

EUSBSR

Forum for Gender Equality and Growth 3.0 Communication Strategy and Dissemination Plan 2020-2021



Funded by

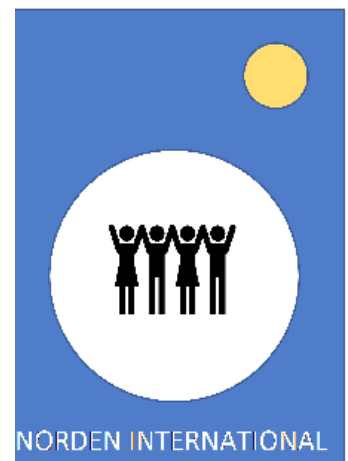
Swedish
Institute



THE BALTIC INSTITUTE OF FINLAND



*The Municipality of Goris
Armenia*



Project title	EUSBSR Forum for GE & Growth, 3.0	Start Date	End Date
		1 st September 2020	31 December 2021
Project Management	Co ordinator. Winnet Sweden, Britt-Marie Söderberg Torstensson N Skeppsbron 3 C, 803 10 Gävle, Sweden Cell phone: +46(0)702601277 www.winnets.se		
Communication and Dissemination	Steering group overall responsible and executive: The project secretariat at Winnet Sweden, as project owner britt-marie.torstensson@winnetsverige.se		
Project website	http://www.balticsearegion.org/		
Activity	Communication strategy and Dissemination plan		
External/ internal	Winnet Sweden secretariat and coordination will be responsible to execute the external communication in cooperation with all partners in the partnership. Winnet Sweden will be responsible for communication with each partner in EUSBSR as well as EastP to optimise the dissemination and communication of EUSBSR Forum for GE & Growth, 3.0 activities and results.		

Project Summary	<p>The European Baltic Sea Region Strategy Forum for Gender Equality and Growth, 3.0, will focus on common challenges in the BSR and neighbouring EAP regions to secure gender equality in policy, strategy and actions with focus on Innovation - entrepreneurship for growth. Facts and statistics in research show that women's participation on the labour market, as employees /entrepreneurs, is crucial for the regions to increase growth. Less women on the labour market means less GDP. Through workshops, country specific analysis of gender equality, identifying of needs, conditions, better understanding of structures, interactions, norms, values, cultures in society and sharing knowledge the partners will develop and present a EUSBSR Forum for Gender Equality and Growth, 3.0. The Forum will focus on cross border cooperation in EUSBSR, EAP policy and actions at the final conference. Inbuilt in all activities is macro regional multi governance perspective and the results contribute to the Swedish Foreign policy declaration a "Drive for Democracy".</p>
Key Messages	<ul style="list-style-type: none"> • Tackling Gender Equality between women and men with thematic focus on Growth in entrepreneurship • To ensure women's participation and to secure a sustainable and economic growth in EUSBSR and EastP partnership. • The need to secure that policies at a regional, national and EU level will be influenced by a gender equality perspective. • The need to secure that programmes and actions developed to ensure gender equality are integrated into mainstream provision combined with positive actions.

	Action	By When
Material	<ul style="list-style-type: none"> • Production of an Information brochure • The project secretariat will design a proposal for a Communication Strategy and dissemination plan to be approved by the project Steering Group. • Partners will add information of target groups in each partner country to the communication plan. • Project and funders logos will be standardized across the EUSBSR Forum for GE&Growth 3.0 partnership and will be used for all dissemination and publicity activities – again promoting corporate branding and raising the profile of the Forum. • Standard project information will be available on the BSR website in the form of an information brochure in English. 	

	English		
Dissemination tools	All partners agree to the following dissemination strategies	Target Group	Goal of dissemination
Web Site - External	<p>Partners will create a link on their organization's websites with a brief project summary</p> <p>Partners need to ensure regular updates of regional and thematic areas of their websites.</p>		
Press releases	Partners need to follow Forum for EUSBSR GE&Growth 3.0, template and Guidance to be used for press releases and press articles for internal/ external areas of websites.		Consistent and clear message & promotion across EUSBSR and EASTP member states & beyond
Dissemination at seminars/press	Partners will promote the EUSBSR Forum for GE&Growth 3.0 at seminars and other meetings		Extend the network/ partnership of contacts and opportunities for maximizing the potential of the Forum GE&Growth 3.0

Articles for journalists	Partners will follow EUSBSR Forum GE&Growth 3.0 template guidance & upload copies of all articles to internal/external areas of the website	Press	Build motivation across, partnership & maximiser of promotional opportunities
Leaflet /Brochure	Partners will disseminate and circulate the project leaflet at events and through mailing list of Stakeholders in each partner countries and online	Partners network of stakeholders at all levels in the Society	Build motivation across EUSBSR Forum for Gender Equality and Growth, 3.0 partnership and beyond in EUSBSR and EastP partnership to maximise promotional opportunities + give EUSBSR Forum for GE&Growth, 3.0 professional credibility
Power Point presentation template	To be used by the partners to present the project in their countries and beyond.	For Quadruple Helix partnership and to influence those in positions of power	Face-to-face, online opportunities and wide audiences can be reached which leads to wider influence for a EUSBSR Forum for GE & Growth, 3.0
Conferences/ Workshops	When possible, partners will disseminate project information at conferences and workshops.	All relevant stakeholders in particular government and their working/ strategic partners	Ensures that EUSBSR Forum for GE&Growth 3.0 objectives are promoted and identify potential to extend the network of contacts and opportunities for maximizing the potential of the Forum

Targets	
Local Authorities/ Municipalities and decision makers, national policy level and decision makers and EU Policy makers:	These stakeholders are in prime position both to affect and implement change, inform policy development, influence legislation, and provide real opportunities for women to access segregated sectors. This includes innovation, ICT/IT, and entrepreneurship. WINNET BSR members should ensure they use the corporate brand and are consistent in promoting the key messages and the project.
Winnet Centre of Excellence ® gender research network for policy evident research combining theory and practices and Gender Researchers and academia	Identify and connect with key researchers who have a track record of research work which informs equality, Gender Equality, occupational segregation & entrepreneurship to support development, direction, and communication work.
European level policy makers	Identify and connect with key European level policy makers such as Members of European Parliament and European Commission at a policy level. Key European Parliament committees will be identified and targeted, such as Regional Development; Employment and Social Affairs; Women's Rights and Gender Equality. Relevant European commissioners, for example Commissioner for Employment, Social Affairs and Equal Opportunities, contacts in Directorates General for Regional Policy will also be targeted. We will also reach out to other bodies such as The European Women's Lobby and Winnet Europe. WES; Women Entrepreneurship network
Business Community and relevant sectors	Clearly communicate the business case and economic advantages of gender equality in the labour market and women's entrepreneurship. Support them in turn to highlight or profile any achievements they have made in tackling segregation and supporting women's equal participation in the labour market and with support of Women Resource Centres
Business Development services/organisations	Work in partnership with these agencies to develop and implement communications work which promotes the key messages
NGOs and other Non -Profit organisations	Bring expertise, commitment and can work in partnership with public sector informing their work and in turn, influence wider public private sector and quadruple Helix partnerships with focus on gender innovation for Economic Growth
Other regional actors within labour market, innovation, ICT, entrepreneurship and tourism	Offer practice solutions and potential to profile examples of good practice in promoting routes into segregated sectors such as innovation and SME Potential to profile case studies and communicate these across the relevant sectors in the BSR and EastP

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