10 NATE	14 CESIE	12 VA Techpark	9 NGO Brit	14 ADDSEN	11 F6S	15 ReadLab Brussels	13 Stem Island	10 ABW	15 RAPIV
tue	14	11	11	15	13	10	15	12	16	14	11	16
wed	15	12	12	16	14	11	16	13	17	15	12	17
thu	16	13	13	17	15	12	17	14	18	16	13	18
fri	17 HETFA	14	14	18	16	13	18	15	19	17	14	19
sat	18	15	15	19	17	14	19	16	20	18	15	20
sun	19	16	16	20	18	15	20	17	21	19	16	21
mon	20	17 ABW	17 Wonderfund	21 Stem Island	19 EIT FOOD	16	21 ReadLab Brussels	18 IMP	22 Wonderfund	20 ADDSEN	17 MIR	22
tue	21	18	18	22	20	17	22	19	23	21	18	23
wed	22	19	19	23	21	18	23	20	24	22	19	24
thu	23	20	20	24	22	19	24	21	25	23	20	25
fri	24	21	21	25	23	20	25	22	26	24	21	26
sat	25	22	22	26	24	21	26	23	27	25	22	27
sun	26	23	23	27	25	22	27	24	28	26	23	28
mon	27	24 D2.3 - UBB	24 D2.4 - HETFA	28 D2.1 - IMP	26 D2.5 - UBB	23 D2.2 - IMP	28 D3.4 - SMTP	25 D4.2 - Stem Island	29 D4.3 - ReadLab Brussels	27 D4.5 - RAPIV	24 D6.2 - CESIE	29
tue	28	25	25	29	27	24	29	26	30	28	25	30
wed	29	26	26	30	28	25	30	27		29	26	
thu	30	27	27		29	26	31	28		30	27	
fri	31	28	28		30	27		29		31	28	
sat			29		31	28		30			29	
sun			30			29		31			30	

FIGURE 8: STREAM IT Partners Calendar Contributions 2025

To ensure smooth coordination, F6S reaches out to partners a month in advance, reminding them of their upcoming contributions. For this, F6S has also created a comprehensive guideline that details how partners can contribute to dissemination efforts through three key content types:

- Social Media Contributions
- Website Blog Post: Free Topic
- Website Blog Post: Based on Deliverables

These guidelines serve as the go-to resource for partners, thoroughly explaining each of these three contribution types. It covers their options, what is expected of them, the suggested structure for consistency, and important information like hashtags to use, partners to tag, and recommended word counts for blog posts.

3.2.3.3. Internal Newsletter

In the early months of the project, F6S established and continues to manage a crucial internal monthly newsletter. This newsletter acts as a central hub for keeping partners informed and coordinated.

Each issue includes reminders, such as prompting partners to record their activities in the designated sheets for accurate tracking and monitoring. It also provides a heads-up about the upcoming month's partner contributions to ensure everyone is aware and prepare accordingly. Beyond this, the newsletter highlights significant project events, shares

important updates, and even includes links to key social media posts - this makes it easy for partners to engage with and amplify the project's messaging, helping spread the word more effectively across STREAM IT's various platforms.

3.2.3.4. WP6 Meetings and Coordination

To ensure smooth collaboration and alignment within WP6, two types of regular meetings are held:

- WP6 Internal Meetings: These monthly meetings bring together the WP6 task leaders to align on ongoing activities, clarify roles, and discuss progress and upcoming actions. They serve as an essential space for coordination, troubleshooting, and ensuring consistency across all WP6 tasks.
- WP6 General Meetings: Also held monthly, these meetings are open to the entire consortium. They provide updates on WP6 actions and progress, while also offering room for discussion, questions, and clarifications. These meetings are especially valuable for identifying cross-partner action items and fostering transparency and engagement across the project.

These structured meetings play a central role in keeping dissemination and communication efforts on track and well-integrated throughout the project lifecycle.

3.2.4. Campaigns

In line with STREAM IT's mission to inspire and engage diverse audiences, particularly young girls and women, the project has launched a series of targeted communication campaigns. These campaigns are designed to raise awareness about gender gaps in STE(A)M fields, promote the work of role models, and showcase project activities in creative and accessible ways. Each campaign is carefully developed to match the platform preferences of the target audience, using visually engaging formats such as Instagram Reels, social media quote cards, and blog content. Supported by thematic calendars and partner coordination, these initiatives ensure continuous, strategic outreach across the project lifecycle.

3.2.4.1. Awareness raising campaigns (T6.2)

The STREAM IT Awareness Raising Campaign aims to raise awareness of the gender-specific barriers and challenges that girls and young women face in STEM fields. The campaign consists of three campaign periods per year, each with a slightly different focus. Each year, one campaign period features inspiring role models to encourage girls and young women interested in pursuing a career in STEM. The role models are women who are established in STEM—either as university students or professionals with STEM-related careers. The campaign also highlights effective solutions and showcases best practices developed by educational institutions. Moreover, it seeks to raise awareness of systemic issues that hinder gender equality.

HÉTFA is responsible for the management of the collection of information for the campaign materials, and for preparing the campaign materials. All STREAM IT project partners contribute to the information collection for the campaign, following the direction of HÉTFA. F6S arranges the publishing of the campaign materials and the summary of analytics of the campaign posts. F6S also actively contributes to the engagement of project partners in the campaign by reminding them to share campaign materials.

While each year allows for the creation of new content, the campaign periods follow a consistent structure over time. This means that certain periods maintain the same overarching theme, though the specific focus of the materials varies each year. The recurring campaign themes include the following:

- **Educators matter:** Highlighting the importance of teachers and education institutes in motivating and helping girls and women in STEM. These campaign periods target teachers and institutions, aiming to raise awareness on how much their approach matters to girls and women in STEM.
    - 2024. September 16-20: “Teachers: Your Effort Matters” campaign. Partners collected information from women in STEM, asking about influential teachers throughout their education. Campaign materials contained quotes from these women.
    - 2025. February 10-14: “Institutionalise gender equality”. HETFA collected descriptions of good practices of educational institutions and companies, in which extra measures to support women students/employees in their career have been taken.

- **Inspiring Stories:** Representing women studying and working in STEM for girls to see female role models in these roles and learn about their experiences and thoughts. Project partners are asked to contact women in STEM who they believe would be strong role models for this campaign. HÉTFA prepares a form for them, focusing on their thoughts about their profession and the messages they want to share with girls interested in STEM. Each year, the form allows for new and varied questions, keeping the campaign materials fresh and engaging for followers. The women contacted through the form also share photos of themselves, so the target audience (girls interested in STEM) can see the diversity among women in the field.
    - 2024. October 7-14: Campaign showcasing inspiring stories to make it clear to girls that it is possible to succeed in STEM as a woman, and that this journey can begin at their age (12–18) by engaging with STEAM subjects at school
    - 2025. February 19-24: Campaign featuring stories of women working in particularly male-dominated STEM fields. The goal was to highlight real experiences of women in roles where they are underrepresented, thereby normalising the idea that girls can pursue any profession that suits them—regardless of stereotypes.

- **World Science Day for Peace and Development:** The third campaign period of each year is scheduled to take place during the World Science Day for Peace and Development.
    - 2024. November 8-11: "Women in AI". The campaign focuses on gender bias in artificial intelligence, a field that was central in last year's scientific discourse, and how it shapes societal perceptions of gender roles, often without critical reflection.

During each campaign period, one post is published per day on the Instagram, Facebook, and LinkedIn channels of STREAM IT.

After each campaign, analytics are collected to measure post reach. In 2024, the total reach of campaign posts was 13,485. In 2025, the campaigns conducted so far have reached 4,082, with one more campaign period still to come.

3.2.4.2. Ambassadors Instagram Campaign (T6.4)

The Ambassadors Instagram Campaign, tentatively titled *Faces of STREAM IT: Women in STEM*, is an upcoming communication activity designed to spotlight the diversity, passion, and lived experiences of STREAM IT ambassadors across Europe. The campaign aims to inspire young girls to pursue STEAM pathways by sharing authentic stories from relatable role models through Instagram Reels, Stories, and Posts.

As of Month 18, the campaign is in its production phase. Ambassador outreach and scheduling were conducted during May and early June 2025, with one-on-one interviews currently being recorded via Zoom. Each ambassador is participating in a short, guided interview (10–15 minutes), responding to pre-selected questions about their journeys in STEM, key challenges, and personal motivations.

Throughout July and August, these interviews will be professionally edited into engaging, branded social media content—comprising short Reels (60–90 seconds), quote-based Stories, and headshot posts with inspiring excerpts. All materials will reflect STREAM IT's visual identity and messaging strategy.

The content will be published between September and October 2025, following a thematic calendar grouped by STEM disciplines. The planned posting cadence includes weekly Reels (Mondays), Stories (Wednesdays), and Quote Posts (Fridays). Ambassadors will be tagged and encouraged to amplify the campaign by resharing the content through their personal networks.

This campaign builds on the project's broader efforts to highlight real-world female role models and actively engage youth on platforms they already use, making science feel more accessible, diverse, and personal.

3.2.4.3. Upcoming Instagram Campaigns (T6.3)

On June 12th, 2025 a two-hour workshop was held with representatives from all partner organisations (project managers and communications representatives) to co-develop a social media campaign aimed at encouraging girls aged 14–18 to explore and pursue STEM fields. Participants aligned on the definition of an Instagram campaign and clarified the roles and responsibilities of each partner. The session was mainly focused on shaping key messages, identifying effective formats, and exchanging content ideas tailored to a teenage audience, identified as particularly difficult to reach.

This practical workshop resulted in a collaborative and creative foundation for a relatable and empowering campaign. The Instagram campaign, based on the developments from this workshop, will be created and implemented in October 2025.

3.3. Events

During the first 18 months of the STREAM IT project, consortium partners actively participated in a wide range of events that supported the project's dissemination and collaboration goals. These events spanned webinars, workshops, conferences, and co-creation labs, many of which aligned with STREAM IT's objectives of promoting gender equity in STE(A)M and strengthening mentoring and education practices.

Partners engaged both as attendees and organisers, with notable participation in events such as the *Road-STEAMer Co-Creation Workshop*, the *Girls Go Circular Forum*, and the ongoing *NIH webinar series*. These events offered valuable opportunities to present STREAM IT's activities, share insights on gender inclusion in STEM education, and collaborate with related EU projects.

A centralised events registry (Figure 9) has been maintained to log participation, track contributions, and store supporting materials.

Dissemination activities
List all the dissemination activities carried out in the context of the project - please include dissemination activities mentioned in the proposal and new ones. Add as much details and use the labels in dropdown column.
If in doubt please refer to the Reporting Guidelines **or reach out to F6S**

Implementing Partner	Organised / Participated	Dissemination activity name / Title	What? Type of dissemination activity	Where? Geographical scope	City / Country	When?	Who? Target audience Reached	Why?	Status of the dissemination activity	Comments	Evidence / Link
Use the dropdown	*Use the dropdown*		*Use the dropdown*	*Use the dropdown*		*DD-MM-YYYY*	*Use the dropdown*	*Description of the objective(s) with reference to a specific project output (max 200 characters)*	*Use the dropdown*		*Add pictures and any useful information in a f STREAMIT_DissActivities - Name the folder:*
Dissemination Activities 2024											
ADDSEN	Organised	Informing on WP2 activities	Meetings	National	Slovakia	13-Mar-2024	Research commun	Bilateral meeting to engage the Slovak Association of Female Researchers and Innovators (SAVIA) intc	Delivered		
SUNRISE TE	Participate	Horizon Europe info day	Conferences	National	Lithuania	6-May-2024	Research commun	Presentation on Sunrise Tech Park experience in Horizon Europe presenting STREAMIT as an impleme	Delivered	80 participants online	https://europoshorizontas.lt/wp-content/uploa
HETFA	Organised	Meeting organised with AGRIGEP project	Meetings	International	Online	21-May-2024	Research commun	Online meeting via Zoom discussing STREAM IT joining as a sisterproject to AGRIGEP	Delivered	1 person attended from HETFA, 2 person attended from COO partner of the AGR	
NATE	Organised	Meeting with experts	Meetings	National	Hungary	23-May-2024	Specific use comm	Workshop on the development of mentoring programme	Delivered	1 person from HETFA, 1 person fro	https://docs.google.com/document/d/1-6e8Ah
HETFA	Organised	Meeting organised with STEAMBrace project	Meetings	International	Online	28-May-2024	Research commun	Online meeting via Zoom discussing STREAM IT joining as a sisterproject to STEAMBrace	Delivered	CCO/Hetfa, COO/Grupo EDELVIVES	
HETFA	Organised	1st Meeting with Sister project partners (SENSE, Road-STEAMe	Meetings	International	Online	11-Jun-2024	Research commun	Online meeting via Zoom discussing STREAM IT joining as a sisterproject to SENSE, Road-STEAMer,	Delivered	How many partners?	
HETFA	Organised	1st Co-creation Working Lab	Other scientific c	International	Online	26-Jun-2024	Research commun	HETFA , as task leader (T2.4) organised the first session of the labs with the aim of learning on STEAM	Delivered	No of registered participants: 34. N	https://drive.google.com/drive/folders/16M5fV
HETFA	Organised	2nd Co-creation Working Lab	Other scientific c	International	online	11-Oct-2024	Research commun	HETFA, organsied the 2nd lab with the aim of exchanging experiences on gender-inclusive methodolog	Delivered	No of registered participants: 27. N	https://drive.google.com/drive/u/0/folders/1fqf
NATE	Organised	Workshop organsied for developing Mentoring Programme in WF	Workshops	National	Budapest	06-Nov-2024	Research commun	Aim of the workshop was to develop the toolkit for Mentor Program and Science Communication compe	Delivered	Mentors (4 ppl)	https://drive.google.com/drive/folders/1Zhw3H
HETFA	Organised	2nd Assembly Meetings	Meetings	International	Online	08-Nov-2024	Research commun	HETFA organies the 2nd assembly meeting. AGENDA: https://docs.google.com/document/d/1Hh13_m)	Delivered	No of participants: 29	https://drive.google.com/drive/u/0/folders/17u
HETFA	Organised	STRADA < > STREAM IT - sister project meeting	Collaboration wit	International	Online	13-Nov-2024	Research commun	The first meeting to discussing collaboartaion between the two projects.	Delivered		
STEM Ísland	Organised	STREAM IT_National Inspiration Hub Workshop 1&2	Workshops	International	Online	15&18-Nov-2024	Research commun	https://drive.google.com/drive/u/0/folders/1dridChEd8m1EWxCemjlUCd3RTbwWo_XH	Delivered		
HETFA	Organised	MINDtheGEPs & STREAM IT - sister project meeting	Collaboration wit	International	Online	26_Nov_2024	Research commun	The first meeting to discussing collaboartaion between the two projects.	Delivered	HETFA: 1 person, MINDtheGAP: 2 persons	
HETFA	Participate	Sister project meeting: STEAMbrace, RoadSTEAMer, STEAMLe	Collaboration wit	International	Online	27-Nov-2024	International organ	To form a sister project group, we shared infomration on our upcoming programmes, presented our proj	Delivered	6 persosn participated	https://drive.google.com/drive/u/0/folders/1ZC
UBB	Participate	Perspective diacronice asupra condiției femeilor din spațiul europ	Conferences	National	Online	6-Dec-2024	Research commun	The conference was the second edition of IFSGen's conference. IFSGen is a network of scholars involv	Delivered	1 UBB representative (Andreea Voi	https://drive.google.com/drive/u/0/folders/1oV
HETFA	Participate	[Road-STEAMer] Roadmapping workshop with related projects	Workshops	International	Online	4-Dec-2024	Research commun	Online roadmapping workshop with representatives of similar projects. The aim of the workshop is to cc	Delivered	Coordinator, HETFA (Katalin Oborn	https://drive.google.com/drive/u/0/folders/1Dil
HETFA	Organised	Meeting with Sisterprojects: STEAMBrace & SLE project	Meetings	International	online	17-Dec-2024	Research commun	Online meeting with the two sisterproject to discuss how STREAM IT jons the STEAM Congress organs	Delivered	1 representative from each project	sorry, I have no photos
Steinbeis	Organised	Worshop organsied for designing the Policy Dialouge webinars ir	Workshops	International	online	18-Dec-2024	Research commun	Aim of the workhop was to learn and discuss the initial plan for designing the webinars to be implement	Delivered	No of participants: 10 (2 person/Si2	https://drive.google.com/drive/u/0/folders/1O6
ADDSEN	Organised	2 workshops organized at *Zijem vedu nazivo 2024* conference, p	Workshops	National	Bratislava,	20-Dec-2024	Research commun	Aim of the workshops was to promote upcoming activities in the STREAM IT project, particularly the Ph	Delivered	no of participants: 30 (per 2 worksl	https://drive.google.com/drive/folders/1tdQrsr
UPZ ABW	Organised	pre-New Year gathering organised by ABW in House of Europe i	Other	National	Belgrade	17-Dec-2024	business partners	Aim of the pre-New Year gathering was to promote all of the ABW's activities and project from 2024, inc	Delivered	Aprox. 70 people	photos will be added
Dissemination Activities 2025											
HETFA	Participate	Presetning Research Results: SLEs webinar (sister project event	Collaboration wit	International	online	22-Jan-2025	Specific end user c	to share the results of your research during the event we are organizing to showcase the toolkit. Partici	Ongoing		
ADDSEN	Organised	Meet & Learn: How to increase the number of women in tech sec	Education and tr	Local	Bratislava,	29-Jan-2025	business partners	The event comprised presentation of 2 projects relevant to the topic: STREAM IT and HERFund (both I	Delivered	no of participants: 24 (mix of busine	https://drive.google.com/drive/folders/14TMY
HETFA	Participate	1st European STEAM Congress / Key speaker	Collaboration wit	International	Gothenburg	3-5 February 2025	Specific end user c	STEAMBrace organised their first congress in Gothenburg. The research result was presented by Katal	Delivered	approx 30-40 participants	STEAMBrace_STEAMCongress
WF AB	Participate	1st European STEAM Congress / webinar	Collaboration wit	International	Gothenburg	3-5 February 2025	Specific end user c	WF AB delivered a workhop targeting tecahers at the congress.	Delivered		STEAMBrace_STEAMCongress
HETFA	Organised	GE webinar series - Webinar 6	Collaboration wit	International	online	4/3/2025	International organ	HETFA and UBB delivered a webinar: Effective crisis communication management: Navigating gender-	Ongoing	no of registrants: 27	AGRIGEP sisterproject webinar
HETFA	Participate	EU AWARD FOR GENDER EQUALITY CHAMPIONS	Collaboration wit	International	Brussels	03 March 2025	EU institutions	Award ceremony and round table organised by the EUROPEAN COMMISSION DIRECTORATE-GENE			
HETFA	Participate	European STEAME Academy Symposium 2025 / presentation ar	Collaboration wit	International	Thessaloni	13-15 March 2025	Specific end user c	HETFA presented the research results and held a workhop on the gender relevance in teaching, learnir	Delivered		EUROMATH & EUROSCIENCE CONFEF
EIT FOOD	Organised	#1 NIH webinar - STEAM without barriers	Collaboration	National	Online	26-Mar-2025	Citizens	Highligted structural reform in educational and academic environments which have the strongest potent	Delivered	18 participants	https://drive.google.com/drive/folders/1lpCPS
UBU	Participate	Spanish Netwrok of Gender EU Projects 2024-2027	Meetings	National	Madrid/Spa	24-March_2025	Research commun	This is a network made up of European projects whose objectives include reducing the gender gap. It ir	Delivered	Organised by the Ministry	
HETFA	Organised	Exploring Synergies between WomenSTEM Up Erasmus + Proje	Collaboration wit	International	online meet	15 /04/2025	Research commun	Coordinator of STREAM IT and project partner from WOMEN STEM UP, https://women-stem-up.eu/par	Delivered		
HETFA	Organised	Exploring Synergies between the project Blooming the future of S	Collaboration wit	International	online meet	17/04/2025	Specific end user c	Jointly introduce our activities, discussed potentiola collaborations.			

FIGURE 9: STREAM IT Partners Events/Dissemination Activities Monitoring Sheet

These activities not only expanded the project's visibility across Europe but also facilitated knowledge exchange and strengthened connections with key stakeholders in the education and policy sectors

3.4. Publications

Publications play a key role in STREAM IT's dissemination strategy by helping to amplify project visibility and share its progress with both public and professional audiences. During the first half of the project, STREAM IT partners contributed to a growing number of media mentions and published materials, including press releases, blog articles, and project-related content shared on external platforms.

To date, 2 press releases have been issued to announce key milestones such as the project launch and major events (Figure 10). Press Release 1 published March 2024 | Press Release 2 published December 2024. In addition, over 40 articles have appeared across partners' channels and external media outlets, contributing to broader outreach. Website blog posts within our News & Events page remain an essential publication format, with 24

articles published by M18, helping communicate ongoing work and results in accessible formats.

FIGURE 10: STREAM IT Press Releases on Website

While the initial focus was on awareness-raising and project promotion, the next project phase will place stronger emphasis on producing scientific publications and more formalised outputs, including peer-reviewed articles and conference proceedings. This will help ensure that STREAM IT's methodologies and insights contribute to wider academic and policy discussions on gender inclusion in STE(A)M.

4. CONCLUSIONS

The first 18 months of the STREAM IT project have demonstrated a strong, coordinated effort to promote gender-inclusive STE(A)M education through strategic communication and dissemination activities. The tools, templates, campaigns, and digital channels developed during this period have helped establish a recognisable project identity and significantly raised awareness across multiple stakeholder groups.

Key achievements include:

- Surpassing web traffic and engagement KPIs, with over 3,600 visitors and nearly 9,000 page views;
- A highly successful awareness campaign strategy, reaching over 17,500 people;
- The development of a comprehensive partner support system, including editable templates, content calendars, and detailed guidelines;
- The initiation of visually engaging campaigns aimed at connecting directly with younger audiences.

Monthly WP6 internal and general meetings, along with the internal newsletter, have ensured that all partners remain informed, aligned, and actively involved in communication efforts. These coordination mechanisms have been instrumental in maintaining momentum and clarity across the consortium.

As STREAM IT enters its final project phase, these foundational efforts will be scaled and refined. Focus will shift to:

- Expanding campaign reach with multimedia content;
- Supporting scientific publications and events;
- Maximising the visibility of the project's final outputs;
- Strengthening the role of partners in outreach efforts. Future communication and dissemination activities should place increased emphasis on enhancing partner involvement, encouraging even greater participation and ownership in outreach actions across the consortium.

This Mid-Term Dissemination Report lays a strong foundation for the Final Dissemination Activity Report (D6.3), which will capture the full scope of communication activities, performance indicators, and lessons learned throughout the project.

STREAM IT

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