



EUGAIN COST Action CA19122

SCIENCE COMMUNICATION PLAN



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1. Introduction

The main aim of the European Network For Gender Balance in Informatics (EUGAIN) COST Action is to improve gender balance in informatics through the creation and strengthening of a truly multi-cultural European network of academics working on the forefront of the efforts in their countries, institutions and research communities. We will be building on their knowledge, experiences, struggles, successes, and failures, learning and sharing what has worked and how it could be transferred to other institutions and countries.

Among other outcomes, EUGAIN will provide the academic community, policymakers, industry and other stakeholders with recommendations and guidelines to address the following key challenges:

- How to have more girls choosing Informatics as their higher education studies and profession;
- How to retain female students and assure they finish their studies and start successful careers in the field;
- How to encourage more female Ph.D. and postdoctoral researchers to remain in the academic career and apply for professorships in Informatics departments;
- How to support and inspire young women in their careers and help them to overcome the main hurdles that prevent women to reach senior positions.

2. Science Communication Strategy

There are four key objectives of the communication of EUGAIN:

- Create awareness of and advocate for the closing of gender gap in informatics in Europe and beyond;
- Reach and engage key stakeholders who could promote improving gender balance in informatics in Europe;
- Create a wider community sharing knowledge on the best practices and effective strategies on the topic of improving gender balance in informatics;
- Share results and success stories on the topic.

The communications objectives are being met by communicating through various channels and platforms, with adaptations to different groups of stakeholders.

3. Target Audiences

Four target audiences have been identified. It is important to highlight that the project must distinguish between *intermediate-users*, such as decision-makers, and the *end-users*. Channels are identified that will best help us to exploit and communicate our results considering all possible relevant stakeholders.

Institutions

Institutional communication. This target group involves the EU and other decision makers.

Benefits for the project of their involvement:

- Keep them constantly updated of the project status
- Improve the project visibility (and its results) through the COST, H2020, Horizon or other such communities (see also section "[Acknowledging COST](#)")

Channels:

- Website
- Social media: Twitter, LinkedIn, Facebook (e.g. where COST and agency accounts may be active)
- H2020 related channels (Project results portal)
- EC events

Messages:

- Highlight how the project (and its results) contributes to the EC objectives

Possible content/actions:

- Text (public deliverables and official outputs, website news about project activities, etc.)
- Video previews
- Photos of the events

Scientific community

Benefits for the project of their involvement:

- Create a test group and/or Advisory Board → better documentation of the market
- Potential clients (future exploitation)

Channels:

- Dedicated channels such as trade journals
- COST, ACM-W related channels
- Direct contact with top management / administrative decision makers through existing communication channels
- Fairs/exhibition/ conferences
- Website
- Mailing (e.g. Newsletter)

Messages:

Possible content/actions:

- Video previews

Young adults (university students)

Benefits for the project of their involvement:

- Create a test group for pilot activities → better documentation of the market
- Potential clients (future exploitation)

Channels:

- Special events for these target
- Dedicated channels such as magazines
- [EXTERNAL] Fairs/exhibition/ conferences
- Website
- Mailing (Newsletter)
- Social media (Instagram, TikTok, ...)

Messages:

- tbd (opportunity to extend educational possibilities)

Possible content/actions:

- Video teasers

Students (under the age of 18), Educators, and Parents

Benefits for the project of their involvement:

- Awareness

Channels:

- School networks
- Dedicated events
- Website
- Social media (Instagram, TikTok, ...)

Messages:

- tbd

Content:

- All kinds of content: textual, videos, photos etc. + game

4. Visual identity

The following logos and templates should be used when promoting EUGAIN activities:



[Folder with all versions of the EUGAIN logo](#)

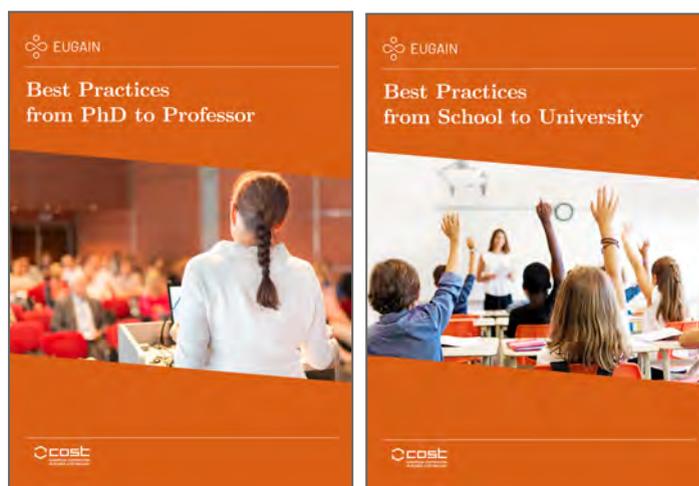
Also ppt templates.

5. Communication outlets

Publications

Booklets

Deliverables in the form of reports.



More information and cover images of the booklets will follow.

The booklets are available for download from <https://eugain.eu/results/deliverables/>

Research papers

An internal spreadsheet collecting papers and publications has been created. This is used to populate the Research Publications page of the EUGAIN website: <https://eugain.eu/results/research-publications/>

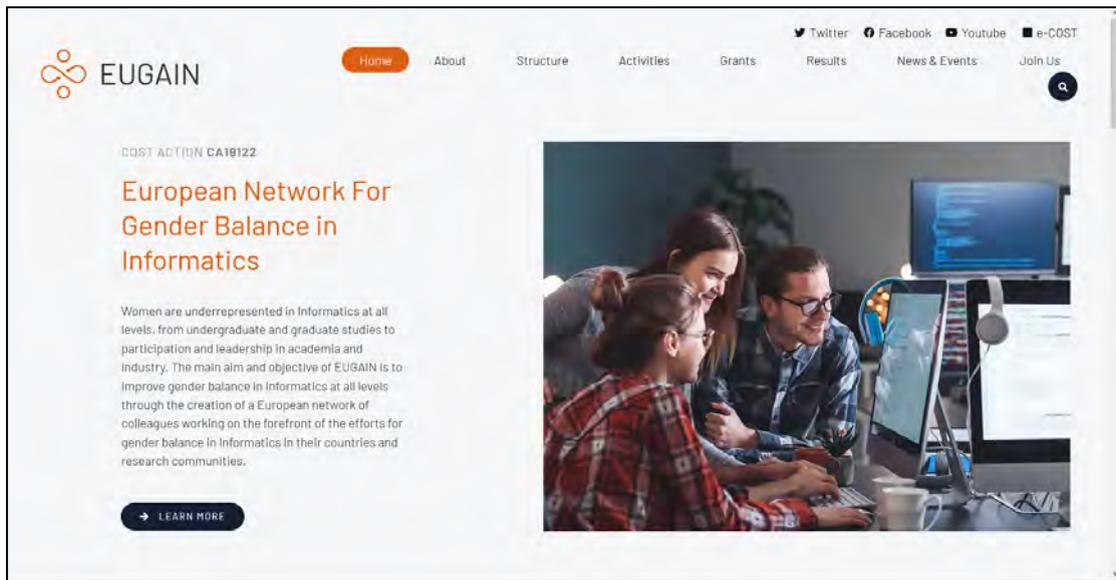
Online presence

Website

The EUGAIN website (<https://eugain.eu/>) serves as the major dissemination hub, and includes news items and general information on objectives, WGs, and events. It also hosts all deliverables of EUGAIN, e.g., our booklets and publications. Finally, it serves as the central contact point for involved stakeholders. The EUGAIN website also provides a unique portal to the dissemination of research results to the general public and stakeholders.

Structure (sitemap)





Social media

In addition to the website, EUGAIN's accounts on Facebook and Twitter target different groups of stakeholders. Communication via these platforms includes news on recent achievements, upcoming events and opportunities (conferences, workshops, training schools, publications, reports, etc.). In addition, the EUGAIN Twitter profile serves as a direct communication platform via live tweets during conferences and MC meetings.

- **Facebook:** <https://www.facebook.com/Eugain19122> (handle #eugain19122)
- **Twitter:** @eugain19122 (handle #eugain19122)
- **Linkedin:** no LinkedIn page but use handle #eugain19122

Video channel

EUGAIN has established a **YouTube channel**, which acts as a repository of videos to be linked to from all other communication outlets. The channel is available at: <https://www.youtube.com/channel/UCvBGQWPrO1hHotE7Pz6JkOg>

Five playlist have currently been created.



Example content of a video playlist:

1st Annual Workshop, Madrid October 27, 2021

EUGAIN
7 videos • Last updated on Dec 7, 2021

Recorded material (video) from the EUGAIN Annual Workshop held on October 27, 2021 in Madrid Spain.

1. Opening with Mina Stareva (EC)
2. From School to University
3. From Bachelor and Master to Ph.D
4. From Ph.D. to Professor
5. Panel Discussion:
 - Part 1
 - Part 2
6. Closing with Strategic Perspective

Events

Scientific conferences

EUGAIN disseminates research results in the scope of gender balance in informatics among academic as well as industrial communities in spaces where these communities gather. To this end, EUGAIN strives to be visible at key conferences in the field, being often invited to share the results via keynotes and invited talks.





EU projects are working on the promotion of gender equality in research and academic communities. Having built a strong network, and aiding mutual help, these projects form a strong and sharing community of changing the stereotypes and giving equal opportunities. This workshop is preventing the impact of each project on the targets and the environments in that they are addressed to. An interactive discussion about the expectations and the final outcome of their action.

WHERE

Day 1 - Thu 16 June 14:15 - 15:45

SPEAKERS

- ▶ Lisa Tarragona, Uni. of Duisburg, **Gearing Roles** Project Manager & Researcher
- ▶ Vasiliki Mavrou, Yellowwood, **UniSAFE**
- ▶ Maria Roussou, National & Kapodistrian Uni. of Athens, **EUGAIN** Science Communication Manager
- ▶ Marion Paeffli, Uni. of Bordeaux, **RESET** Project coordinator
- ▶ Michèle Pirella, CEO of Consume Europe Projects and Innovation S.L., **ATHENA** coordinator
- ▶ Giovanna Badaloni, **LeTSOEPs**
- ▶ Marco Moris, Human Resources Project Manager, Institute for Research in Biomedicine, **CALIPER**
- ▶ Maria Florou, Researcher, ECE - NTUA, **CALIPER**
- ▶ Kyrilaki Karydos, VILABS, **CALIPER**
- ▶ Yolanda Urea, Innovation Management Director, INMARK Europa, **GENDER STI** scientific coordinator
- ▶ Luciana Ayonike, Senior Researcher, INMARK Europa, **GENDER STI**

PARTICIPATING PROJECTS



ORGANIZED BY



Acknowledging COST

In general, when submitting manuscripts associated with EUGAIN topics, please acknowledge COST – this is very important for the success of EUGAIN, and obligatory for any form of direct support.

All members of EUGAIN promoting the project via the aforementioned outlets should use one of the following sentences, which are in line with COST instructions on acknowledgments:

- This publication is based upon work from COST Action CA19122 (EUGAIN: European Network For Gender Balance in Informatics; <https://eugain.eu/>), supported by COST (European Cooperation in Science and Technology; www.cost.eu).
- This study was performed within the framework of COST Action CA19122 (EUGAIN: European Network For Gender Balance in Informatics; <https://eugain.eu/>), supported by COST (European Cooperation in Science and Technology; www.cost.eu).
- The authors would like to acknowledge the networking support from COST Action CA19122 (EUGAIN: European Network For Gender Balance in Informatics; <https://eugain.eu/>), supported by COST (European Cooperation in Science and Technology; www.cost.eu).

Also, please add "gender, balance, informatics" to the manuscript keywords, if possible.

The full set of guidelines aiming to ensure that the COST brand identity is used correctly when acknowledging COST funding is available at: <https://www.cost.eu/about/visual-identity/>

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COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

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