



**‘Science Management of Agriculture and Life Sciences, including Research and Teaching - ‘Gender-SMART’.**

**[Agreement n° 824546]**

### **D.7.3. (M48) Final Dissemination Report**

**Version:** V22022023

**Status and Date:** V22022023

**Project Coordinator:** CIRAD (FR)

**Project Start Date:** 1st January 2019

**Project Duration:** 48 months

**Dissemination level:** Public

**Contributing authors:** All Partners.

**Reviewing partners:** CICYTEX

**Contact Person:** Maroun El Moujabber (CIHEAM Bari)



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 824546.

## Table of contents

Summary .....	3
List of Figures .....	4
List of Tables.....	4
1. Introduction .....	6
2. Dissemination strategy.....	6
3. Main Dissemination Activities.....	8
3.1 Survey 'Gender-SMART at the time of Coronavirus' 2020: weathering the storm .....	8
3.2 Make equality bloom campaign.....	10
3.3 Conference Cultivating Equality. Advancing Gender Research in Agriculture and Food Systems.....	12
3.4 Special session at the 16th Congress of the Mediterranean Phytopathological Union .....	13
3.5 Gender and Science Conference: Building a Horizon for Europe .....	14
3.6 Special session in 3rd World Conference on the Revitalization of the Mediterranean Diet .....	14
3.7 Final Dissemination Event .....	18
3.8 Good Practices .....	21
3.9 Video on Gender Equality Plans of Gender-SMART .....	22
3.10 Gender Term of the Week Campaign.....	23
3.11 Joint Campaigns with Sister Projects .....	24
3.11.1 #DreamItBelt Campaign .....	24
3.11.2 March 8 celebrations with EU sister projects .....	27
3.11.3 Towards effective gender-based violence and sexual harassment policies in research organisations.....	27
3.12 Joint Scientific Paper of Sister Projects: CASPER, GEARING-Roles, Gender-SMART, LIBRA and SUPERA.....	28
3.13 Gender-Sensitive HR Management: A business Case.....	28
4. Overall performance of the Communication and Dissemination activities of Gender-SMART.....	29
5. Conclusion: highlights and lessons learned .....	32

## Summary

The final Gender-SMART dissemination report outlines the dissemination activities implemented over the project's execution period. Gender-SMART dissemination actions aimed to communicate project activities and results to a wide audience, which includes RPOs, RFOs, professional associations, academia, and the public.

The following list of dissemination activities are detailed in the present report:

1. Survey 'Gender-SMART at the time of Coronavirus' 2020: weathering the storm
2. Make equality bloom campaign
3. Conference Cultivating Equality. Advancing Gender Research in Agriculture and Food Systems.
4. Special session at the 16th Congress of the Mediterranean Phytopathological Union
5. Gender and Science conference
6. Special session in 3<sup>rd</sup> World Conference on the Revitalization of the Mediterranean Diet
7. Final Dissemination Event
8. Good Practices
9. Video on Gender Equality Plans (GEPs)
10. Gender Term of the Week Campaign
11. Joint campaigns with Sister Projects
12. Gender Sensitive HR Management: A business Case

Gender-SMART project believes that its results can be very relevant for future works in the area of Gender Equality in agriculture and life sciences. Therefore, efforts have been put in place to make them available even after the project's end.

This deliverable provides a descriptive overview of the Gender-SMART major communication and dissemination activities put in place from the start of the project (January 2019) till its end (December 2022). It also quantifies Gender-SMART communication and dissemination efforts through Key Performance Indicators (KPIs), that serve to validate the project performance against the pre-defined roadmap. At the end of the document, the main conclusions regarding the project performance in terms of dissemination, as well as lessons learnt, are presented.

## List of Figures

Figure 1: Results of the SWOT analysis on communication and dissemination activities.....	7
Figure 2: The survey context of 'Gender-SMART at the time of Coronavirus'.....	8
Figure 3: The thematic areas of 'Gender-SMART at the time of Coronavirus'.....	9
Figure 4: The visual identity of the “Make Equality Bloom” campaign.....	10
Figure 5: The roundtable “how to design a gender sensitive culture” .....	11
Figure 6: The banner of the Cultivating Equality Conference.....	12
Figure 7: The banner of the MPU 2022 Conference.....	13
Figure 8: Some photos from the conference Gender and Science: Building a horizon for Europe.....	14
Figure 9: The banner of the 3rd World Conference on the Revitalization of the Mediterranean Diet.....	15
Figure 10: Some photos of the Event.....	16
Figure 11: The announcement of our final dissemination event.....	18
Figure 12: Family Photo of our Final Dissemination Event.....	19
Figure 13: Banner of the Joint Campaign #GEInsiders.....	20
Figure 14: Gender-SMART GEPs in a nutshell.....	22
Figure 15: Visual identity of The Gender Term of The Week campaign.....	23
Figure 16: #DreamItBelt template.....	24
Figure 17: The Women Scientists interviewed.....	25
Figure 18: Top Tweets from the #DreamItBelt campaign.....	26
Figure 19: Results of our #DreamItBelt campaign compared to other Sister Projects.....	26
Figure 20: The banner of IWD2022 Campaign .....	27

## List of Tables

Table 1: Gender Term of The Week campaign results.....	23
Table 2: Key Performance Indicators over the duration of the Project.....	30



## 1. Introduction

This deliverable report focuses on dissemination activities that have been put in place over the duration of the Gender-SMART project. It summarises these activities and evaluates their effectiveness as well as the changes in the dissemination strategy due to the COVID 19 outbreak. Last but not least the report also reflects on the achievements in reaching all target project audiences mainly when it was decided to merge communication and dissemination together.

## 2. Dissemination strategy

The main objective of the Gender-SMART Dissemination Plan was to spread the gender equality awareness in Agriculture and Life Sciences workplaces and more widely in all scientific fields and communities, with a special focus towards the Research Performing and Research Funding Organisations (“RPOs” and “RFOs” respectively) target groups. It also aimed to maximize the impact of a gender-friendly culture through an effective communication architecture, suitable to break the barriers of gender discrimination and advance gender equality, thereby providing an extensive outreach model.

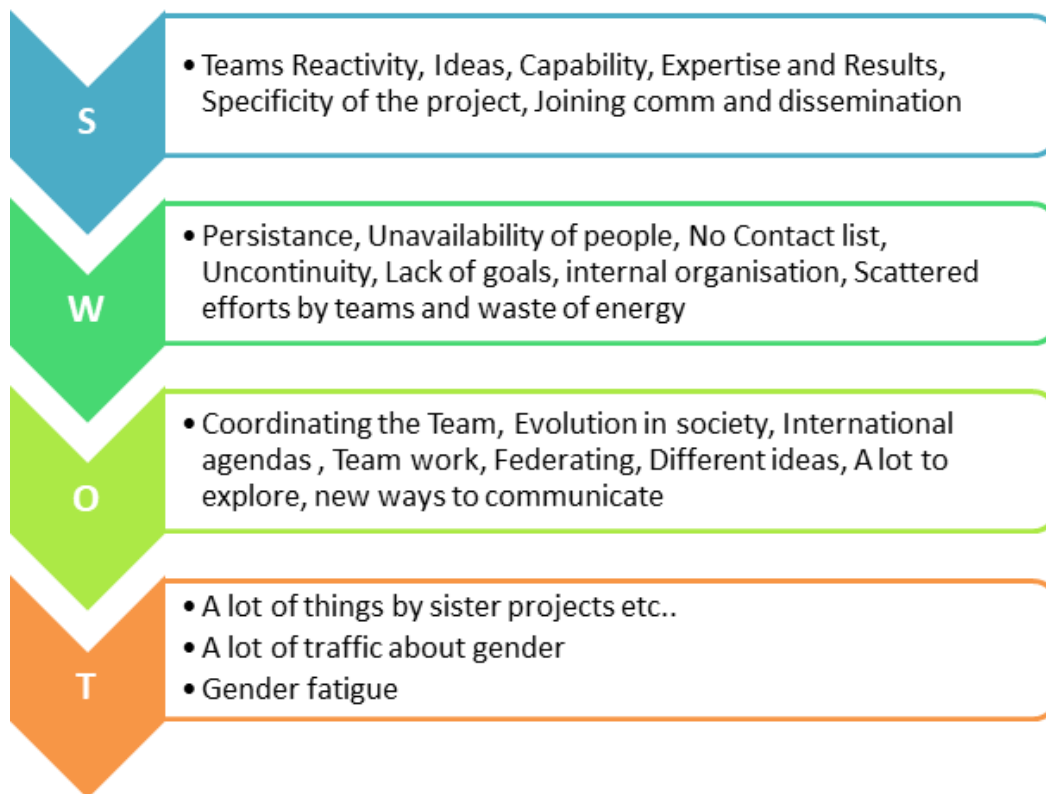
Therefore, the Gender-SMART dissemination team tried to take stock of guidelines, tools and best practices, elaborated by sister-projects and other stakeholders. These existing tools were adopted and adjusted to the frame of our Project and the needs of our Partners, and consequently new guidelines, tools and specially well elaborated good practices were produced to foster the gender equality culture in RPOs and RFOs.

Another relevant objective of our dissemination was to promote a new gender-friendly culture which also includes HR practices (recruitment and career management), governance and access to leadership roles in scientific workplaces and then in a wider context. A particular emphasis was laid on appropriate change management models to be adopted in the institutional development scenarios including research, funding, education and training programs.

However, these objectives fixed in early 2019 were completely overwhelmed in **2020: a year of unprecedented change**. Covid-19 outbreak prompted us to reshape our way of thinking, living, and working. Gender-SMART project was among the first to probe into the pandemic response with gender at the centre and conducted a pioneer Survey '**Gender-SMART at the time of Coronavirus**' that was considered a Best Practice by the European Commission.

Some difficulties were encountered in defining clear frontiers between what is judged to be respectively a communication (WP1) or a dissemination (WP7) activity or product. This is why it was decided to set up a “Communication and Dissemination team” composed of members of multiple partners (SC#44 meeting, May 10, 2021) under CIHEAM leadership.

To improve the performance and impact of the communication and dissemination activities, the new team conducted a SWOT analysis covering the last 2 years of the project duration. The following results, summarized in Figure 1, came out of this exercise:



**Figure 1: Results of the SWOT analysis on communication and dissemination activities**

After this analysis, it was decided that our communication and dissemination activities would be focused on and related to:

1. Relevant dates (e.g., International Day of Women and girls in science)
2. Peculiarities of Gender-SMART:
  - ***Women and Agriculture***
  - ***Promoting women's mobility***
  - ***Good practices***
  - ***Consortium languages***

Therefore, the activities in the last two years were to reach out to a broader audience (in terms of diversity and quantity of people reached) and to increase their engagement through:

- Website visits and increase visiting time by uploading the GEPs of all partners in an innovative and appealing form (e.g. videos).
- Space Increase # of publications & events.
- Develop an innovative awareness campaign based on the content of the Deliverables produced. This, in order to break stereotypes by promoting women working in male-dominated fields (focus in Agriculture fields).

Another activity to increase the impact was through the preparation of a detailed description of our main audiences – both external and internal taking into consideration the potential audiences that our organizations are keen to connect with.

The achieved results are illustrated in the following paragraphs.

### 3. Main Dissemination Activities

#### 3.1 Survey 'Gender-SMART at the time of Coronavirus' 2020: weathering the storm

Since the start of the COVID-19 outbreak, forcing millions of people into self-isolation, countries around Europe, plunged into this unprecedented public health emergency and have been announcing measures to shore up their economies and employment policies.

This is why a survey, titled 'Gender-SMART at the time of Coronavirus', was officially launched on 6 April 2020 by CIHEAM Bari's Gender-SMART project Core Team.

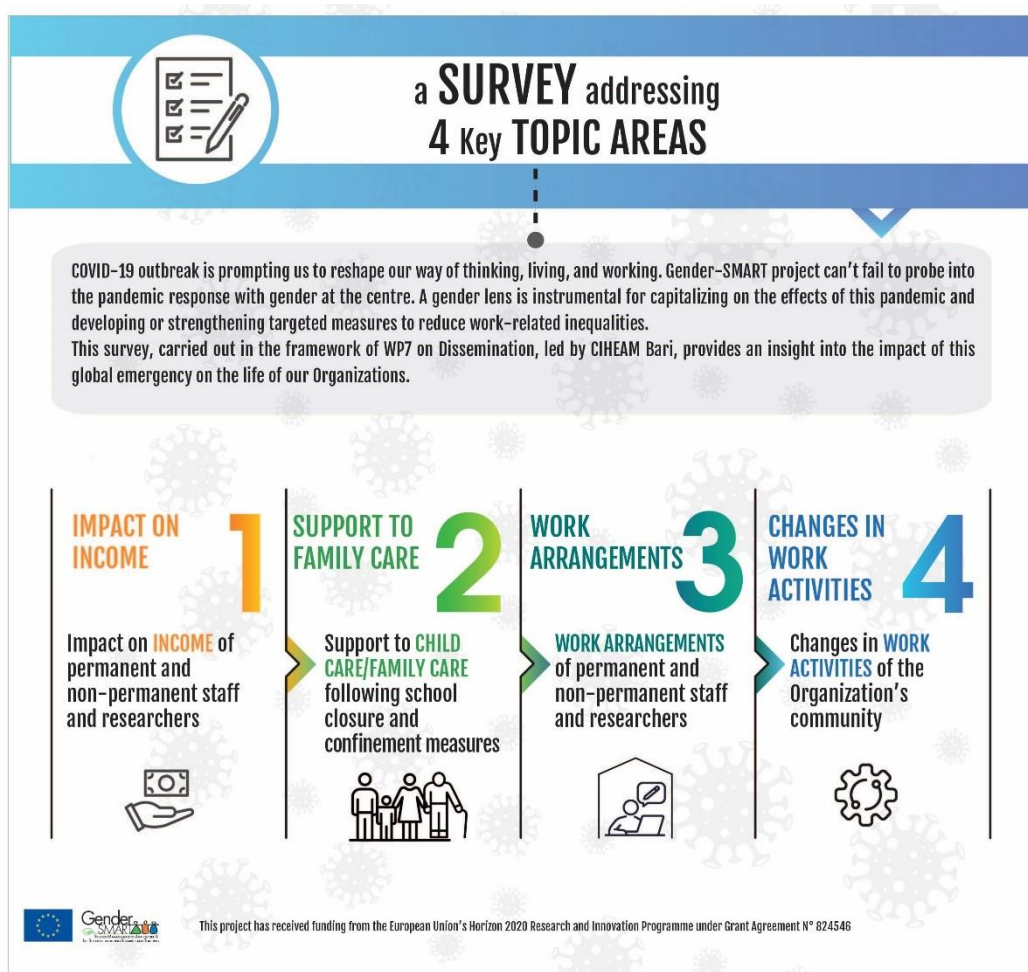
The survey was designed to take the pulse of the Consortium (fig. 2) and get a snapshot of the current state of play for work reorganisation and impact on people's life.



Figure 2 – The survey context of 'Gender-SMART at the time of Coronavirus'

Gender-SMART project couldn't fail to probe into the pandemic response with a gender lens by investigating four key topic areas (fig. 3):





**Figure 3 – The thematic areas of 'Gender-SMART at the time of Coronavirus'**

Among the answers provided, respondents highlighted the extent of the pandemic impact on the already challenging work-life balance especially for women.

Families are juggling to balance work and family/childcare in a society where women still do most of the domestic tasks. School closure and social distancing have increased the burden of unpaid caring responsibilities already heavily shouldered by women. The situation is even worse where formal governmental or institutional measures are not available.

Furthermore, teleworking was granted to most permanent and non-permanent staff of the institutions involved in the survey who had to successfully adapt to the new work mode. And this, except for technical staff completing essential farming and laboratory activities and those involved in the operation of institutions, always ensuring social distancing. All education and training activities went on-line, and hands-on sessions were reoriented in compliance with the current contingency measures.

By and large, no effect on income has been recorded among respondents despite the sentiment of uncertainty instilled by the general economic crisis.

The survey results could eventually reshape some of the GEP measures aiming to reduce work- and gender-related inequalities, in particular:

1. Strengthening already planned measures - e.g. work from home - by providing greater technical support to telecommuters and integrating new provisions - e.g. formalising virtual meetings.
2. Adding a new chapter to the GEP considering the need to live with the virus for a long time or to be ready to face any new emergency. A set of contingency measures taking into account the “health or emergency” risk and the concept of preparedness.

Now more than ever, we cannot afford to revert to ‘business as usual’ and learn nothing.

All the results of the survey at the following link: <https://Gender-SMART.eu/mdocuments-library/docs-covid-19-survey/>

The results of this survey were presented at the Union for the Mediterranean (UfM) High-Level Conference, 16-20 November 2020

Accelerating gender equality in the context of the Covid-19 pandemic. Further details on : <https://ufmsecretariat.org/event/women4mediterraneanconference-2020/>

### 3.2 Make equality bloom campaign.

From International Day of Women and Girls in Science to International Women’s Day in 2021, Gender-SMART has launched a 26-days’ campaign to power up a gender culture within academia and research funding and performing organisations (RFOs & RPOs) in agriculture and life sciences.

The title of our campaign was “Make Equality Bloom” (Figure 4)



Figure 4 – The visual identity of the “Make Equality Bloom” campaign.

The main objectives of this campaign have been:

- (1) **raising awareness** about gender culture and communicate about the Gender-SMART project, actions and developed methods regarding gender culture.
- (2) starting to **create a network** around gender culture.
- (3) testing and training the communication core team and the partners to work together on a communication campaign and **encouraging future ones**.

On this link, you can find the video launching the campaign:  
<https://www.youtube.com/watch?v=SYCcN-RU5IU>

The aim of the campaign was to highlight how gender biases and stereotypes that persist in the workplace, are one of the reasons explaining why women have to break more barriers to advance in their career and are underrepresented in decision-making positions. The Covid crisis has but worsened these criticalities.

Therefore, through our campaign we encouraged RFOs and RPOs to take actions towards building a stronger gender sensitive culture to inform their daily engagements.

The communication campaign showcased women of impact in science through an “In Their/Her Wake” interview series. It ended up with an open webinar “Inspiring practices to design gender-sensitive culture” held on March 23, 2021, to create momentum towards a more egalitarian gender culture.

The result of the campaign was remarkable. Partners, sister projects and other professionals grandly participated and contributed to the success:

- More than 50 contributions from the partners.
- 27 Interviews collected.
- More than 150 Posts on Twitter.
- 15 Videos created.
- 57 members in less than 1 month in the LinkedIn Group.

At the end of the campaign, we organized a Roundtable: *How to design a gender sensitive culture* on March 23<sup>rd</sup> 2021, 15:30\_17:00 Via Zoom (Figure 5)



Figure 5 – The roundtable “how to design a gender sensitive culture”.

The aim of the webinar was to share and promote what has been done in different projects to achieve a gender-sensitive culture. It will focus on the ‘nuts and bolts’ (tips, recommendations and lessons learned) of what is needed to succeed in designing a gender-sensitive culture in your institution. We showcased our own work on the topic, and discussed what we did and how we did it. We had speakers from sister projects and the private sector that elaborated a specific process and/or designed inspiring products to build a gender-sensitive culture in their institution or project. In doing so, the roundtable discussion provided our audience (**150 participants**) with some new and concrete insights into how they themselves can build a gender-sensitive culture.

The webinar is available on <https://www.youtube.com/watch?v=Zazr8BYQbTQ&t=12s>  
All the interviews and the material produced can be found at : <https://Gender-SMART.eu/about-the-project/make-equality-bloom-campaign/>

### 3.3 Conference Cultivating Equality. Advancing Gender Research in Agriculture and Food Systems.

The global online Conference ‘**Cultivating Equality. Advancing Gender Research in Agriculture and Food Systems,**’ 12-15 Oct. 2021 was co-organized by [CGIAR GENDER Platform](#) and [Wageningen University and Research as Gender-SMART partner](#), (Figure 6) (it offered 60 sessions of 1.5 hours, divided into 4 days. With each day a special plenary debate at a time suitable for most time zones)



Figure 6 – Banner of the Cultivating Equality Conference

The Conference purposes were:

- Exchange on innovative, conceptually sound, and influential gender+ research
- Capacity building in integrating and deepening gender research in this area
- Debating pressing issues relevant to advancing this research field
- Widening and strengthening the networks of researchers dedicated to this work

Specifically, the conference sought to enhance the quality and influence of gender+ research in relation to food systems, agriculture and rural development by fostering the exchange of knowledge, strengthening capacities, and solidifying partnerships among CGIAR, universities, research institutes, and other gender research partners.

Besides the sessions organized by WUR, two gender-SMART partners engaged in organizing sessions.

One was organized by CIHEAM Bari and was entitled: **Research to Foster Gender Mainstreaming for Sustainable Rural Development and Food Security in the Mediterranean Area**. It was held on October 12<sup>th</sup>, 2021, from 9:30 to 11.

Another one organized by CIRAD was entitled: Cultivating Diversity for Integrating a Gender+ Perspective: **The Gender-SMART CIRAD Community of Practice**. It was held on October 15, 2021, 11:30am - 1pm.

Nearly 1300 people (1277: 350 men and 927 women) from 103 countries registered for the conference; and 591 from 80 countries attended the conference in real time. Participants came from several types of organizations, including academia and research institutes, (50%, and the other 50% from) NGOs, government, international and intergovernmental organizations, and the private sector.

A [final repository website](#) with conference programmes, abstracts, conference report with content review and lessons learnt, bulletins and blogs and all session recordings and materials has been created by CGIAR GENDER Platform! (Please add social media figures I provided, are also in brief)

A special newsletter was produced and can be found on the following link: <https://Gender-SMART.eu/?mdocs-file=1049>

### 3.4 Special session at the 16th Congress of the Mediterranean Phytopathological Union

“Why gender matters in plant pathology and beyond?” A special session on April 6<sup>th</sup> 2022 was offered by Gender-SMART was presented at the 16th Congress of the Mediterranean Phytopathological Union in Cyprus. (Figure 7)



Figure 7 – The Banner of the MPU 2022 Conference

This special plenary session contained three keynotes of which two by WUR and CUT Gender SMART leaders. These addressed a research agenda for gender in plant health and protection, the interrelations between gender equality, innovation and research excellence, and last gender and inclusion in the workplace)A panel on “**What are the benefits of diversity and equal representation of genders in academia and industry?**” came together to exchange the experiences of the panelists when it comes to diversity in the workplace in academia and industry, as well as offer the audience an opportunity to hear more about the personal experiences of panelists on how and whether diversity and inclusion lead to better results in research, as well as in business.

Further details on: <https://Gender-SMART.eu/why-gender-matters-in-plant-pathology-and-beyond-a-recap/>

### 3.5 Gender and Science Conference: Building a Horizon for Europe

*“What is the policy of the European Union and the priority lines to be developed in relation to Gender and Science? What does it mean to approach R&I activities with a gender perspective? How to integrate gender in research and innovation in the agri-food sector?”* are some of the topics that were discussed 21 April, 2022 in Mérida (SPAIN). (Figure 8)



**Figure 8 – Some photos from the conference Gender and Science: Building a horizon for Europe**

The conference **Gender and Science: Building a horizon for Europe** organized by our Spanish Partner CICYTEX explored into the application of the principle of gender equality and the inclusion of the gender perspective in the scientific and technological environment and mainly in the agri-food sector. (Besides the contribution of the CICYTEX CEO and regional authorities, the participants profited from contributions from Gender-SMART partners ISAS, Yellow Window and WUR. It was attended by more than 220 people, of which 100 onsite, the others online by policy makers in research and innovation policies and their funding, staff from universities and R&I centres, education and training centres, companies and cooperatives in the agri-food sector among other participants.

Further information about the conference: <https://Gender-SMART.eu/gender-in-research-conference-summary/>

### 3.6 Special session in 3rd World Conference on the Revitalization of the Mediterranean Diet

To celebrate the 60<sup>th</sup> Anniversary of the International Center for Advanced Mediterranean Agronomic Studies (CIHEAM), the Third World Conference on the Revitalization of the Mediterranean Diet, entitled “Change of Route Towards More Sustainable and Resilient Food Systems in Mediterranean Countries: the Mediterranean Diet as a Strategic Resource to Accelerate the Agenda 2030 in the Region” (Figure 9) has been organized on 28-30 September 2022, at the Cosimo Lacirignola Campus, CIHEAM-Bari Institute, in Valenzano, Bari.



**Figure 9 – The Banner of the 3<sup>rd</sup> World Conference on the Revitalization of the Mediterranean Diet**

The Gender-SMART Project organised a special session entitled “**Game-changing solutions from lessons learned from women, youth and inclusive sustainable livelihoods in the Mediterranean countries. It was held on September 29<sup>th</sup>, 2022.**”

Contributions from Gender-SMART CIHEAM, Bari, WUR, CIRAD and YW as well as from the Arab Water Council and the Polyclinic of Rome (Figure 10) brought gender & generation aspects in the Mediterranean diet to the fore to optimize research to a more sustainable and resilience food system approach in line with the Agenda 2030.



**Figure 10 – Some photos of the Event**

This main session outputs were as follows:

1. Gender equality and food systems are intertwined as tackling gender injustice is a goal in itself; exploring the aspect of gender (in)equalities in the global food crisis will help us deepen the understanding of just and transformative food systems.
2. The recent financial and pandemic crises underlined the change of traditional roles, encouraging men to share cooking responsibilities like never before. At the same time, currently, food choices are linked with physical and psychological well-being. Historically, the Mediterranean diet as a lifestyle is appreciated as it is associated with the seasonality of food and the local sources of products which could act as a control and provide an individual and collective answer to a sustainable food system ensuring human, animal and environmental safety.
3. Gender integration in research became an important aspect of projects and programmes after introducing the eligibility criterion for funding by Horizon Europe. Understanding the need for gender+ integration in research and avoiding a simplistic approach of a dyadic system is essential from farm to fork and goes beyond funding as there is a need to include societal aspects from the farm to the diet.
4. The SDGs goals 5 and 10 are interlinked as promoting gender equality contains the goal of reducing inequalities.



5. Overcoming gender bias in concepts and methodology is crucial to understanding who to include and address, from farming to meal preparation from labourers to employers; identities, relationships and structures are important for a systemic and transformative change.
6. Impact assessment and gender analysis across the value chain are critical to improve transparency and reveal complexities and intersecting inequalities.
7. Leadership and accountability are key in sustainable food systems; all the actors and stakeholders are accountable for achieving gender equality, especially in the moments of crisis which create setbacks in gender equality and the way forward.
8. Women's healthy food and diet can impact risk, management and treatment for breast cancer; more holistic and person-centred care can prevent cancer risk by encouraging a healthier lifestyle. A plant-based and Mediterranean diet reduces the risk of breast cancer and affects the results of the treatments. A careful examination of the internal and external environment can create a new paradigm for preventing cancer and providing a better life for patients.
9. Nutrition is a critical aspect of body composition, and the Mediterranean diet is effective for the gut microbiota affecting the human mood, hormonal balance and metabolism with positive outcomes for patients.
10. Undertaking and funding research and gender-sensitive data collection on localised nuances of climate, migration, and gender nexus to inform targeted policies that address the distinct priorities of men and women.
11. Ensuring that climate policies address: a) Women's priorities in climate change, such as better access to agricultural assets and resources to build women's climate resilience» b) Women migrants' priorities in climate change, e.g, social and economic protection at all stages of migration and displacement due to climate change and related actors.
12. Building capacities of national partners to design and implement climate, migration, and gender nexus policies.
13. Enhancing financial allocations and expenditures on gender climate migration nexus policies especially targeting women's priorities in climate change and migration.
14. Linkages between food production and food consumption, between agriculture and food security are not simple and should be assessed at macro, meso and microlevels; poverty, and low access to land and water have negative impacts on Food security, while women working on business farms are more food insecure and wages are not sufficient to reduce food insecurity.
15. A few improving factors include familial agriculture; the improvement of women's status within the farming household; sharing decisions having a positive impact.
16. Gender equality and addressing gender (in)equalities must include more men. Raising awareness about the importance of gender equality is relevant and beneficial for the entire society and not only for women.

**More information on:** <https://3mdconference.org/>

### 3.7 Final Dissemination Event

The Final Dissemination event of the project took place in Brussels at the Museum of Natural Sciences on 19 October 2022 (Figure 11). The consortium partners met to take stock of their achievements and share, also with a large audience, the experiences acquired throughout the project and the good practices developed to promote gender equality.



Figure 11 – The announcement of our Final Dissemination Event

The hybrid conference was structured in an Opening Session and two Thematic Panels on “The Gender-SMART experience: institutional change in agriculture and food science” (Panel 1) and “Sustainable impact on institutionalising gender equality” (Panel 2). A joint event titled ‘Become a Gender Equality Insider’ followed organised with the GEARING-Roles sister project, on the topic of inclusion in the digital age, coinciding with the celebration of the European Year of Youth. Welcoming the participants, Elisabeth Claverie de Saint Martin, CIRAD’s CEO, stated that: “The Gender-SMART project committed our institutions to making progress by 2023 in terms of gender equality, but also in terms of taking gender issues into account in our research projects. The project has made it possible to initiate a sustained European dialogue on these issues for the agricultural and life sciences”.

Key-note speeches were delivered by Marcela Linková (ISAS) and Katarina Slezakova (ISAS) on Gender Equality Plans as a tool for institutional change and a GEP cross-analysis from Gender-SMART project.

Partners' presentations were followed by Q&A with discussants and the audience.

Representatives from European institutions, EC Directorate General for Research and Innovation, EC Directorate General for Agriculture, EC DG Connect contributed to the works.

In the joint event, six panellists offered their insight into their active engagement in challenges related to gender equality and youth inclusion in the digital sphere and illustrated how digital tools can be an opportunity to raise awareness on gender equality.

Almost **100** Participants (Figure 11) from **15 Countries** were present in addition to **294** Participants online.



**Figure 12 – Family Photo of our Final Dissemination Event**

To watch the 2 sessions:

1. Gender - SMART Final Dissemination event:

<https://www.youtube.com/watch?v=Q9qCX42JEo8&t=13398s>

2. Gender - SMART and GEARING Roles Joint Event:

<https://www.youtube.com/watch?v=blb4XfxlAts&t=4660s>

To foster the final conference on the 19 October, Gender-SMART organized a joint campaign with GEARING-Roles. The Twitter campaign aimed to raise awareness of 'leaders' in the gender equality field by highlighting the work achieved by organizations, individuals and projects who are fighting for equality, particularly amongst young people and using the hashtag #GEInsiders & #SisterProjects. (Figure 13)



**Figure 13: Banner of the Joint Campaign #GEInsiders**

For more information: <https://gender-smart.eu/geinsiders-campaign/>

### 3.8 Good Practices

As a legacy of our Project, we elaborated 12 Good Practices that were also submitted to EIGE for publication.

The collection of good practices which, following the FAO's definition, *'are not only practices that are good, but practices that have been proven to work well and produce good results, and are therefore recommended as a model. A successful experience, which has been tested and validated, in the broad sense, which has been repeated and deserves to be shared so that a greater number of people can adopt it.'*

More specifically, the aim of this activity was to lead the way in helping other organisations in the field of Agriculture and Life Sciences replicate good practices by incorporating/internalizing them into policies to attain greater gender equality in the workplace. This will ensure the project sustainability even after the project end.

The target beneficiaries are staff of such organisations including permanent and non-permanent admin personnel, researchers, and academics. The geographical coverage is planned to go even beyond the Euro-Mediterranean region.

Prior to dissemination, practices were assessed building on the lessons learned i.e., what had worked and what had not worked along the way to allow recipients to benefit from these experiences.

A template with its guidelines was discussed and distributed to all implementing Partners providing a clear timeframe to prioritize activities required for collection and dissemination, setting the goals, and providing a checklist for further M&E.

The criteria for identifying good practices were: effectiveness, efficiency, relevance, ethical soundness, sustainability and possibility of duplication, the involvement of Partners and the community.

After collecting the feedback from all the Partners, the appropriate format was selected to re-elaborate the content into a narrative version.

The **12 good practices** were broken down into **4 main thematic areas**:

#### Gender Equality Culture

- Participatory approach for defining Gender Equality Corporate values and inclusive behaviours (**CIRAD**)
- A radio show aiming to create awareness for gender equality and create the critical mass of change-makers in students' community (**CUT**)
- Inclusive communication (**CICYTEX**)
- Developing Gender Values for TEAGASC (**TEAGASC**)

#### Developing equal career support measures

- Salary remuneration analysis (**CICYTEX**)
- Empowering Leadership Skills training for Female Staff (**TEAGASC**)

#### Re-shaping gender in decision-making

- Leveraging GEP to encourage a Gender Policy at Corporate level (**CIHEAM BARI**)
- Scouting, inspiring and motivating stakeholders for successful GEP implementation (**CIHEAM BARI**)
- Collection and integration of sex-disaggregated data in the ANR Social Report (**ANR**)
- Collaborative design of the GEP with the Executive Committee (**ANR**)

## Integrating Gender in funding, research, and teaching

- The Gender-SMART CIRAD community of practices for integrating the gender+ (+ as super script) perspective (**CIRAD**)
- Online conference: Cultivating Equality: Advancing gender research in agriculture and food systems (**WUR**)

To download the Good Practices: <https://Gender-SMART.eu/mdocuments-library/docs-good-practices/>

A special newsletter, infographics and a video were prepared to help in the dissemination of these good practices.

### 3.9 Video on Gender Equality Plans of Gender-SMART

To promote the GEPs prepared by Partners, a special infographic was prepared (Figure 14) that contains all the main Key Areas, the stakeholders involved as well as the type of actions.

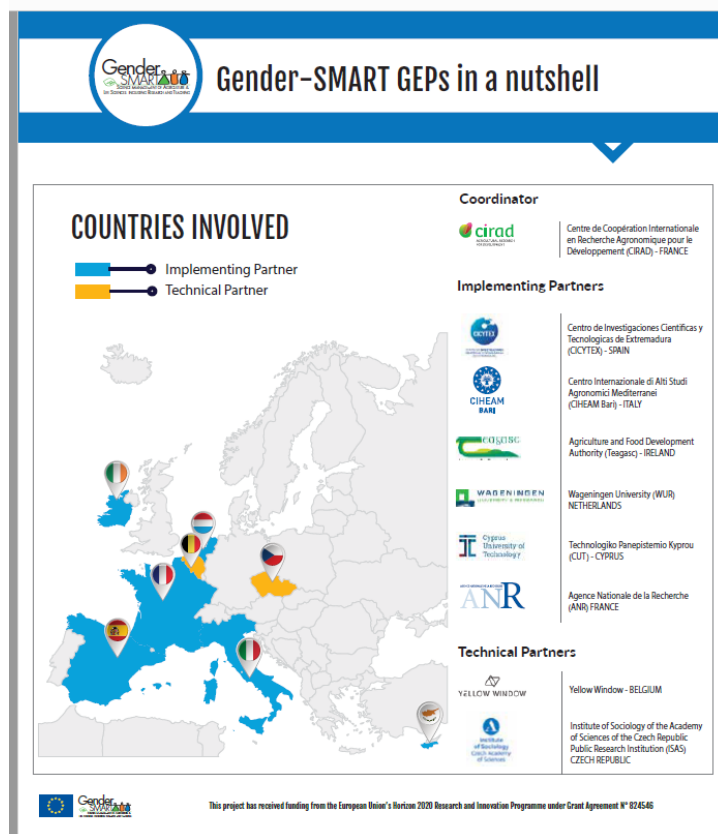


Figure 14 – Gender-SMART GEPs in a nutshell

A special video was also produced to further disseminate on the GEPs: <https://www.youtube.com/watch?v=fsVK96jmHsc&t=20s>

### 3.10 Gender Term of the Week Campaign

The CIHEAM Gender Term of The Week campaign was officially announced by the Gender-SMART project Team leader during the seminar ‘Gender and Climate’, delivered by the technical partner (Yellow Window) to the Master of Science students and project stakeholders. After its launch, every Monday of 2022 a gender term, with its explanation from authoritative literature resources, was selected and posted on the boards near the lecture halls and at the entrance of the main building. At the same time, the term was published with an accompanying message on all CIHEAM Bari’s social media and Alumni platform (Figure 15).

This practice was intended to raise awareness about a culture focusing on the knowledge of gender sensitive terms and related contents. The aim was to help staff members understand their role as agents of change within the Organisation.

By way of example, the very last Gender term and message of the campaign are reported below:  
 “Get on board: it’s time to act”; “Make a positive difference for change to happen more quickly”.  
 “Unleash your power, push the boundaries, and mobilize others”.  
 “Keep going with our final #GenderTermOfTheWeek”



Figure 15 – Visual identity of The Gender Term of The Week campaign

The response to the campaign was greater than expected. It received great attention both from people in the Organisation (with comments, feedback and questions) and online as indicated by social media analytics. (Table 1)

Table 1 - Gender Term of The Week campaign results

Social media	Facebook	Twitter	Linkedin	Instagram
Posts	23	23	23	23
People reached	17727	10742	11627	3211
Likes	218	247	147	155
Comments	6	0	5	1
Shares	100	167	48	0
Clicks on the post	263	0	439	55
Interactions	531	1092	351	151

Furthermore, a video is being produced from the campaign to be shown during relevant institutional events: [https://www.youtube.com/watch?v=A\\_bdDIs\\_RzU&t=54s](https://www.youtube.com/watch?v=A_bdDIs_RzU&t=54s)

### 3.11 Joint Campaigns with Sister Projects

#### 3.11.1 #DreamItBeIt Campaign

On the occasion of the Day of Women and Girls in Science on February 11<sup>th</sup>, 2022, Gender-SMART has joined forces with its sister projects CALIPER, SUPERA, LeTSGEPs, RESET, SPEAR, CASPER, ACT, GenPORT, MINDtheGEPs, ATHENA, GRANteD, GenderSTI, GearingRoles, Equal4Europe encouraging other women and especially young girls, to become engaged with Research & Innovation.

A template was prepared (Figure 16) and distributed among Partners



Figure 16 - #DreamItBeIt template

All our partner institutions tweeted sharing stories of their inspirational women in science. Stay tuned on [Twitter](#) to read the inspiring stories.

Gender-SMART in collaboration with the CUT-Radio at Cyprus University of Technology organised a campaign in view of the International Day of Women and Girls in Science. A series of **16 interviews** were broadcasted on the 11<sup>th</sup> of February between 14:00 – 17:00 CET at CUT-Radio (<https://www.cut.ac.cy/cut-radio/live/>). Sixteen scientists became part of the global effort to inspire the participation of women and girls in science by sharing their career accomplishments!



The 16 women scientists (Figure 17) are members of staff at the Gender-SMART partners' institutions.



## Η επιστήμη είναι γένους θηλυκού

Διεθνής Ημέρα Γυναικών και  
Κοριτσιών στην Επιστήμη

Γινόμαστε μέρος της παγκόσμιας προσπάθειας για να εμπνεύσουμε τη συμμετοχή περισσότερων **γυναικών και κοριτσιών στην επιστήμη**, παρουσιάζοντας μερικές από τις γυναίκες επιστήμονες που διαπρέπουν με την ερευνητική τους δράση στο Τεχνολογικό Πανεπιστήμιο Κύπρου.

**Γιατί στην επιστήμη δεν χωράνε διακρίσεις.**



Figure 17 – The Women Scientists interviewed.

The campaign was of a great impact as shown in Figure 18 and 19.

**Top tweet #DreamItBelt campaign**

**Top mention TEAGASC #DreamItBelt campaign**

**Top mention CUT member**

**Top viewed pages**

Figure 18 – Top Tweets from the #DreamItBelt campaign

**#DreamItBelt campaign**

MOST ACTIVE	Tweets
@GenderPORTal	34
@CasperGender	23
@GearingRoles	22
@GenderSmart_EU	18
@DLIorg	17

RETWEETERS	Retweets
@GenderPORTal	34
@CasperGender	18
@GearingRoles	18
@GenderSmart_EU	17
@DLIorg	17

ORIGINAL TWEETS	Tweets
@Equal4E	16
@teagasc	11
@GenderStI	6
@nanoGUNE	6
@CasperGender	5

MOST POPULAR	Followers
@HorizonEU	150,532
@teagasc	33,226
@UnivBordeaux	25,408
@Civad	22,569
@Univ_Lorraine	18,765

HIGHEST IMPACT	Impacts
@teagasc	365,486
@HorizonEU	150,532
@Civad	135,414
@UnivBordeaux	76,224
@GenderPORTal	68,394

TOP PHOTOGRAPHER	Photos
@Equal4E	12
@teagasc	11
@nanoGUNE	6
@Civad	5
@Reset_EUproject	5

Source: <https://dash.tweetbinder.com/report/free>

Figure 19 –Results of our #DreamItBelt campaign compared to other Sister Projects

All interviews are available on: [https://www.youtube.com/playlist?list=PLk2SA11qh2hHZLos\\_2N997Xl3TqYITdJp](https://www.youtube.com/playlist?list=PLk2SA11qh2hHZLos_2N997Xl3TqYITdJp)

### 3.11.2 March 8 celebrations with EU sister projects

On the occasion of the March 8, 2022 celebrations, #EUSisterprojects agreed to promote a joint initiative on Twitter (Figure 20) to highlight our strong commitment to working together for gender equality in European research, to create a welcoming and friendly environment for all, especially the generation of young women, and to ensure that the research brings results that improve the lives of all of us and contribute to the reduction of gender inequalities.

A thread of Tweets introducing individual projects and/or their activities was started by the European Research Executive Agency. The thread was created by adding comments to previous Tweets between 9 am and 5 pm. It contains overall 34 Tweets from 19 EU sister projects.



Figure 20 – The banner of IWD2022 Campaign

### 3.11.3 Towards effective gender-based violence and sexual harassment policies in research organisations

MINDtheGEPs joined forces with Gender-SMART and organised a webinar offered by Yellow Window on gender-based violence and sexual harassment policies. On 28 February 2022, Nathalie Wuiame as member of the Gender-SMART consortium offered a training for 19 Participants on effective policies to prevent gender-based violence and sexual harassment in research organisations. The EU Horizon Europe framework research programme is strengthening gender equality in research organisations by making the adoption of Gender Equality Plans an eligibility criterion. The session contained an introductory lecture-style presentation followed by a Q&A session exclusive for MINDtheGEPs team members. The webinar aimed to reach a common understanding of concepts related to gender-based violence; showed some figures concerning the reality of this phenomenon in the research field and its specificities; presented the 7Ps model (prevalence, prevention measures, protection, prosecution, provision of services, partnerships and policies) which represent a holistic approach to tackle GBV in RPOs; and shared some examples of

measures adopted by EU RPOs within the framework of the 7Ps, based on the experience of participants and preliminary data collected in the framework of the European UniSAFE project. The EU Horizon Europe framework research programme is strengthening gender equality in research organisations by making the adoption of Gender Equality Plans an eligibility criterion. The European Commission calls for actions in five areas, one of which is the adoption of "measures against gender-based violence, including sexual harassment".

**For more information:** <https://www.mindthegeps.eu/news/?tarContentId=997130>

<https://gender-smart.eu/webinar-towards-effective-gender-based-violence-sexual-harassment-policies-in-research-organisations/>

### **3.12 Joint Scientific Paper of Sister Projects: CASPER, GEARING-Roles, Gender-SMART, LIBRA and SUPERA**

A Scientific paper entitled: **Gender Equality Impact Drivers Revisited: Assessing Institutional Capacity in Research and Higher Education Institutions**, was published in August 2022 in the Special Issue [New Directions in Gender Research](#)

This article presents the development and piloting of an innovative tool to assess the sustainability and impact of institutional change towards gender equality, termed the Impact Driver model. It provides a description of the model and the resulting tool, as well as how it has been developed, based on earlier models. It also presents the revised model following a pilot test and accompanying workshop, which were carried out to gather feedback on the use and potential of the tool. In conclusion, the article provides recommendations for the use of the tool, considering the EU context and policy framework, which pushes towards the institutionalisation of gender equality in research and innovation.

**For more information:** <https://doi.org/10.3390/socsci11090379>

### **3.13 Gender-Sensitive HR Management: A business Case**

As part of WP4, CIHEAM Bari team developed a tool for Gender-SMART project partners to build the case for negotiating and integrating tailor-made measures in support of gender-sensitive recruitment, career advancement, and enhancement of work-life balance in their institutional agreements and schemes.

It has been done by drawing on discursive resources, i.e. supportive arguments, developed by the Gender-SMART Consortium to show the advantages of heading towards gender equality in research organizations and academia. These well-supported arguments reflect the culture of the organizations and shall be used to target different stakeholders e.g. executive managers, senior managers, managers, Human Resources services and researchers, to negotiate towards change.

All these resources are reported in a video entitled: Gender Sensitive HR Management: A business Case and is available on the YouTube channel of the Project.

#### 4. Overall performance of the Communication and Dissemination activities of Gender-SMART

The communication and dissemination activities succeeded to reach the target groups addressed by the Gender-SMART Dissemination/Outreach:

- Research Performing Organizations (RPOs) - we supported them in advancing gender equality in their institutions by sharing effective communication flows, by implementing specific dissemination activities based on analyses and pilot cases. Thus, Gender-SMART stimulated the achievement - over time - of a gender-aware cultural change by sharing new methodological approaches to HR measures, governance, research, and teaching in a long-term program of institutional change programme.
- Research Funding Organizations (RFOs) – we promoted, enhanced and developed a gender equal approach in the definition and planning of selection, distribution and allocation of economic resources. Thus Gender-SMART encouraged removing barriers which could generate direct and indirect gender discrimination in scientific and institutional careers as well as advancing gender equality through gender-responsive and transformative research contents and approaches.
- **Non-academic audiences and outside the EU:** All the contents and the activities of the Gender-SMART Dissemination Plan were also made available for the final outreach towards non-academic audiences and outside the EU. These audiences benefited from the spread of a new RRI (Responsible Research Innovation) vision that shall reinforce the adoption of a Gender-SMART approach starting from the RPOs/RFOs target groups and reaching different professional and social target groups. Gender-SMART profited from the international outreach and embeddedness of most partners which facilitated exchange and dissemination at partner and consortium level beyond Europe as well.

The **national language** was used for internal and national dissemination, except for the case of WUR, where English is the first language. However, all our training were performed in English.

The overall figures are reported in the following table 2.

**Table 2 – Key Performance Indicators (KPIs) over the duration of the Project**

Dissemination Activity	KPI	Target	Facts
Institutional Website (CMS)	Website	1	1
	Web analytics: Page views	158.000,00	86.400,00
	Web analytics: Average visiting time (minutes)	19	8
Publications	Number of submitted and published peer-reviewed articles	7	1
	Number of submitted and published non-scientific and non-peer-reviewed articles	17	10
	Number of academic presentation	70	95
	Number of publications in conference proceedings	8	5
	Number of posters at scientific events	14	4
Events	Organization of a Workshop	30	51
	Participation to a Workshop	45	61
	Organization of a Conference	2	3
	Participation to a Conference	45	60
	Conference presentations	34	67
	Presentations at local, national and international events (non scientific)	215	277
	Participation to an event other than a Conference or a Workshop	55	90
Media	Panels	8	10
	Communication Campaigns (e.g. Radio, TV)	15	18
	Number of press releases realised	85	90
	Number of news in press	60	62
Digital Materials (E-Newsletters, Videos, Posters etc.)	Interviews	23	113
	Number of newsletters	3	3
	Videos	14	20
	Flyers	24	20
	Posters	19	15

Dissemination Activity	KPI	Target	Facts
Social Media	Posts on Twitter	380	558
	People reached	470.000,00	720.000,00
	Posts on Facebook	165	200
	People reached	200.000,00	258.000,00
	Posts on LinkedIn	88	140
	People reached	280.000,00	355.000,00
Jointly activities with other EU project(s)	Number of activities	35	34

According to this table, the figures in red are the one not reaching the target. In particular:

- Web analytics: Page views
- Web analytics: Average visiting time (minutes)
- Number of submitted and published peer-reviewed articles
- Number of submitted and published non-scientific and non-peer-reviewed articles
- Number of publications in conference proceedings
- Number of posters at scientific events
- Flyers
- Posters

For the first two points, we have to admit the difficulties encountered in the first 2 years of the Project with the old website, this is why we were forced to have a new website and therefore we could not sufficiently attract enough visitors.

For the scientific and non-scientific articles, we believe that we overestimated the targets and the pandemic reduced drastically the number of scientific events.

For the other indicators, we can express our satisfaction and for social networks things went beyond expectations

## 5. Conclusion: highlights and lessons learned

The final Dissemination Event held in Brussels was without a doubt among the biggest achievements of the project dissemination activities. With more than 100 in-person attendees, Representatives of 3 DGs from European Commission, it was tangible evidence of the pioneer role of the Gender-SMART project to advance Gender Equality in RPOs and RFOs in the field of agriculture and life sciences.

With the online conference we could highlight and elaborate on the international outreach and embeddedness of the partners within and beyond the European level, likewise the special sessions at the conferences in Cyprus (by CUT) and Bari (by CIHEAM Bari). Was the first bringing gender interested scholars and officers together, the latter addressed an audience that had not been acquainted)

The successful collaboration with GEARING-Roles in organizing a round table with young generations to discuss the challenge of inclusion in the digital age was very impactful and showed how Sister Projects can fruitfully join.

The COVID-19 pandemic was a turning point for our communication and dissemination activities. The survey launched by our Project was a relevant achievement and gave us a lot of visibility. Nevertheless, many of our project activities were carried out online, some were postponed, while others cancelled (1st annual meeting was to be held in Cyprus in March 2020). However, the transition to online events had the effect of increasing the number of people reached out by the project and made Gender-SMART initiatives accessible to much wider audiences.

Despite the initial difficulties due to the split of communication and dissemination in 2 work packages, this obstacle could be brilliantly overcome by merging these two activities in the last 15 months of the Project.

It wasn't always easy to reach out to all target groups, mainly due to time constraints and to the fact that not all Project members were active in the most relevant Social Networks. Furthermore, as demonstrated by the Gender-Term of the Week Campaign and DreamItBelt campaign, the use of our organisations' accounts & tagging Gender-SMART could further boost audience and followers.

Moreover, sharing sister projects© content boosted views and engagement rates.

As for the legacy, the published documents and other media products will still be available after the end of the project