



# ProGender

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

## ProGender Communication Plan

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 Institute for Gender, Equality and Difference of University of Iceland (RIKK). The ProGender project will last 18 months and is funded by the European Economic Area (EEA) Financial Mechanism 2014-2021 (EEA Grants 2014-2021).

Dissemination activities are key elements of the implementation of ProGender. 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.

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 web-site (which is under construction), as one of the main goals of the ProGender project is to reach as many people as possible.

At the moment the following social media pages have been created:

- Facebook <https://www.facebook.com/ProGenderproject> @ProGenderproject,
- Instagram <https://www.instagram.com/progenderproject/> @progenderproject,
- Twitter [https://twitter.com/ProGender\\_hub](https://twitter.com/ProGender_hub) @ProGender\_hub.

There is a continuous rise of followers especially on Facebook, in which we have an active presence sharing on a daily basis posts and photos about the events and the project's themes.

We disseminate the project's events on the mailing list of the **Centre for Gender Studies** (1000 recipients such as Policy Makers, researchers, students, activists, Stakeholders, 30 feminists groups and NGOs and Government's bodies, 5 journalists) and also from the

The project is implemented by:



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project's email [progender@panteion.gr](mailto:progender@panteion.gr) whose recipients are the participants of the events and other people who seek information about the ProGender project. The project's email is also posted on our Facebook page.

We have already posted a Press Release both in English and in Greek for the activities of the project in the following webpage <https://www.panteion.gr/en/2021/02/progender-project-press-release/> of Panteion University and another one for the implementation of the first Online Guest Lecture and the first Online Policy Discussion Panel about **Gender, care and labour** theme <https://www.panteion.gr/en/2021/03/progender-project-press-release-9-3-2021/>.

At the same time, the Center for Gender Studies (SKF) of the Norwegian University of Science and Technology (NTNU) and the Institute for Gender, Equality and Difference of University of Iceland (RIKK) are able to activate their network disseminating the project's activities.

For the first semester of the project, the main activities are the implementation of the Online Guest Lectures and the Online Policy Discussion Panels and since our website is under construction our main communication tool is Facebook. In every event the lectures are recorded and are posted on Facebook, so the visual material is always available.

In the second semester of the project, in which we will start the implementation of the deliverables (Podcasts, Workshops, Educational Materials and Video), we are going to create a YouTube channel in order those materials be available also on that platform and after the project's completion.

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