

## How to Disseminate

We learned that dissemination of project activities play an important role to an overarching awareness of the project and its activities, allowing the increase in its importance and spreading the message across the University or any other institution. This was done by employing the dissemination through project website and the University website, local media, posters, leaflets, external and internal face-to-face (or e-mail to e-mail) networks.

While designing your dissemination plans for your initiative consider employing a three-level based approach: local, national and European-international. Such approach provides structure to your dissemination activities and allows a systematic progress in accordance to the workflow of your gender equality initiative.

### 1. Local level

The benefits of local dissemination are that employment of networking is quite useful and effective. Local and institutional implementation teams provide direct dissemination channels for project actions, goals and events. Moreover at local dissemination levels usage of paper-based dissemination materials proves to be quite efficient (posters, leaflets, factsheets). Employing internet based dissemination at local levels is quite useful, a website or even a section at the local University or Research institution website will provide an effective means to disseminate.

While implementing your gender equality initiative we suggest that your dissemination activities should be just like needs assessment – continuous and constant throughout the initiative. Raising awareness of gender imbalance is not only important in general but is also important when considering a slower, holistic approach to change. This is because constant awareness of your goals and activity will provide the *cushioning the blow* effect when you are suggesting more radical approaches to the implementation (i.e. an election campaign favouring women candidates).

Building networks can be both useful and gruesome to set-up and manage. Thus we suggest employing a bottom to up approach to this. We learned that setting up a “women’s network” (Fig. 1) is an effective means to communicate the project to the inside (institutional and senior management levels). We used six women from both target faculties as catalysts to communicate the messages to the Faculties that led to communicating to the Senior Level. Such model requires close-ranged communication means (i.e. intranet or forum) to the local implementation team, regular meeting with the Catalyst, etc.

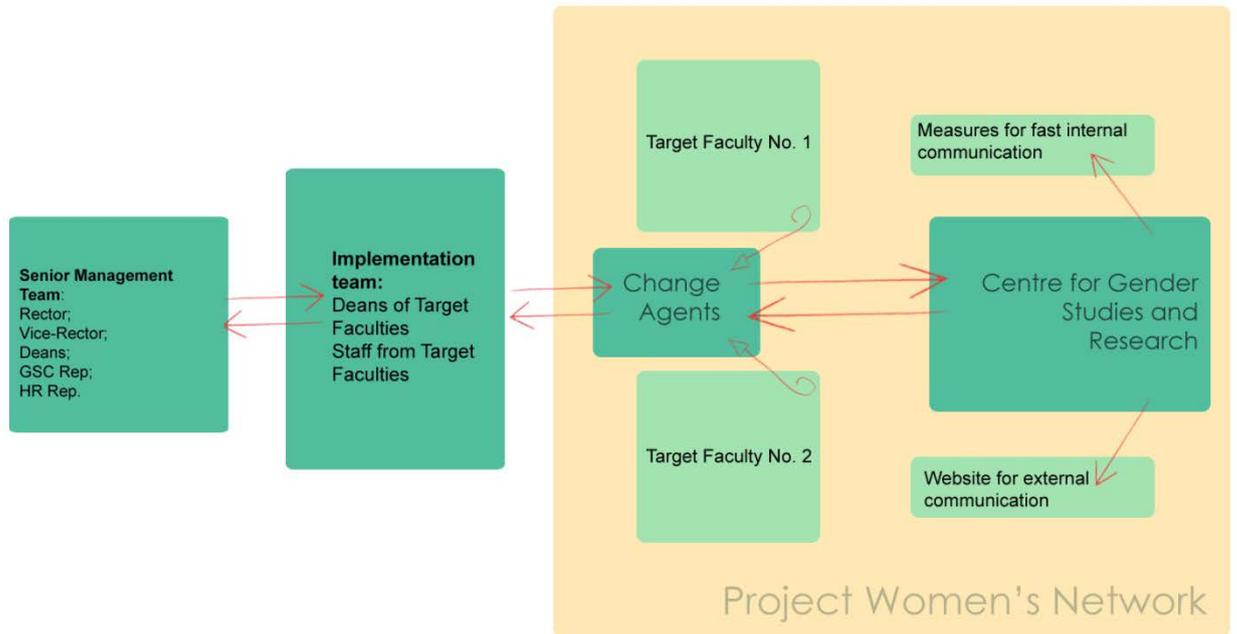


Fig. 1

Dissemination activities and tools may also favour you in attracting more individuals and stakeholder to your cause; offer means to communicate your message to top management via bottom-up networks of information; provide networking possibilities with other similar initiatives; and most importantly makes you and your cause visible. This attracts not only wider HEI/RI audiences but may attract scientific “big shots” to support your cause.

Having men in your implementing teams and attending your activities is fruitful in two ways: 1) they provide a more diverse (when added to the female POV) point of view in design, implementation and task management; 2) gender and gender equality knowledge has to be transferred to both genders, impacting and providing change for both thus both genders have to work together. However you are bound to run into problems concerning male attendance. In our experience we provide a few solutions: 1) have high-profile men speakers speak for your cause; 2) gender-neutral dissemination language and design elements (this should be thoroughly discussed with your designer and communications manager); 3) clearly state the benefits of attending (esp. STEM).

## 2. National level

National level dissemination will most likely be internet-based as well as participation in events of initiatives-alike or events that might benefit from/you. Having friends on the national level is useful in many ways, establishing contacts with people inside i.e. the Ministry of Education will provide you with necessary knowledge in form of consolation and mentoring when aiming for national structural change. It also will benefit you with having an opportunity to invite famous individuals to your events – this always provides an access to a bigger audience and recognition at the local levels.

Main channels for national dissemination:

1. A website with active news feed consisting of your information and information related to your initiative;

2. Social–media based dissemination not only provides the means to spread the information but also to communicate with interested individuals and stakeholders;

3. Paper-based dissemination at events you visit at other institutions.

We learned that certain approaches to your dissemination activities and methods have to be consistent and professional. They have to be both gender sensitive (see: Recommendations for the Higher Education Institution and Research Institutions Marketing Communication with the Gender Equality Aspects) as well as well thought out as to what makes it effective. In our experience active internet based communication is key to spreading the message and disseminating your goals and work. If the people who you are working with have no past experience with dissemination and working with public relations you should consider enrolling them into a seminar or have your marketing department (or any equivalent) to provide assistance or advice. For design-sensitive matters refer to professional designers and if you are limited on budget you might want to try asking design students (University) for help.

Were you to have an opportunity to invite a scientific role-model to speak for your causes or to participate, do not miss it, it proves to be a dissemination tool of great efficiency. We suggest to have project/initiative Ambassadors, who are either Gender Experts or individual of vast experience in the cause who can mentor you and as well represent your cause to wider audiences. This is usually done via direct recruitment; contacting sister projects/initiatives both the ones who are still active and also those that are already finished.

### **3. European/International level**

The benefits of European/International level of dissemination are: means to establish contacts/communication with international stakeholders and sister-projects; attracting possible speakers at your activities; making your initiative known at an international level; increasing the chances for international collaboration; spreading the gender equality message and ideas to a wider audience.

Main measures for having an effective European/International dissemination strategy is, as well as in the local and national levels, to know who and why you are disseminating to. We suggest reaching out to sister-projects at European or International levels for planning visits/common events; having a strong and active internet based dissemination channels; actively participate at gender-equality conferences, summits, events – face-to-face communication, even at this level is most efficient; reach out to possible peer-mentors (institutions/individuals who successfully implemented gender equality action and have produced good results.

Keep in mind that being visible, especially while working with gender equality change, is very important. Both the issues you are aiming at solving and your goals have to be clearly set out and known to the environment you are working with.

