

Communication and dissemination plan

EMPOWERING UNDERREPRESENTED WOMEN IN THE ENERGY SECTOR

DELIVERABLE 4.1





Title: Communication and dissemination plan

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1 Background and objectives of the project

Women (and female-socialised groups) are highly underrepresented in decision-making roles, particularly in technical domains such as the energy sector. Despite constituting 39% of the global labour force, **women only account for 16% in the traditional energy sector professionals, facing a 20% wage gap** (International Energy Agency, 2022). In this sense, the EU Report “Women, Gender Equality and the Energy Transition in the EU” commissioned by the European Parliament states that “there is a significant gender gap in the number of women in positions to influence the energy transition, both in the corporate sector as well in the public energy sector and civil society initiatives” (Clancy & Feenstra, 2019, 17).

The EU Report also identifies that **women employed in the energy sector tend to work in lower-skilled positions** such as administration or communication related, while men fill technical and engineering positions. The report finds the relationship between this gender gap and **insufficient career promotion and education opportunities for women in the technical field**. Considering this, cultural and social norms, lack of flexibility in the workplace, and lack of mentorship opportunities create a “glass ceiling” for women who aim to advance in the energy sector. As a result, **the energy sector is still influenced by a male-dominated view**, leaving out the perspective and specific experiences of women as producers, consumers, and prosumers of energy as well as users of energy appliances.

Therefore, the main objective of the project *Empowering Underrepresented Women in the Energy Sector* (EUWES) is to **raise awareness about and contribute to closing the gender gap in management and leadership positions across the energy sector**. Through a comprehensive multi-level analysis and mapping of national policies and strategies, the EUWES project partners will identify and understand the barriers that hinder women’s progress in the energy sector. Based on this data, the project will develop policy recommendations tailored to each national context as well as develop training targeting decision-makers, stakeholders, female STEM students and women already working in the energy sector. The project will work on the achievement of the following specific objectives:

- ◆ **SO1:** To advance the knowledge on gender equality and gender equity and the means to reduce the gender gap and implement more gender-just policies in the energy sector across four EU member states.
- ◆ **SO2:** To empower over 600 key actors (women and students) to have knowledge and skills to overcome the gender gap and to seek new opportunities for themselves.
- ◆ **SO3:** To translate findings of national mapping on gender policies into policy recommendations and advocate for change in employment policies in the energy sector, higher education sector enrolment policies, and national decision making to commit 100 key stakeholders and decision-makers in the energy sector, 100 key in the education sector and 100 to increase the gender equality and create more favorable opportunities for women in energy sector.

2 Communication and dissemination objectives

2.1 Overall objectives

The main goals of the communication and dissemination plan are to:

- ◆ Create simple and uniform communication messages for all the partners to use.
- ◆ Inform potential target groups on the project activities, its objectives and timeline broadening the reach of the project.
- ◆ Provide information on project objectives, activities, progress and results to the media on local, regional, national and EU level.
- ◆ Provide information on project objectives, activities, progress, and results to local, regional, national, and EU key stakeholders.

2.2 Objectives by work package

WP1: Mapping and evaluation of national situations and key stakeholders

In WP1, on the one hand, partners will identify key stakeholders in policy-making, energy sector, higher education, and labour market level targeted under WP2 (training) and WP3 (advocacy campaign). On the other hand, partners will also identify target groups of women employed in the energy sector and female students who will participate in WP2 (training). This contact information will not only be used for WP2 and WP3, but also in directing the dissemination of main project findings and information on the project's aim to ensure visibility and induct mobilisation for action.

Through WP1, two documents will be shared with target groups and stakeholders, as well as media:

- ◆ **Four mapping reports for each country and the key findings.** Format: electronic; Language: English or national languages. Approximate number of pages: 20, with the executive summary containing key findings and data in English.
- ◆ **Comparative analysis based on the national reports containing key findings and key recommendations.** Format: electronic; Language: English; Approximate number of pages: 60.

WP2: Exchange of the good practices training and support

In WP2, three sets of training materials will be created for partners, key stakeholders and beneficiaries. The objectives, progress, and results of the training conducted in the four countries will be disseminated through EUWES media channels. Specifically, through WP2:

- ◆ The **training materials prepared will be made available online** for wider audiences to use.
- ◆ The capacity building events will be communicated to the target groups via a set of different

communication activities (social media, mailing to WP1 contacts, etc.) to ensure a good participation of local actors.

WP3: Advocacy campaigns and activities

Work package 3 builds on a significant level of communication activities to ensure that policy recommendations reach relevant actors such as management representatives of energy companies, representatives of decision-makers, higher education professionals, and representatives of employers' organisations who will be included in the future advocacy and policy work. Also, a set of public talks, workshops, and training (using materials created under WP2) on gender equality will be organised as part of the advocacy campaign.

Through WP3, two documents will be disseminated to decision-makers on national level targeted in the national advocacy campaign:

- ◆ **National advocacy plan.** Format: electronic; Language: English, Approximate number of pages: 20.
- ◆ **Joint policy recommendations.** Created by all partners under T.3.3. Format: electronic; Language: English; Approximate number of pages: 20.

WP4: Communication and dissemination

We will put a particular accent on **promotional material** (virtual and printed), which will target women employed in the energy sector and female students. The material will have content focused on promoting strong women leaders and role models. It is estimated that the **outreach of the project activities will be about 120,000 people**. It is estimated that about 100 decision-makers, 30 education institutions, 50 energy companies, and 40 experts on gender equality will also be involved in the project. To ensure engagement, it is expected that **partners will need to reach out to over 5,000 people**, mostly women employed in the energy sector and female students of technical studies, but also other actors, such as gender experts and managers, and employees of energy companies.

3 Target groups and stakeholders

Under WP1 “Mapping and evaluation of national situations and key stakeholders”, EUWES partners will map target groups of women employed in the energy sector and female students in technical programs. The goal is to reach a **total number of 600 women already working in the energy sector as well as female students** to support them in overcoming the gender gap in the energy sector. Women working in the energy sector is meant broadly, also including positions in politics/government, academia, and civil society. As a result, the initial presumption about who the target groups might be, based on the W4RES project (W4RES, 2021 and 2022) as it tackles a similar problem to EUWES project, are the following:

- ◆ **Female politicians at local, regional, national, or EU level:** Women active in politics might struggle with some challenges as facing cultural and institutional barriers; lacking safe spaces and awareness spaces; confronting gender-based stereotypes and biases that undermine their credibility and influence; managing multiple roles and expectations such as family commitments, constituency needs, and party obligations; which might lead them to need access to supportive networks.
- ◆ **Female managers and employees in energy companies:** Women in energy companies might face gender bias and stereotypes, unequal opportunities that affect their career progression, recognition, and leadership roles, and the demand for a work-life balance with limited support systems.
- ◆ **Women in research and education organisations:** Women in energy companies might face gender bias and stereotypes, unequal opportunities that affect their career progression, recognition, and leadership roles, and the demand for a work-life balance with limited support systems. They might also encounter challenges in securing research funding, grants, or resources for renewable energy projects.
- ◆ **Female students in STEM:** Students might feel isolated or undervalued due to underrepresentation in the sector, as they lack role models or mentors in the renewable energy sector, particularly among women. They also ought to face gender stereotypes and biases that can create obstacles and undermine confidence in pursuing STEM education careers. They also might have to deal with limited access to educational resources, networking opportunities, and internships or work experience in the field.
- ◆ **Male co-workers, colleagues, etc.:** As gender justice is a matter of society overall, all genders, especially male counterparts shall be attracted during the project activities. This is for example relevant when it comes to finding allies in transforming the energy sector, or when building gender-friendly and gender-just work environments in energy companies. Increasing the representation of women in the energy sector means not only integrating them into existing structures but rather transforming these structures. Hence, a common awareness and understanding of gender-specific challenges and solutions is needed.

Under WP1 partners will also map stakeholders, in other words, the actors who can influence decision-making or implementation of the project objectives. In the EUWES project, stakeholders are individuals and organisations which have a vested interest and concern about gender and energy. Specifically, **the project will commit 100 key stakeholders in the energy sector, 100 key stakeholders in the education sector, and 100 key stakeholders to increase gender justice and create more favourable opportunities for women in the energy sector.** The first identification of those group is the following:

- ◆ Political decision-makers, policymakers (government agencies on national and regional level, individual politicians).
- ◆ Private energy sector, energy technology companies, industries, energy utilities, small and medium-size enterprises (SMEs).
- ◆ Non-governmental organisations (NGOs), civil society organisations (CSOs), energy communities, trade unions.
- ◆ Academic and research institutions, professors and graduate, post-graduate, and PhD students.
- ◆ Actors working on women's rights and gender institutions.
- ◆ Producers of energy technologies regarding gendered technologies, e.g. heat pumps, PV, etc.

4 Methods

4.1 Messaging

During the first phase of the project, the main EUWES messages will be of a more general nature to create awareness and engage the target groups and key stakeholders. Once the project begins to achieve some results, the general messaging will offer an insight into the topic and increase the impact of it. Moreover, table 1 shows the key messages that should be conveyed to target groups and key stakeholders.

TABLE 1. KEY MESSAGES ACCORDING TO DIFFERENTS GROUPS

Target group or key stakeholders	Key messages
Female politicians at local, regional, national, or EU level	Let's shatter cultural and institutional barriers, create safe spaces, and raise awareness to empower and uplift underrepresented women in the energy sector.
Female managers and employees in energy companies	Let's break free from gender bias and stereotypes and create together a workplace where equal opportunities pave the way for women's career growth, recognition, and leadership roles.
Women in research and education organisations	Let's create a gender-inclusive environment, securing research funding, grants, and resources for women who are working for groundbreaking renewable energy projects.
Female students in STEM	Let's break the barriers of underrepresentation in STEM and foster a gender-just space where you feel valued and supported. We understand the importance of role models and mentors to provide guidance and inspiration on your journey.
Male co-workers, colleagues, etc.	By understanding and addressing gender-specific challenges, we can build gender-just work environments within energy companies.
Key stakeholders	We must commit to transforming structures and fostering a gender-just energy sector where all voices are heard and valued.

These messages should use gender-sensitive communication. Therefore, partners will follow a gender-responsive approach to address everyone and to not reinforce gender stereotypes. The use of inclusive communication is not the same in each language, so each partner will be aware of potential discrimination in their language. While gendering nouns is one example of inclusive communication, the use of more neutral words is also advisable. For instance, partners can use “workforce” instead of “manpower”. On the other hand, the images and icons used in the project must show diversity and portray women as active agents at the workplace, avoiding stereotypical images.

4.2 Visual identity of the project

An easily recognisable (visual) identity of the project is essential to achieve better communication

results. The visual identity encompasses the colour scheme, logo, templates for presentation materials and documents of the project. The visual identity is to be used in all communication and proceedings of the project. A guide on how to use the visual identity (a graphical charter) is created and made available to project partners to apply during communication and dissemination activities. It is of high importance to use these visual tools coherently in order to harmonise the communication, especially externally.

These visual tools are:

- ◆ Logo: developed through a feedback process between the project partners which lead to the chosen version (see Table 2). This ultimate logo includes all the modifications agreed regarding the following questions:
 - Is it aligned with the project’s values?
 - Is it visually appealing (colour, shape, simplicity...)?
 - How do you value its originality?
 - How versatile is it? Consider that the logo will translate across various promotional materials (notebook, leaflet, roll up and tote bag).
 - How well does the logo resonate with the target audience?

TABLE 2. LOGO SELECTION

Original proposal	Adaptation 1	Adaptation 2	Adaptation 3	New proposal 1	New proposal 2	Chosen one

- ◆ Project website (part of the coordinator’s main webpage)
- ◆ Presentation template and document template
- ◆ Promotional materials
 - Notebook (100 per partner)
 - Tote bag (100 per partner)
 - Printed leaflets (50 per partner)
 - Roll up (1 per partner)

Communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant **must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)** as follows: *“This project is funded by the European Union’s Citizens, Equality, Rights and Values Programme (CERV-2022-GE)”*.

Moreover, any communication or dissemination activity related to the action must use factually accurate information and must indicate the following disclaimer (translated into local languages where appropriate): *“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them”*.

4.3 Communication and dissemination activities

As we aim to reach a diverse audience, all project-related information will be provided in English on the project's website as well as in the national languages of the partners. All public activities (see Table 4) will be disseminated through partner’s social media or/ and media work.

Media work

Media work activities will ensure as much coverage towards the general public as possible. It will be done mainly on a national level as international media is hard to reach with actions like this. Moreover, at least each partner will create **10 press releases**.

Social networks

Partners will use their social channels to report about the progress of the project and disseminate the results to a variety of people (including decision-makers and journalists). Each partner will use its national media channels to promote the project creating at least **250 press clips** and other evidence of the presence in media and social media per partner (1000 in total) that will have an estimated outreach to 120,000 people. To this end, in the starting phase of the project the partners will implement a mapping exercise to identify currently available and accessible dissemination channels at the local/national level. The distribution channels are described in table 3:

TABLE 3. SOCIAL NETWORKS MAP

	Twitter	Instagram	Facebook	LinkedIn	Youtube
DOOR	X	X	X	X	X
ESF	X	X	X	-	X
FOCUS	X	X	X	X	X
WECF	X	X	-	X	X

In order to make the project recognisable since the beginning, a **tagline** has been created that aligns with the title of the project and that will be consistently mentioned when communicating, along with the **hashtag** #EUWES: *“Empowering Underrepresented Women in the Energy Sector”*. A secondary hashtag could be used to adapt to the specific activity that is being developed. For instance, when

communication about energy transition, #EnergyTransition hashtag could be useful to reach a wider audience. Before choosing the hashtag, its potential on social networks will be studied in order to choose the version that will have the greatest impact.

When possible, all posts will include an **image** or a **video** to encourage engagement among social network users. Efforts will be made to portray women from an empowering perspective, as being active, involved and powerful. Partners will tag other partners, as well as institutions or organisations that might be interested about the content.

5 Deliverables and timeline

TABLE 4. DELIVERABLES CHARACTERISTICS

Deliverable	WP	Lead beneficiary	Dissemination level	Due date
D.1.1 Mapping methodology	1	WECF	PU	3
D.1.2. Report on the mapping of national gender policies in energy sector	1	WECF	PU	6
D.1.3 Mapping of the key stakeholders	1	ESF	SEN	5
D.1.4 Comparative analysis of the national situations	1	WECF	PU	9
D.2.1 Training materials of the partners and exchange of the knowledge and good practices	2	ESF	PU	15
D.2.2 Training materials for training of the key stakeholders	2	WECF	PU	18
D.2.3 Training materials for training of the beneficiaries	2	ESF	PU	18
D.3.1 National advocacy plans	3	FOCUS	PU	10
D.3.2 Joint policy recommendations	3	FOCUS	PU	10
D.3.3 List of decision-makers on national level targeted in the national advocacy campaign	3	ESF	SEN	24
D.4.1 Communication and dissemination plan	4	ESF	PU	5
D.4.2 Visual identity of the project	4	ESF	PU	3
D.4.3 Press releases	4	ESF	PU	24
D.4.4 Communication and dissemination report	4	ESF	PU	24
D.5.1 Progress report	5	DOOR	PU	13
D.5.2 Quality assurance plan	5	DOOR	PU	6

TABLE 5. PROJECT ACTIVITIES TIMETABLE

Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
WP1 Mapping and evaluation of national situations and key stakeholders																								
T.1.1. Methodology for the mapping exercises																								
T.1.2. Report on the mapping of the national gender policies in energy sector																								
T.1.3. Mobilising and mapping key actors and stakeholders on national level																								
T.1.4. Mobilising and mapping of the women and female students who will participate in the training																								
T.1.5. Comparative analysis of the national situations																								
WP2 Exchange of the good practices training and support																								
T.2.1. Training materials for training of the partners and exchange of the knowledge and																								
T.2.2. Training materials for training of the key stakeholders																								
T.2.3. Training materials for training of the beneficiaries																								
T.2.4. Training, capacity buildings exchange of the knowledge and good practice for partners																								
T.2.5. Training of the key stakeholders																								
T.2.6. Training of the beneficiaries																								
T. 2.7. Creation of the informal national support networks																								

Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
WP3 Advocacy campaigns and activities																									
T.3.1. National advocacy plan																									
T.3.2. Policy recommendations on national level																									
T.3.3. Policy recommendations on EU level																									
T.3.4. National advocacy activities toward key stakeholders																									
WP4 Communication and dissemination																									
T.4.1. Communication and dissemination plan																									
T.4.2. Developing of the visual identity of the project and web page																									
T.4.3. Media work																									
T.4.4. Communication and dissemination report																									
WP5 Management																									
T.5.1. Coordination of the project																									
T.5.2. Monitoring on the implementation																									
T.5.3. Financial and administrative management																									
T.5.4. Reporting																									
T.5.5. Risk management																									

6 Budget

The budget allocated to graphics and communication products are summarised below:

- ◆ DOOR : Design of promotional materials for all partners under (T.4.2.) – 5000 euros.
- ◆ FOCUS : Design of promotional materials for communication and promotion of the project (T.4.2.) – 3000 euros.
- ◆ ESF : Graphic designer for a logo and web page (T.4.2.) – 1000 euros.

7 Performance evaluation

The reach and impact of EUWES communication activities will be assessed qualitatively and quantitatively. It will be closely monitored using participation statistics, search metrics and other established indicators of media use.

Based on this initial dissemination and communication plan, the communication and dissemination will be **regularly monitored and reported through common reporting tables** (see Appendix 1) with the feedback from partners. The reports and the plan will be revised twice a year to include improvements, based on the experiences in communication and dissemination. At the end of the project, a press and media coverage report will be compiled for cataloging all media appearances, including the social media pages.

At the end of the project a **communication and dissemination report** will be created in order to provide detailed information on the progress of the project and the impact it will have.

8 References

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Appendix 1

TABLE 6. COMMUNICATION REPORT

Communication activity name	Description	Target audience	Communication channel	Outcome	Status	Partner

TABLE 7. DISSEMINATION REPORT

Dissemination activity name	Type of dissemination activity	Target audience reached	Description of the objectives with reference to a specific project output	Status of the activity



EUWES