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ProGender

A Digital Hub on Gender,
the COVID-19 Crisis and its Aftermath

Communication Plan

ProGender: A Digital Hub on Gender, the Covid-19 Crisis and its Aftermath

Athens, May 2021

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About the ProGender project

The Centre for Gender Studies of the Department of Social Policy (Panteion University of Social and Political Sciences) has begun the implementation of the project **ProGender: A Digital Hub on Gender, the Covid-19 Crisis and its Aftermath** with the cooperation of the Center for Gender Studies (SKF) of the Norwegian University of Science and Technology (NTNU) and the RIKK- Institute for Gender, Equality and Difference of University of Iceland. The ProGender project started in December 2020 and it will last 18 months, until, June 2022. The project is funded by the European Economic Area (EEA) Financial Mechanism 2014-2021 (EEA Grants 2014-2021).

The EEA Grants represent the contribution of Iceland, Liechtenstein and Norway towards a green, competitive and inclusive Europe. There are two overall objectives: reduction of economic and social disparities in Europe, and to strengthen bilateral relations between the donor countries and 15 EU countries in Central and Southern Europe and the Baltics. The three donor countries cooperate closely with the EU through the Agreement on the European Economic Area (EEA).

Aim of the project

General aim

ProGender aims to promote bilateral activities between Greece, Iceland and Norway by creating a **digital hub** devoted to gender perspectives of COVID-19 and its aftermath. The activities that will be carried out within the hub will be online and will promote gender perspectives, analyses and policy responses of the COVID-19 crisis through **a set of actions and initiatives that enhance cooperation and exchange between Greek, Icelandic and Norwegian institutions**. Globally, the socio-economic impacts of the coronavirus crisis have serious consequences for the female population: women represent 70% of global health care personnel and are hereby extremely exposed to the risk of the virus. Women, who are

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also highly exposed to domestic violence and work-life imbalances, are expected to be affected more severely by unemployment and the loss of livelihoods.

ProGender will create a hub which will make it possible **to transfer of knowledge, best practices and perspectives from the North to the South**, it will not be based on a one-way process as the scope of the hub will be to construct and support a framework within which productive and creative interactions benefiting participants from all three countries would take place.

The ultimate goals will be to develop broader opportunities for sustainable cross-cultural **networking** and **cooperation** among various actors in **Norway, Iceland and Greece** and benefiting from ProGender, to **share positive paradigms** and **think about new possible ways of dealing with gender issues after the coronavirus outbreak**. In this context, the project will be addressing post-coronavirus prospects for gender equality against the background of previous crises.

Specific aim

The actions will include the development of mainly online (and one “physical” Review Conference -if permitted) **guest lectures, policy discussion panels, seminars, workshops, reports, a video, podcasts and educational material** that will advance our ways of thinking about the current state and future prospects of gender equality in the coronavirus crisis in different cultural and geographical contexts. The specific aims of the action will be:

- a) to promote **understandings** of the multiple gender challenges that the coronavirus outbreak has brought into the forefront, including gender-based violence, the intersectional aspects (age, race, migration status) of the spread of the virus, work-life balance especially in relation to increase in telework, and the undervaluation of female-dominated and racialized sectors of employment (such as nursing, cleaning, care and platform work) that remain at the frontline of the struggles for the survival of the healthcare system.

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- b) to open cross - cultural **debates** between academics, policy-makers and stakeholders on these emerging issues that have a bearing on gender relations and the future of gender equality in policy making, labour markets and societal developments.
- c) to address possible **responses** to the gendered impact of the post-coronavirus European societies, which include initiatives (**workshops and seminars**) and deliverables (**video, podcasts, reports**) targeting specific groups and policy areas in which exchanges and networking between gender experts, stakeholders and policy makers from Iceland, Greece and Norway can make a difference. The responses will also include **educational material**, consisting of testimonies, articles, publications, videos, and images, which will be collected and processed in a way that can be readily available for educators to use (for example in university or school courses or in training for professionals). The responses will focus on the ways in which gender relations are transformed during the current pandemic, but also on how gender relations are transformed during and post. **This broader focus will enable a more in-depth impact of the hub, which may last long after the completion of the project.** Thus, different activities will include considerations of the gender aspects of other crises such as wars, famines, recessions, political turmoil. ProGender aims to open up avenues for gender equality in post-coronavirus societies. For this purpose, different deliverables will highlight, in particular examples of **important women and women's groups who have managed to transform post-crisis societies** and the obstacles they faced after the end of the exceptional circumstances they lived through.

Partners

The two partners from Iceland and Norway were selected because of their expertise in gender studies, which will provide a firm basis for knowledge exchanges and networking with Greek institutions. The **RIKK- Institute for Gender Equality and Difference** in Iceland is a leading institution in the field of women's, gender and equality research in Iceland. RIKK works with academics from the five Schools within the University of Iceland as well as with

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academics and specialists from other universities and institutions. RIKK also serves in an advisory capacity to government and civil society bodies. The **Norwegian University of Science and Technology (NTNU)** in Trondheim conducts interdisciplinary and socially relevant research, teaching and dissemination on gender, equality and diversity. The staff has background from various social sciences and humanities. In particular, it has a Centre for Gender Research whose main research areas are biopolitics and reproduction, ethnicity, gender and equality, gender, technology and science, sexuality, gender and culture, and race, indigeneity, topics that are highly relevant for ProGender. The Center also runs the NTNU GenderHub network, which can be mobilized to disseminate the activities of ProGender.

The Centre for Gender Studies of the Department of Social Policy (Panteion University of Social and Political Sciences) will collaborate with the Non-profit **REC (Research and Education Collective)**, which was selected because it specialises in innovative research and educational projects based on new technologies. Carolin Philip, Saskia Fisher and Thanasis Tyrovolas will collaborate with the UPSPS team and the partner institutions from Iceland and Norway to carry out the workshops, the video production, the collection and processing of the educational material. The overall technical support of the project, including the set-up and technical updating of the web-site, will be carried out by the social cooperative enterprise **KOINSEP Stin Priza**.

Communication strategy

Dissemination activities are key elements of the implementation of ProGender project. All the project activities will be developed **online** and will be presented and promoted through a website, which will act as a platform for interaction and dissemination specifically dedicated to **gender perspectives of the coronavirus crisis and the post-coronavirus prospects**. ProGender will also maintain an active presence in Facebook, Instagram and Twitter in order to promote its activities in interactive ways.

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Online Guest Lectures, Online Policy Discussion Panels, Online Seminars and all the deliverables (Podcasts, Workshops, Educational Materials and Video) will be available on an open access website, as one of the main goals of the ProGender project is to reach as many people as possible.

For the first semester of the project, the main activities were the implementation of the Online Guest Lectures and the Online Policy Discussion Panels. The communication process will be based on the email, the social media and the website, as the main communication tools. In the second semester of the project, in which we will start the implementation of the other deliverables (Podcasts, Workshops, Educational Materials and Video), the videos will be uploaded both to a YouTube channel and in the website, in order those materials to be available also on that platform and after the project's completion.

Mailing list

Until now every event that has been organized (four online guest lectures, four online policy discussion panels) has been disseminated by email. **ProGender's email** progender@panteion.gr whose recipients are the participants of the events and other people who seek information about the project, is online in ProGender's Facebook page. With the email, the invitations for the events of the guest lectures, the policy discussion panels, the Press Releases of the Work Packages and Certifications of Attendance are being sent to 225 email addresses.

Simultaneously, the **Centre for Gender Studies** genderpanteion@gmail.com as project promoter disseminates the events to almost 1000 recipients such as Policy Makers, researchers, students, activists, Stakeholders, 30 feminists groups, NGOs and Government's bodies and journalists.

Press Release

As mentioned before, via ProGender's and Centre's for Gender Studies email the Press Releases for every Work Package have disseminated to our mailing list with includes participants (lectures, students), institutions, journalists and webpages, such as the

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socialpolicy.gr website <https://socialpolicy.gr/?s=progender>, the Panteion University <https://www.panteion.gr/?s=progender> and at the website of the Department of Social Policy <http://socialpolicy.panteion.gr>.

The Press Releases are both in Greek and English and are distributed according to the recipient. The Greek edition is being distributed to around 100 journalists and academic sites. The English edition of the press releases is also distributed to European websites such as the International feminist magazine “WomenBeing” <https://www.womenbeing.co.uk/> and International Newsletters such as the weekly digital newsletter of European University at St. Petersburg.

With this action we aim to inform the public about the results of each Work Package by pointing out the most important issues raised at the events.

Online events

Within the 18 months of the ProGender project 10 online guest lectures, 5 online policy discussion panels, 5 online seminars, 5 workshops, 4 podcasts, one video and other educational materials will be accomplished.

At the moment, 4 online lectures and 4 online policy discussion panels have implemented and the first video workshop is under process. For the lectures and the discussion panels is used the zoom platform, so as to have up to 100 people the ability to attend. At the same time the video of the event is live-streamed in ProGender’s Facebook page and EEA Grants’ Greece page.

It is important to mention that in our first thematic Work Package entitled “**Gender, care and labour**” one online lecture and **two online policy discussion panels** have been made. The reason for the second online policy discussion committee, which was conducted only with Greek speakers, was the outbreak of Covid-19 in Greece at that time and mainly due to the increased interest of health professionals (nurses, doctors and other medical staff) dealing with the coronavirus crisis. At the subsequent WPs one online lecture and one online policy discussion panel took place.

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In the table below is shown the participation from the online events at zoom platform and on Facebook live streaming.

ProGender's participation			
Work Packages (WP)	Date	Zoom	Facebook
WP1: Gender, care and labour			
Online lecture	15-2-2021	70	15
Online policy discussion panel	1-3-2021	40	22
Online policy discussion panel (GR)	5-4-2021	79	15
WP2: Gender-based violence			
Online lecture	16-3-2021	68	11
Online policy discussion panel	29-3-2021	100	27
WP3: Women and Gender in Science			
Online lecture	12-4-2021	67	10
Online policy discussion panel	26-4-2021	57	11
WP4: Gender and communities			
Online lecture	10-5-2021	59	11

Social media networks

The social media pages have been created for further dissemination of ProGender's digital events are the following:

- **Facebook** <https://www.facebook.com/ProGenderproject> @ProGenderproject,
- **Instagram** <https://www.instagram.com/progenderproject/> @progenderproject,
- **Twitter** https://twitter.com/ProGender_hub @ProGender_hub.

Every online event is posted on those three social media pages at the same day with the mailing dissemination. There is a continuous rise of followers in each one social media pages. On Facebook there are 1020 followers, on Instagram 178 and on Twitter 36.

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Every social media has a different approach and we adjust the posts accordingly. Especially on Facebook, we have an active presence sharing on a daily basis posts from International and European organizations and photos about the events and the project's themes. Furthermore on Facebook the videos of all the lectures and the discussion panels are posted after the event and are available at the Facebook page of ProGender, so everyone to have the opportunity to watch them after the event.

From our partners RIKK- Institute for Gender, Equality and Difference of University of Iceland posts every upcoming event at the website of their University <https://rikk.hi.is/en/?s=progender> . Accordingly the Norwegian University of Science and Technology (NTNU) have made a post about Universities' projects referring to the ProGender <https://www.facebook.com/ntnu.no/videos/180718190272258>.

Website

The website of ProGender project <https://progender.panteion.gr> will be a platform for interaction and dissemination with educational material written and audiovisual relevant to coronavirus. A visitor at the website will have the ability to learn about the five thematic Work Packages of ProGender, keep in touch with the partners and the Institutions' websites and watch the videos of the online lectures and the online policy discussion panels.

Logo

Last in the list of the communication tools it's important to be mentioned the logo of ProGender, which has been created according to the "Communication and Design Manual EEA and Norway Grants 2014-2021" and all partners are included. This logo is used in the email, the social media, in the website and in ProGender's posters. Posters are made for every online lecture and policy discussion panel and are distributed with the invitations by email, as mentioned in the *Mailing List* section.

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