



GATE – Gender Awareness, Tackling stereotypes in Education

Framework

Work Package 5 - Dissemination and communication

Context of the project

The main objective of the project is to improve effective equality between girls and boys from primary school onwards by combating gender stereotypes in schools. For more than 30 years, while gender inequalities have been slowly declining, sexism, discriminatory attitudes based on gender, has persisted. The persistence of gender stereotypes is partly since men and women have integrated them into their lives from an early age in school. That is why initiatives are being developed in schools, starting at the primary level, to establish a culture of equality and cooperation between girls and boys. For example, the Elementary School of Peyrouat, in Mont-de-Marsan, has set up a project to deconstruct gender stereotypes in children around cultural activities and games in different places and at different times of the day (in class with debates, dramatization of certain books or at recreation with balloon-free recreation for example). This type of initiative, which is very successful in terms of learning about the culture of equality but often isolated. This is why the GATE project aims to collect this kind of practice in order to study it on a large scale, multiply it and disseminate it in order to allow the exchange of good practices between the countries of the European Union and to promote real equality between girls and boys.

The project will be divided into 4 phases and will be implemented in the participating countries namely Bulgaria, Denmark, Spain, Finland and France:

- A collection of good practices to tackle gender stereotypes in schools in the schoolyard and in the classroom will be produced.
- Based on the practices collected, a systemic programme including all primary school spaces and times will be modelled in order to be transferable to all school systems in the participating countries.
- The modelled practice will be tested in the different countries to assess its impact on school staff and students.
- Policy recommendations for national and European decision-makers collecting comments from partners during the project will be written.

Objectives of the WP5

The aim of this WP is to create a strong awareness regarding the GATE project at local, regional, national and EU levels, across contexts and countries. A dissemination strategy will be elaborated describing all the activities to be held throughout the lifecycle of the project with clearly defined indicators and tasks.

Development of the Project Website and Social Media Influence



The project-dedicated website will host all relevant project information and materials and will serve as a point of reference for the key results and deliverables. It will constitute the main online dissemination tool, supported by social media accounts on the most widely used social networks, such as Facebook, LinkedIn, Instagram, Youtube and Twitter (GATE project-dedicated profiles will be developed on the relevant social networks). The website will be in English and the maintenance of its content will be a task implemented collectively on a regular basis by the consortium members. The materials and deliverables will be made freely available through open licenses to the public via the web site and further promoted through social media.

Dissemination toolbox (including project newsletter and project related promotional materials)

Biannual e-newsletter will be developed and distributed through the website with the aim to enhance the target groups' awareness on the key project activities and results. The Newsletter will be disseminated through all partners' channels and networks to all relevant stakeholders and participating schools.

Project related promotional materials will include a printed and online brochure that promotes project's aims, objectives and milestones.

The toolbox will establish the project visual identity and logo and will comply with Visual Identity requirements and acknowledge the support received under Erasmus+ programme.

Local dissemination events

All partners will host a local dissemination event, aiming at presenting the results and conclusions obtained at the end of the experimentation (WP3), as well as further promoting the project in front of relevant local audiences.

Partners will gather a minimum of 25 stakeholders for a one-day event and priority will be given to teachers, school leaders, local educational institutions and NGOs. Policy makers and stakeholders such as teacher-training institutions and teacher networks will also be invited in order to increase the dissemination potential.

Policy recommendations

The presence of key educational institutions in the consortium and of partners with a proven potential to involve relevant stakeholders will create favourable conditions for ensuring political support and commitment of national authorities. However, it will be of utmost importance to correctly analyse the results of the project, so that to identify the common success conditions and factors of the experimentation, which will allow its upscaling and replication in other contexts, with the objective to transfer the project to the highest number of schools in other countries or regions in Europe.

High Visibility Final event

After the implementation of the key project activities and the results of the experimentation and the impact study, the drafted policy recommendations will be presented at a High Visibility Final event to be held at the CIEP in Paris. It will gather stakeholders, experts and researchers in the field and policy makers from all over Europe. At least 30 national participants and 20 international participants will be invited. The aims of the final conference are the following:

- Presentation of the impact study;
- Presentation of the benefits on teachers and pupils;



- Reach and share a common vision through the policy recommendations;

Contributions that take into account the following views will be presented:

- The outcomes of the GATE project in every participating country;
- Sharing views on the project: testimonies of participants (school staff, teachers, pupils, parents of pupils), representatives of associations involved in citizenship projects, experts and policymakers.

All project results will be further disseminated through the Erasmus+ Project Results Platform and through the European Commission's Information network Europe Direct. The WP leader has been an active member of this EU-wide network since 2008, hosting two key EDIC centres in Bulgaria. The EI is also a very active member of other networks at EU level, such as European Civic Forum, European Policy Institutes networks. EI as well as the partners will use its long-term partnerships at local, regional and EU level for further dissemination and creation of upscaling opportunities such as the Bulgarian Teachers' Union.

Summary of the strategy

The GATE project will apply a focused awareness-raising, dissemination and communication strategy, targeting different outcomes and products to specific target groups. The dedicated project dissemination strategy aims at ensuring a strong awareness at local, regional, national and EU levels, across contexts and countries. Disseminating project activity results will be crucial for the visibility and sustainable success of the proposed project. As a result, partners envisage to elaborate a well-defined and coherent dissemination strategy with clearly defined indicators and tasks. It will take project objectives and target audiences into consideration and ensure an effective sharing process, which will support the upscaling phase of the project. The dissemination strategy will describe all the activities to be organised throughout the project lifecycle. It will establish the internal project tools and methods that will be used by the consortium in order to disseminate GATE results effectively; and identify specific additional external outlets and channels that may be used for further dissemination (e.g. conferences, journals, seminars, workshops, etc.). In addition, all project results will be circulated through the Erasmus+ Project Results Platform and project partners' channels and networks, which will ensure a wider EU reach.

Dissemination activities aim to achieve, the broadest possible dissemination and upscaling of project results. To achieve this, the partnership will realise a comprehensive 4D (4 Dimensions) awareness raising, dissemination and communication strategy:

1. Audience

Communication and dissemination activities will be tailored to each audience and target groups' needs. Starting from the targeted audience, the scope will then be decided, and the materials and activities selected so as to optimize impact.

The project direct target groups are pupils, teachers, educational staff, educational institutions and other learning providers and policy-makers.

The project key stakeholders are public authorities at national, regional and local level responsible for education, academia, other NGOs and local communities.

2. Tools



Dissemination material includes promotional tools for the dissemination events such as printed and online material, presentations etc. The project website and social networks will be in English and constitute the main online dissemination tools. All partners will use their websites and social media channels to disseminate information about the project, on a regular basis. Partners will design and produce project related promotional material in English. In addition, policy recommendations will be shared with public authorities responsible for education. We will also produce a presentation of the project aimed at an academic audience, so that partners have the material necessary to introduce GATE at national or international conferences.

3. Activities

The consortium will seek to develop complementary tools and activities:

- Visual identity: The use of a recognizable logo, together with project branding in line with the requirements of the applicable visibility guidelines, will ensure appropriate visibility.
- Project website and social media: The maintenance of the project website, a task implemented collectively by the consortium partners, will serve as the main pull dissemination activity. Project public deliverables will be made available to the public via the website, thus increasing the number of visitors.
- Dissemination toolbox: It will include the communication and dissemination methodology and tools including push activities, such as the constant publication of project-related news and content on popular social media and online channels, as well as the distribution of printed material.
- Local dissemination events: The consortium will plan 6 events, targeting potential users, policy makers and key stakeholders at local, regional and national levels.
- Policy recommendations: We will publish policy recommendations targeting local, regional, national and European stakeholders, to support gender awareness in schools.
- Final project conference: The partnership will organise a high visibility final event to present project results of the project to policy makers and key stakeholders.

4. Scope

The GATE consortium will achieve wide dissemination of project results, by exploiting each partner's local, regional, national and European networks of stakeholders. All partners will contribute to the dissemination strategy developed by the WP5 leader, the European Institute Foundation.

Finally, project results will be public and open. Therefore, target groups, stakeholders and other actors will be able to access them easily and benefit from them immediately.

Target groups: Primary schools students from 9 -12

- Public
- Students
- Teaching staff
- Educational staff



- Educational decision-makers

Calendar: Throughout the entire project 12/2019 – 11/2022

List of activities

- 1 Design the dissemination plan (methodology, dissemination toolbox, graphic identity)
- 2 Development of the website and social networks of the project
- 3 Local dissemination events
- 4 Write the Policy Recommendations
- 5 Final Conference

List of outputs

Number	O5.1
Title	Dissemination strategy
Type	Document and tools - internal
Description	The dissemination strategy will describe all the activities held throughout the lifecycle of the project. It will design the internal project tools and methods that will be used by the consortium in order to effectively disseminate the activities and results of the GATE project.
Due date	March 2020 - M4
Language(s)	English
Media that will be used (publication on paper, online, other -specify)	online
Number	O5.2
Title	Project Website and Social Media communication
Type	Website - Public
Description	The project-dedicated website will host all relevant project information and materials and will serve as a point of reference for the key results and deliverables. The database, for the practice compendium (O1.2), will be part of the website. It will



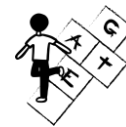
	constitute the main online dissemination tool, supported by social media accounts on the most widely used social networks, such as Facebook, LinkedIn, Instagram, Youtube and Twitter (GATE project-dedicated profiles will be developed on relevant social networks). The website will be supported in English and the maintenance of its content will be a task implemented collectively on a regular basis by the consortium members
Due date	May 2020 - M6
Language(s)	English
Media that will be used (publication on paper, online, other -specify)	online
Number	O5.3
Title	Policy recommendations
Type	Online document - Public
Description	This comprehensive document will use the results of WP2 and WP4 to convince policy-makers to integrate these innovative approaches into common practice.
Due date	October 2022 - M35
Language(s)	English
Media that will be used (publication on paper, online, other -specify)	online

Roles of the partners

Lead partner: European Institute Foundation

Contributing partners: Abo Akademi University, Bordeaux Rectorate, CIEP, Department of Education of Government of Navarra, School of Peyrouat, University College Copenhagen

	WP leader main tasks	Partners main tasks
WP5 – Communication and dissemination	- Design of the draft methodology and dissemination strategy	- Review and contribution to the draft methodology and dissemination strategy



Leader: European Institute Foundation Partners involved: all	<ul style="list-style-type: none"> - Selection of the provider to create the website, including the database - Tools and templates for the communication strategy - Monitoring of the website and social networks - Draft of the recommendations - Mailing list of the education stakeholders that will be invited to the finale conference - Communication and dissemination of the results of the project in the networks with all the partners 	<ul style="list-style-type: none"> - Support the monitoring of the website and social networks providing key information - Review and contribution to the recommendations - Organisation of a local dissemination event - Contribution to the creation of a mailing list of the education stakeholders that will be invited to the finale conference - Communication and dissemination of the results of the project in the networks
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Costs planned in the contract

For the practice compendium WP, costs are divided between staff costs, subcontracting costs and other costs:

- 60 days (cat 2), 3 days (cat 1) and 2 days (cat 4) for the European Institute Foundation as WP leader
- 30 days (cat 2), 3 days (cat 1) and 2 days (Cat 4) for the CIEP
- 30 days (cat 2), 5 days (cat 1) and 2 days (Cat 4) for the Bordeaux Rectorate and the school of Peyrouat
- 20 days (cat 2), 3 days (cat 1) and 2 days (cat 4) for the other partners

- Subcontracting: 10 000 € are planned for the development of the website and the database, the purchase of a domain and the hosting of the website.
- Subcontracting: 4 000 € are planned for the development of the graphic identity of the project.
- Subcontracting: 2 000€ are planned to print promotional materials.

- Other costs: 2 000€ are planned for each partner country for the organisation of the local dissemination events.
- Other costs: 10 000€ are planned for the organisation of a high-visibility European finale conference (multilingual event).