

# DISSEMINATION PLAN & CAMPAIGN STRATEGY

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## Summary

The Hypatia project aims to engage 13-18 year old girls in STEM both in and out of the school environment in a gender inclusive way and address the attitudes of STEM education professionals towards more gender-inclusive practices. To reach this overarching goal, Hypatia is bringing together science centres and museums, schools, research institutions and industry with gender experts and teenagers themselves.

These groups will work together on a national and European level through Hubs, co-developing the content and co-organising the activities. These activities will be delivered in two main formats: A toolkit, with ready-to-use modules featuring a series of workshops and inquiry-based learning activities, and a set of seminars across 14 European countries, bringing together the different stakeholders. Hypatia integrates 18 partners from 15 countries and it will run between 2015 and 2018.

This Dissemination Plan and Campaign (D&C) strategy shows in detail the different steps, stages, messages and tools we are using to widely spread the progress and results of the Hypatia project. This plan and strategy will serve a twofold objective: to promote the results of the project and the usability of the Toolkit; and on the other side, to engage, to captivate the interest of teenage girls in STEM. For the first main goal we will use a set of traditional communication tools (newsletters, conferences, events and website) and for the second goal we will use social media tools and events.

An important fact to consider is that Hypatia is taking over the EU Campaign “Science is a Girl Thing” and redeveloping it, starting a new approach to engage teenage girls in STEM studies and careers.

The purpose of this document is to provide a comprehensive overview of what we are implementing in terms of communication to help Hypatia fulfil its mission. This strategy will help Hypatia move toward its objectives in the coming three years.



## **1. Introduction to the Hypatia project**

The Hypatia project was inspired by Hypatia, a mathematician woman, astronomer and philosopher, born in Greece, A.D 350-415. She said “Life is an unfoldment, and the further we travel the more truth we can comprehend. To understand the things that are at our door is the best preparation for understanding those that lie beyond”. The main objectives of Hypatia are:

1) to create specialised toolkit modules for schools, science centres, museums, research institutions and industry;

2) to organise activities engaging teenagers in STEM using Hypatia tools in order to engage them in a variety of future career opportunities in STEM in a way that is meaningful to them both in and out of school environments.

3) to strengthen the relationship among schools, science centres and museums, regional authorities, industries and research centres via the national Hubs, and

4) to widely disseminate the Hypatia digital toolkit by engaging relevant networks and key stakeholders throughout the project.

In few words, we aim to **empower** different stakeholders, **promote** inclusive gender education, **engage** each community of actors, **collaborate** with them, **ensure** the legacy of our actions and **create** new ways of promoting equity in science education. For all these goals, these dissemination plan and campaign strategies are crucial.

Hypatia's work and therefore dissemination plan will be run by the Consortium member and the Third Parties, formed in total by 18 partners, from which 14 are science centres or museums. Each science centre or museum will be a Hub Leader. The role of the hub is to represent the project in each country, gathering representatives of each stakeholder that will follow the project and validate the main results of it, together with a strong contribution in disseminating its results.

The Hypatia Project will produce a toolkit that will be available on the project website, will run a campaign bringing the attention of teenage girls to STEM careers, will run a series of events throughout Europe and will establish solid networking with aligned partners.

For more information, refer please to Annex 1, 2 and 3.

## **2. The Dissemination Plan and Campaign (D&C) strategy: Description**

This Dissemination Plan and Campaign (D&C) will have a twofold objective, from a communication point of view: to promote the process and results of the project and the usability of the Toolkit, and on the other side, to engage and to captivate the interest of teenage girls in STEM, through a social media campaign.

To reach these goals, this plan is considering and developing the following components. They will be considered in the action plan, to be taken by each of the partners, as part of their regular communication's activities.

- a) Identifying key messages and target audiences
- b) Developing the branding of Hypatia
- c) Producing dissemination materials
- d) Using the project website as a dissemination platform and social media tools
- e) Promoting and raising awareness about the Hypatia project through events and networks
- f) Carrying out a social media campaign focused on teenagers.

The social media campaign strategy involves taking over the legacy of the EU campaign “Science is a girl thing” and keeping the pool of interested actors linked with new tools and activities, in order to build upon what it has been already achieved by the 3 year campaign, (2012-2015), with a new and refreshing scope, we will be keeping the main goal: bringing the interest and attention of teenage girls in STEM Careers.

According to Hypatia's theoretical framework, present-day science education does not attract the required diversity of youth to STEM study programmes. Reasons include the implicit gendering of STEM, which presupposes certain types of learners to the exclusion of others, and the widespread conflation of gender with biological sex, which contributes to creating STEM stereotypes. These mechanisms are at work both in and out of school contexts, and have the effect of excluding a variety of learners from STEM.



By acknowledging these realities and by making a real effort to change the stereotypes through the communicative approach we are encompassing the approaches we adopt in the Hypatia project to account for gender and promote gender inclusion in the science education activities. Hypatia specifically targets gender inclusion at several levels: the institutional level, the interactional level, and the individual level. For a deeper description of these levels, refer to Deliverable 2.1 Criteria for Gender Inclusion.

By implementing this plan and strategy, we are ensuring to meet the number of teenagers, teachers, researches and general public that we are willing to meet with our project (see Annex 4).

## **2.1 Key messages and target audiences**

### **2.1.1 Target audiences**

#### **Teenagers**

Teenagers aged 13-18 are the main target group of the Hypatia project. Teenagers will be reached directly by the project in their schools and in museums and science centres and in a mediated way through social media and the campaign. We are also beginning to build up partnerships with organisations that work directly with teenagers, like Green Light for Girls and Scientix. The project also uses the strategy of bringing in teenagers not only as targets, but as partners. They will have an active role in the project, not only following the activities developed by partners but also by taking action in the adaptation and development of the activities to be included in the toolkits. We will have representatives of teenagers in each Hub, in every country, so we ensure their direct representation. Furthermore, the active campaigning among science centres and museums from Ecsite will bring activities for teenagers to 30 museums around Europe and will expand the reach of the project.

#### **Teachers and Head Teachers**

An important factor that will ensure the success of the project is the participation of secondary school teachers of STEM subjects. Teachers are essential in order to effectively engage teenagers. Teachers will be reached indirectly through headteachers and via the support of ESHA (European Science Headteachers Association), but also directly via the existing connections of partner museums. Teachers will also be active

participants in the project since each Hub will include at least one teacher member who will co-develop and adapt the toolkit activities.

Headteachers are the key to introduce a more lasting change in the school system beyond the lifespan of the project, in their role as decision makers of schools' programmes. They are responsible for training needs of their staff and they influence a great number of teachers. By influencing the attitudes of head teachers, Hypatia can enact institutional change in the way schools talk about STEM across the curriculum. Headteachers will be engaged through the National Seminars and Launch Events.

### **Museums**

The museums that participate in this project have a track record of being gender sensitive and of addressing the issue of gender in their institutions. Influencing and changing attitudes of the personnel working in museums and science centres to become more gender aware and more likely to develop activities and programmes that engage both genders will be a key priority in Hypatia. Museum and science centre educators and museum and science centre directors will be reached by the project in order to create the proper environment. Educators will be targeted via the dissemination tools of Ecsite and more specifically via the organisation of workshops at Ecsite Conferences. Museum directors will be targeted via the national seminars and via the Ecsite dissemination channels. The Hypatia project will aim to have 30 Ecsite members sign up to commit to using project tools, increasing their impact across Europe.

### **Industry sector**

Industry professionals have a great role to play in influencing young people's career choices through their existing outreach programmes, and are therefore an important target group in Hypatia. They are part of our Steering Committee as well as of our Advisory Board and will be represented in each of the national Hubs. They will provide expertise but also gain guidance on how to create sustainable collaborations with schools and will be provided with a ready-to-use set of activities on public engagement. Our project will become an integral part of corporate and social responsibility programmes undertaken by industry partners on the gender question, through a European Meeting in June 2016, National Seminars and Launch Events we will be developing.



## Researchers

Like industry partners, the way research institutions communicate STEM is crucial to girls' career choices. Researchers are extremely valuable as role models, inspiring teenage girls to follow STEM careers. All science centres and museums have strong existing relationships with local research institutions, which can be exploited in a mutually beneficial way in order to increase Hypatia's impact. Every Hub will include at least one research institution in order to include their views on gender inclusion when reaching out to young people on STEM, and invite others to the Launch Event and National Seminars.

### 2.1.2 Key messages

#### a) Messages for STEM education stakeholders

- ✓ "The way we communicate science to young people is not gender inclusive per se. We need to address this issue.
- ✓ "Young Europeans still have very little idea of the variety of careers available in STEM"
- ✓ "STEM careers need to become increasingly oriented towards society's needs"
- ✓ "To make Europe more competitive, we need to expose girls to the variety of STEM-related careers and open these opportunities to them"
- ✓ "We are bringing an innovative approach to communication encouraging girls to study science"
- ✓ "We are connecting science with teenagers' concerns and desires"
- ✓ "We are reinventing the relationship between researchers, business and teenagers"
- ✓ "We have to break the *"It's not for me"* phenomenon"

#### b) Messages for teenage girls

- ✓ "Girls and boys- have a saying on science"
- ✓ "Teenagers give science a soul"
- ✓ "A better world is possible. Use science to achieve it"
- ✓ "Youth is the future of Europe"
- ✓ "You are capable of everything. Expect everything from yourself and from sciences"



- ✓ “Science and technology represents a universe to be discovered and reinvented. Give yourself a chance to go for it.”
- ✓ “You can if you want!”
- ✓ “There is much more fun in science and technology than you expect. Expect everything.”

## 2.2 Hypatia’s branding: Slogan, logo and visual identity

For the development of the logo and the project’s visual identity we decided to follow the twofold objectives of our project and dissemination plan. That led us to ask to the creative agency we hired, Hyperbrow (Dublin, Ireland), to come up with

- A formal logo that would be used in all our formal communications.
- A complementary logo that will be designed thinking in the teenagers we wanted to reach

This was the origin of “Expect everything”, the anchor phrase and slogan, that will be used on our social media when targeting teenagers. This slogan was presented to two different teenager groups in the Netherlands and in Ireland, during an activity at each science museum. They gave us their impressions, which were highly positive. The visual related to this phrase has at the same time a strong link with the logo of the Hypatia Project, as it is shown here.

### 2.2.1 About the slogan and logo of “Expect everything”

The slogan “Expect everything” represents the spirit of STEM. When using experimentation and research, explanations for phenomena and answers to questions you will find can be surprising. Serendipity favours the open and expecting mind. STEM enables to do extraordinary things. ***Expect Everything.***

But that’s not all: the slogan offers up a completely different angle. It challenges the audience to say “what is everything?”, “who can expect it?”. This slogan was developed to speak to teenage girls, to encourage them to stand up and say “yes, I can expect everything”, I can demand everything and everything is equally expected of me.



Teenagers are entitled to get the best support we as society can offer, from parents, teachers, scientists and other professionals. They can expect us to be gender inclusive and make sure we offer equal opportunities.

The visual incorporates the idea of infinite possibilities and everything you need to achieve them.



The idea associated with the Expect Everything visual is **possibilities**. In this sense, it will be a dynamic image that will give its users, our project partners and the teenagers we will reach, the possibility to create variations of it, by applying patterns to the infinity loop or by using custom icons, so we can play with imagery. Examples of these possibilities are

shown in the following images. To see the whole palette, please refer to the EE Guidelines in Basecamp.





### 2.2.2 The Hypatia Project's Logo

The logo for Hypatia needed a connection to the “Expect everything” slogan. In order to do this, we use the infinity symbol that is part of Expect Everything and it becomes the p and the a letters, in our logo for Hypatia.

The slogan and the logo can also be part of one visual, depending on the needs.

The font used in the project is Franklin Gothic in all its versions

All the necessary source files: logos, fonts, graphical templates, are available to project partners in Basecamp.



**Hypatia**

**Hypatia**  
**PROJECT**

**FROM THE Hypatia**  
**PROJECT**



## **2.3 Dissemination tools: Website and social media**

Dissemination will take place through various channels.

We are also considering the legacy and taking over the European Commission's campaign "Science is a girl thing". To do so, we are in close communication with the team running the campaign until today. We agreed that the website of "Science is a Girl Thing" will be working until the Hypatia Project's website is launched (M8-March 2016) and that the campaign's Facebook account will start a transition phase, slowly introducing the Hypatia Facebook Page, that will be public once the website is launched. In that regard, our project does not only overtake the achievements from "Science is a Girl Thing". However the project takes into consideration the achievements of this campaign and will build upon them.

### **2.3.1 Website**

Our website is currently under construction. The design of our site is considering this particular twofold approach and it will have a landing page leading you to two different home pages:

- **Hypatia Project** website will be dedicated to the adults: science centres and museums, teachers and head-teachers, industry sector and researchers among others.
- **Expect Everything** website will be devoted to teenagers.

The **Hypatia project** website will host key information about the project and ongoing events, as well as a number of tools which will enable the different target groups to be regularly informed about the project's main contents and milestones and to 'interact' with Hypatia. The entire toolkit, containing all the modules will be hosted here. The 'Events' section will integrate a map of Europe with the Hypatia logo on the countries where events are happening at different moments. By clicking on the logo, visitors will get to the local organiser's web page with information.

The **Expect Everything** side of the website will host the campaign targeting teenagers between 13 and 18 years old. It will include sections to get involved in the events and activities that will take place in the 14 countries, to discover surprising facts about



science and will also showcase a selection of resources inherited from the “Science is a Girl Thing” campaign: Ask a scientist, Dream Jobs and Videos with life stories.

Its domain is [www.hypatiaproject.eu](http://www.hypatiaproject.eu) and we additionally acquired [www.expecteverything.eu](http://www.expecteverything.eu). Both domains will be linked almost to the same website: The teenagers will get only the part of the site that is related to the “Expect Everything” campaign. To have two domains has a communicational argument. The kind of messages and the way they are conveyed will be very different for our two main target groups, so it makes sense to have two domains, even if they are related.

In addition to the central management of the website undertaken by work package Leader Ecsite, each of the partners will have a page dedicated to the dissemination of the project on their own website. For detailed information of the partners’ website and their audience reaching capacity, please refer to Annex 4 and Annex 5.

The Hypatia website will follow a responsive design approach to be user-friendly on all types of devices (desktops, laptops, tablets and mobile phones). The website will be available in English. Social media sharing buttons will be available on relevant pages: events, newsletters, videos and publications. The full website will be ready by the end of March 2016.

Before the final launch of the website, the platform will be revised by Hypatia’s Gender Panel to guarantee it fulfils the highest standards of gender inclusiveness. Hypatia Gender Panel is a group of key leader researchers with expertise in a variety of educational settings. <sup>1</sup>

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<sup>1</sup> The panel consists of (in alphabetical order):

- Anna Danielsson, Associate Professor of Education at Uppsala University, Sweden
- Jennifer DeWitt, Research Associate of Museum Education at King’s College London, United Kingdom
- Giuseppe Pellegrini, President of the Steering Committee for Observa Science in Society, Vincenza, Italy
- Leonie Rennie, Professor (Emeritus) of Science Education, Curtin University, Australia
- Astrid Sinnes, Associate Professor of Education, Norwegian University of Life Sciences, Norway
- Helene Sørensen, Associate Professor (Emeritus) of Education, Aarhus University, Denmark

### 2.3.2 Social Media

Hypatia and Expect Everything will have their own social media accounts: Facebook, Twitter, Instagram, Vimeo and Tumblr. The **Expect Everything** account will be particularly active, engaging teenagers as media administrator and feeders. We are using the two sets of accounts in an independent way, due to the different kind of audiences. Annex 9 contains a list all accounts.

Our main objective with social media channels is to use them as an opportunity to engage with our target audiences in an interactive way. By doing so, we are reaching the general public and especially young audiences, trend setters/opinion leaders in the field of public engagement in science, research and innovation.




These accounts are already set up and will be in use once the website is launched: **Twitter, Instagram, Tumblr (blog) and Vimeo**. We are evaluating the use of **Snapchat**. We will be taking over the **Facebook** site of “Science is a Girl Thing”, with its 80.000 followers. Ecsite is responsible for managing this account, considering also a strong commitment of the project’s partners.

#### a) Expect Everything Social media accounts

For the “**Expect Everything**” social media we are planning to look for teenagers and young science students science communication enthusiasts and invite them to be regular feeders of our social media accounts, as Ambassadors. This would be a very valuable contribution for our blog and for the twitter, Instagram and Facebook account. We will have a monthly plan, with contents and pictures that would be reviewed with one month in advance. As an example of a Facebook posting plan, see figure 1.



Figure 1: Social Media Plan for Facebook

First week:		
POST	PICTURE	DATE
<p>Type: "Get inspired by a role model"</p> <p>Do you like puzzles? Marieke Huismans says that computer science "is about solving puzzles and finding answers to unsolved problems". Sounds like fun!</p>	 <p><a href="https://www.youtube.com/watch?v=Czrt3BbHw">https://www.youtube.com/watch?v=Czrt3BbHw</a></p> <p>info: Marieke Huismans - Marieke Huismans computer scientist - Science 19 a girl</p>	1/11
<p>Type: "Have you heard/quiz"</p> <p>Do you know how much the natural world is worth? Take this quiz to see how much you know and post your results if you're brave enough :)</p> <p><a href="http://www.bbc.com/earth/story/20151008-costing-the-earth">http://www.bbc.com/earth/story/20151008-costing-the-earth</a></p> <p>Picture rights: BBC</p>	 <p>c: Joe Belanger/Alamy</p>	2/11
<p>Type: "Free"</p> <p>What does science mean to you? [Alt: Finish the sentence "Science is..."]</p>	 <p>c: Philip Bond</p>	9/11
<p>Type: "Instant Science" picture of the week!</p> <p>Even a neurobiologist has time to make friends with camels! Thanks to Paulina Jedyniak for sending us her picture. Do you know any women working in science? Tag them and they can send us a picture!</p>	<p><a href="https://www.facebook.com/sciencesthing/photos/a.351861001656484.1073741825.25158998280.252/548635641909167/?type=3&amp;theater">https://www.facebook.com/sciencesthing/photos/a.351861001656484.1073741825.25158998280.252/548635641909167/?type=3&amp;theater</a></p>	4/11
<p>Type: "Post by others" of the week!</p> <p>— Featured post of the week — (Post by someone on our page)</p> <p>(depending on the content available)</p>		5/11

Source: Science is a girl thing.

The use of the social media for the **Hypatia Project** will be to communicate events, project milestones, news findings related to gender and STEM education. Also to showcase good practices, engaged and prominent people on a regular basis.

We will make use of Hootsuite to plan simultaneous social media posts on the different accounts (Facebook, Twitter and Tumblr). For further guidance on how to regularly use social media during the project, in an engaging way, see the next chapter.

#### b) Hypatia social media accounts

Hypatia will also make use of the project members' own online communication tools including websites, e-news, newsletters and social media, in order to engage local audiences in their local languages. For details on each partner's communicational resources and networks, please refer to Annex 5.

## **2.4 Dissemination materials**

### **2.4.1 Factsheet**

A Factsheet is considered to be our printed media, by which we communicate the essential facts about the project. It will be useful to bring to events and to distribute them to the targeted audiences. It will be developed according to the logo and visual identity approved in September 2015. It will be published in English but each partner will have the files to adapt the text to their own languages.

The objectives of this factsheet are to inform and raise the interest of the wider public; and to facilitate the communication and promotion of activities at local level. We are working in an innovative design that allows the recipient to transform a piece of paper into an attractive object.

The factsheet will be ready by March 2016. A hundred copies will be printed and sent to each partner.

### **2.4.2 Newsletter**

We will publish 2 newsletters per year to raise awareness of the Hypatia project and communicate its outcomes and learnings. The target groups will be key stakeholders at institutional and societal level.

A data base will be built and regularly updated and contacts will periodically receive our newsletter and press releases.

The content of each newsletter will be agreed collaboratively between the WP leader, the Coordinator and the museum in charge of writing the corresponding issue. Each museum part of the Steering Committee will contribute with the writing of one issue. However, every museum acting as Third Party member or the rest of the Consortium partners are welcome to contribute or to even deliver one of the issues.

Ecsite will contact key persons. Experts and professionals from different fields (science, arts, etc.) who can contribute to raise awareness on gender and STEM will be invited to contribute to the newsletters (see details in Annex 5). In addition, - local partnerships representative of each group of stakeholders are requested to actively contribute in



public outreach activities such as the presentation of the project at events (from the local level to the European level).

The structure of the newsletters is presented in Annex 6. Each partner is asked to send the draft of the newsletter to Ecsite 1 week before the launching date. All newsletters will be available on Hypatia's website.

### **2.4.3 Press releases**

Press releases will be used to inform on the project's public activities, milestones and results in order to get the attention at European, national, regional and local level. They will be written by Ecsite for each project milestone and at a central level, being translated to each needed language by our partners. Each partner is also encouraged to write press releases to promote and communicate about relevant events at a local level. Please find here recommendations on [how to write a good press release](#).

### **2.5 Events**

The planned series of events will be a good platform to promote the project and its activities. On one side a) we are organising events as part of the project's core activities and on the other hand b) we will attend external events to showcase the progress and results of our projects.

In each case, it is expected from every partner to disseminate relevant information about organised or attended events and use this opportunity to be active on social media. You will find more details about each kind of event in the next section.

Communications opportunities sought through events at European and local level will be articulated around the main milestones of the project. This will be of especial importance to reach local audiences, policy makers, press and media and other key local stakeholders.

The Gender Toolkit, the launching events, training events and seminars and the conference in Brussels are part of Hypatia's main milestones in terms of dissemination opportunities.

Local and European-wide events, where the project will/can be presented, will be listed in a common Google doc online document.



### 3. Dissemination Plan and Campaign (D&C) strategy: action plan

#### 3.1 Partners main actions

In the following pages we show some of the activities we are planning to carry out with our partners and the way we are distributing the work among ourselves. As it has been stated before, the project partners are aware of the different messages and tone that the communication will require reaching both audiences. Therefore when putting into practice these actions that will be the guiding principle. Annex 6 shows in detail each partner's resources and networks. These resources will be fully used to reach our communicational goals. We will set a schedule for regular meetings in order to boost and discuss our communicational achievements.

#### Newsletter

##### General reminders

- a) A guide for the Newsletter available in Annex 6.
- b) Partners must send a draft of the Newsletter to Ecsite team 1 week before the launching date
- c) Send it to your contacts (website, mailing list and social media)
- d) Send proof of dissemination to Ecsite (e.g. screenshot of newsletter sent)

Newsletter 1	To be written by Ecsite	March 2016
Newsletter 2	To be written by UCPH	July 2016
Newsletter 3	To be written by MUST	December 2016
Newsletter 4	To be written by Bloomfield Museum	March 2017
Newsletter 5	To be written by NEMO	September 2017
Newsletter 6	To be written by Experimentarium	March 2018

### **Partners' Facebook accounts**

Each post = short text + relevant photo(s)

Tag all partners. You can the accounts name on Annex 5

Tag Hypatia or Expect Everything when using your own account

Post relevant articles on related topics (science, tech, maths, engineer, teenagers, education). Ecsite will share more specific bullet points to guide what we can consider relevant.

Share press articles published on the project in local media

Share the project's press releases, e-newsletters, the videos, the toolkit and policy recommendations on your own accounts

### **Partners' Twitter accounts**

Follow all partner's twitter accounts

Use hashtags: e.g. for the events #gender #society #STEM #scienceed;

Tag Hypatia @hypatiaeu in each tweet

Share press releases, e-newsletters, videos, the toolkit and on your own accounts

### **Press releases**

Send it to your contacts (via mailing list, your website, or social media accounts) – make sure that the relevant local, national and international press receives the message

Send proof of dissemination (e.g. screenshot of press release sent)

### **Events**

For each project event: launching, seminar, hub launching, hub meeting, training event, local organisers should implement the following communication tasks: Each partner and third party must use branding that was created by the project and that is available in Basecamp.



Announce the events on your website and social media

Involve the members of the local partnerships to contribute to the dissemination of the project and related “promotional” event(s)

Use the project’s videos at the event(s), whenever possible

Tweet during the event

Broadcast a video during the event, when possible.

**Send to Ecsite a short report** within two weeks after the event including: title, city and date of the event, number and typology of attendees (e.g. policy makers, scientists, academy, etc.), 3 relevant high quality photos, press clippings and video recording (if available).

Create a **page for the Hypatia on your own website** and include as a minimum: the project’s logo and the European Commission’s logo (following the project’s visual identity guidelines) and objectives.

### **Remember: Types of events:**

**Opening event:** In each country involved in Hypatia, partners will run an opening event in a science centre or museum, bringing together key stakeholders in order to discuss the stakes involved in changing how institutions communicate gender in STEM, raising awareness of upcoming Hypatia activities and advocating for cooperation among stakeholders on gender. Please ensure that key stakeholders are invited to this event:

**Headteachers**, as experts and key targets in formal education, with the capacity to implement changes in the school’s policy in terms of how it addresses gender in STEM;

**Outreach professionals at research institutions and industry**, again, as experts and key targets in communication to young people, and who ensure gender is taken into account in their institutions’ communication towards young people;

**Gender experts** from academia, NGOs, civil society organisations etc., who can bring in existing local good practices with the potential for synergies with Hypatia;



**Local and national policymakers** who have the potential to support projects like Hypatia in the long term, and find synergies with existing initiatives.

We encourage the rest of the partners to use the creation of the local hub as a possibility to organize an event that can be disseminated on the local news and communicated to key stakeholders.

**Hypatia Events:** Each national hub will draw up a calendar of events where tools from the Hypatia toolkit will be put to use to raise awareness of gender issues in STEM. The strategy in terms of events is twofold: to create new events and activities based on the project tools; but also to adapt existing events organised by hub members in order to make use of the toolkit and improve the extent to which these events address issues of gender. This aims to ensure that stakeholders strengthen their cooperation on existing activities, allowing a deeper impact. It also ensures they tackle gender in their everyday public engagement activities and not only in specific events on gender, allowing a culture of gender inclusion to become pervasive. All events will include the campaign tools developed by the project. These events will include:

**Gender days:** Specific events drawing from those organised in the 2012 Science: It's A Girl Thing campaign where teenagers are invited to participate in activities linked to the toolkit, bringing them together with representatives from research, industry and other stakeholders;

**Museum nights:** Teenagers are particular targets of evening events in museums, and Hypatia will provide the tools to bring questions of gender into these events.

**Researchers' nights:** This widespread initiative already takes place in science centres and museums across Europe, sharing what researchers do with and for society in interactive and engaging ways. National hubs will integrate Hypatia activities into these events on the long-term.

**National science weeks and science festivals:** Again, Hypatia will seek synergies with existing widespread initiatives in order to maximise its impact, finding strategic ways to introduce Hypatia activities to these multi-stakeholder events and ensure gender inclusion becomes pervasive.



The **European Stakeholder's Workshop** is an event which will bring together key experts from industry and research fields. The aim is to discuss and plan the way we are addressing these key stakeholders in an effective and efficient way. The event will be taking place in Brussels, on 29-30 of June, 2016.

This is a milestone of our project, so the way we use this opportunity to disseminate and boost our project will be discussed and planned in an exclusive way. The organization and exploitation of this event of it will start in March 2016.

### **What makes a good media event? Some tips<sup>2</sup>**

1. Send press releases to traditional and non-traditional media including all the information relevant to the event – date, time, venue and links to the website and registration site – see more tips on [How to write a press release](#).
2. Distribute the press kit to the most relevant local media including TV, radio, and major news newspapers but do not neglect blogs or community newspapers.
3. If possible, host an evening launch reception and mini-junkets.
4. Ensure that you disseminate accurate communication tools (press kit, leaflets, photos, bios, etc.).
5. Be active on social media through the Hypatia accounts and your own pages (tagging #Hypatiaproject). Announce the media event with hashtags, create a Facebook event, post photos (see more tips on how to market an event using social media).
6. Place a media tab on your website with easy access to pages with agendas, speaker bios, photos, videos, and press releases.

### **3.2 Partnerships with relevant networks**

As part of our communication strategy, we will be creating strong bonds with different networks around Europe. These relationships will be the starting point to build up partnerships ensuring that the results of our project will persist on time.

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<sup>2</sup> Adapted from Sparks Project

The following organisations will be contacted during the project, to invite them to stay informed and to help us disseminate activities and results on a wider scope. This action will be part of a set of measures outlined in the Sustainability Plan (Deliverable 6.2)

1	EPWS European Platform of Women Scientists
2	European Museum Forum
3	ERRIN, the European Regions Research and Innovation Network
4	European Schoolnet (EUN)
5	EUSCEA (European Science Events Association)
6	Ciência Viva Centres
7	AMCSTI is the French association of science centres and museums
8	The Nordic Science Centre Association
9	Green light for Girls
10	UK resource centre for women in science engineering and technology
11	Danish Centre for Information on Gender, Equality and Ethnicity. KVINFO
12	Association for Gender Research in Denmark
13	The Heroines of Tomorrow Danish national network for innovative women
14	WiTEC (Women in Science, Engineering and Technology in European Countries)
15	Ministries of Education in each country.
16	Athena's Angels, Netherlands
17	NSCF, National Girls Collaborative Project
List under constant expansion...	



## 4. MONITORING

Ecsite will register information using practical templates to be shared with and filled by the partners. The evaluation of the success of each of the activities will be done considering the context and objectives of each evaluation. We will collect the following indicators:

- Number of **attendees to the events in which the project will be presented.**
- Number of **meetings with target stakeholders**
- Number of **media reached locally and internationally** and collection of **press reports.**
- Number of **visitors to the website.**
- Number of **visualisations and downloads of material on the website.**
- Number of **subscribers to the newsletter.**
- Number of **followers on social media.**

A short report will be prepared before every Consortium Meeting. The report will be shared and results discussed with the partners.



## **List of Annexes**

Annex 1: Hypatia Factsheet

Annex 2: Partners and Third Parties

Annex 3: Scheme of the Project

Annex 4: Goals in terms of public to reach

Annex 5: Partner's dissemination resources

Annex 6: Guidelines for Newsletters

Annex 7: Twitter accounts to follow

Annex 8: Hypatia's and Expect Everything accounts



## Annex 1: Hypatia Factsheet

### What is Hypatia?

Hypatia is a new *€1.5 million EU Horizon 2020-funded project*, that addresses the challenge of gathering different societal actors around bringing more teenage girls into STEM careers, and changing the way sciences are communicated to young people in and out of school, in a more gender inclusive way. To achieve this, we collaborate intensively with schools, industry, museums and policy makers.

We aim to empower different stakeholders, promote inclusive gender education, engage each community of actors, collaborate with them, ensure legacy of our actions and create new ways of promoting equity in science education.

### What is the problem and why is it a problem?

Europe's knowledge economy development and the new technologies that are yearly arising, make the need for more students in STEM careers a must. Furthermore, participation of both men and women in STEM is also a matter of equity and empowerment.

### What will this project produce?

A toolkit: An accessible, practical and ready to be used digital collection of modules, that consists of activities such as short workshops, programmes, or hands-on activities accompanied with guidelines on how to use them in a gender inclusive way. The modules will be aimed at teenagers and will be used and implemented by teachers, informal learning organisations, researchers and industry.

National Hubs: hubs are compiled in 14 countries and they will be led by science centres and museums. They link stakeholders (industries, teachers, policy makers) and teenagers. These Hubs organize a series of events and considers also the appropriation of the modules.

A series of events: Events will take place in 14 countries, in science centres and museums and will specifically focus on engaging teenagers in the variety of future careers.



Wide dissemination: An institutional campaign and a campaign targeting teenagers will be taking place.

**What is the duration of the project?**

Hypatia runs for 3 years (2015-2018). It involves 18 partners\* from 15 countries.

## **Important Facts**

Hypatia is going to take over the **EU campaign “Science is a girl thing”**, and redevelop it. It starts a novel approach to engage teenage girls in STEM studies and careers.

**An Advisory Board**, consisting of prominent representatives of the diverse stakeholder group, supports every stage of the project during its design and implementation.

The website of the project will be ready in March 2016. A media campaign specially designed for teenage girls is launched at the same time.

**Coordinators:** Meie van Laar, Alikí Giannakopoulou, Science Centre NEMO, NL

[vanlaar@e-nemo.nl](mailto:vanlaar@e-nemo.nl), [giannakopoulou@e-nemo.nl](mailto:giannakopoulou@e-nemo.nl), +31 205 313134

**Communication Officer:** Carmen Fenollosa, [cfenollosa@ecsite.eu](mailto:cfenollosa@ecsite.eu) +32 470 451 889

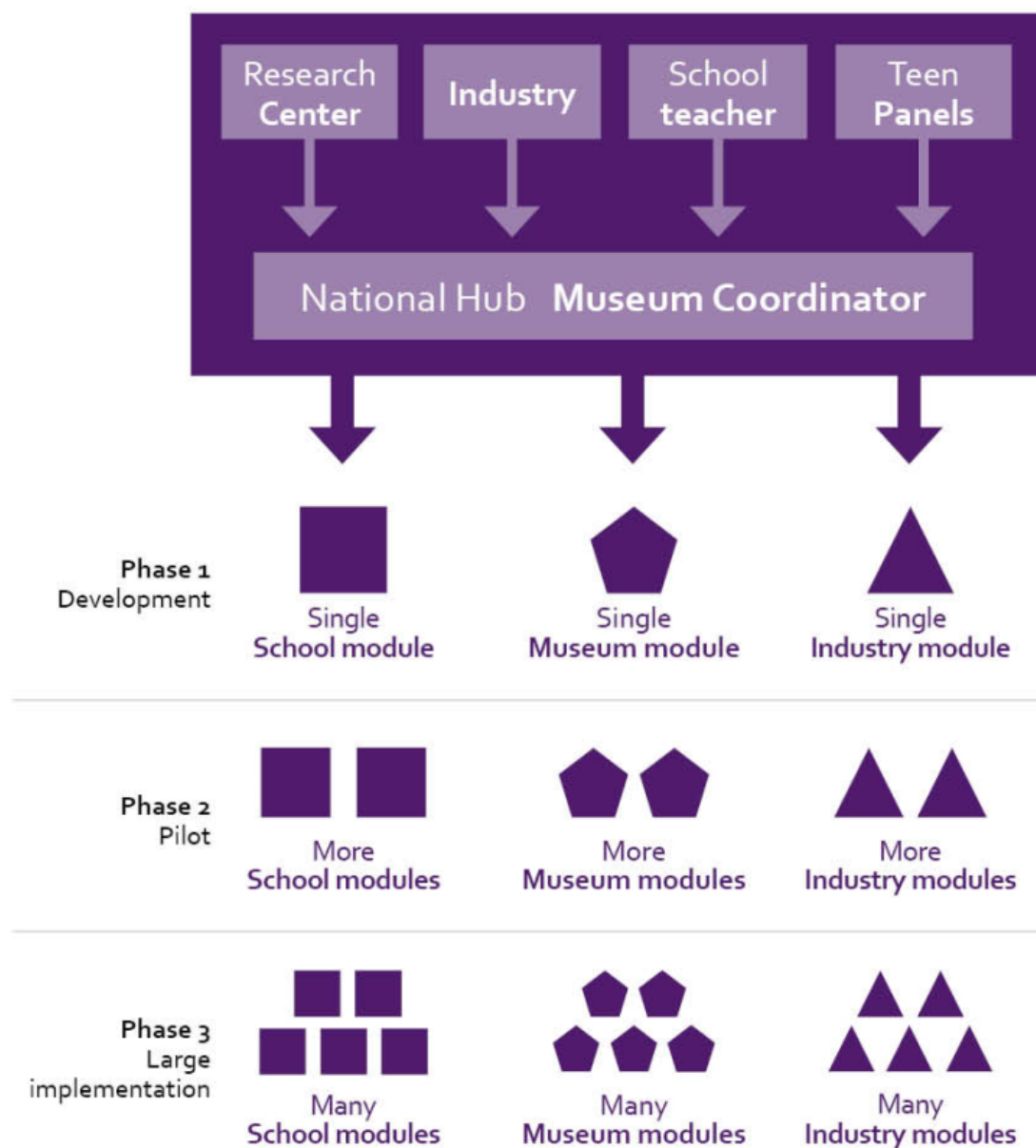


## Annex 2: Partners list and Third Parties

Science Centre NEMO, Project Coordinator				
Main partners				
Ecsite (BE)	PPG Industries (UK)	BureauQ (NL)	University of Copenhagen (DK)	L'OREAL Foundation (FR)
Museum of Science and Technology Leonardo Da Vinci (IT)	Bloomfield Science Museum (IL)	Experimentarium (DK)	Universcience (FR)	
Third Parties				
ASDC, The UK Association of Science and Discovery Centres	SCN, Science Centres Network (AU)	Noesis Science Centre (GR)	SGD, Science Gallery Dublin (IE)	AHHAA, Science Centre (EE)
CPS, Center for the Promotion of Sciences (RS)	La Caixa Foundation (ES)	Teknikens Hus (SE)	Experyment (PL)	



## Annex 3: Scheme of the Project



## Annex 4: Goals in terms of public to reach (Number of people)

### Research institutions

Museum	Target number of research institutions to engage directly	Target number of research institutions to engage indirectly	Target number of teenagers to reach through research institutions	Target number of industry institutions to engage directly	Target number of industry institutions to engage indirectly	Target number of teenagers to reach through industry activities
P1 NEMO	5	20	800	5	20	800
P2 MUST	5	20	800	5	20	800
P3 BSMJ	5	20	800	5	20	800
P5 EXPT	5	20	800	5	20	800
P6 UNIV	5	20	800	5	20	800
TP Poland	3	10	400	3	10	400
TP Austria	3	10	400	3	10	400
TP Spain	3	10	400	3	10	400
TP Greece	3	10	400	3	10	400
TP Estonia	3	10	400	3	10	400
TP Ireland	3	10	400	3	10	400
TP Sweden	3	10	400	3	10	400
TP UK	3	10	400	3	10	400
TP Serbia	3	10	400	3	10	400
P4 Ecsite target of 30 science centres using tools, plus dissem	90	300	12000	90	300	12000
<b>TOTAL</b>	<b>142</b>	<b>490</b>	<b>19600</b>	<b>142</b>	<b>490</b>	<b>19600</b>



## Teachers and Headteachers to reach

Museum	Secondary schools engaged by science centre every year	Target number of heads actively engaged	Target number of heads engaged indirectly	School teachers targeted by local dissem	Target number of teachers using tools during project	Target number of teenagers engaged in schools
P1 NEMO	300	30	225	3700	150	13500
P2 MUST	1600	30	1200	2100	150	13500
P3 BSMJ	190	30	143	2100	150	13500
P5 EXPT	300	30	225	2000	150	13500
P6 UNIV	500	30	375	2000	150	13500
TP Poland	500	10	375	400	50	4500
TP Austria	80	10	60	200	50	4500
TP Spain	300	10	225	1500	50	4500
TP Greece	220	10	165	370	50	4500
TP Estonia	400	10	300	500	50	4500
TP Ireland	100	10	75	50	50	4500
TP Sweden	95	10	71	300	50	4500
TP UK	500	10	375	1000	50	4500
TP Serbia	70	10	53	150	50	4500
P4 Ecsite target of 30 science centres using tools	7550	300	5663	14900	1500	135000
Other dissemination (Scientix, ESHA, Science It's A Girl Thing etc)					50000	4500000
<b>TOTAL</b>	<b>12705</b>	<b>540</b>	<b>9529</b>	<b>31270</b>	<b>52700</b>	<b>4743000</b>



## Teenagers to reach

Museum	Teenagers reached via museum events per year, total	Target number of teenagers engaged at events using Hypatia activities
P1 NEMO	40000	2000
P2 MUST	30000	2000
P3 BSMJ	30000	2000
P5 EXPT	30000	2000
P6 UNIV	30000	2000
TP Poland	1500	300
TP Austria	400	80
TP Spain	50000	10000
TP Greece	5000	1000
TP Estonia	30000	6000
TP Ireland	90000	18000
TP Sweden	3000	600
TP UK	50000	10000
TP Serbia	5000	1000
P4 Ecsite target of 30 science centres using tools, plus dissem	783000	156600
TOTAL	1177900	213580



## **Annex 5: Partner's dissemination resources**

This annex shows the information collected among the Hypatia partners about the different **channels**, **opportunities** and **tools** that each of the members of the Hypatia Project has in its own organization. Having this information is of great value to map precisely the routes we have, so to deliver our messages in a more effective way. We consider 2 main stages of dissemination: Stage 1: Prior to and during the development of Hypatia Toolkit and Stage 2: Disseminating the toolkit and it's results

For both stages, the target groups and the tools we will use would be more or less the same, but the contents we are communicating will be different. We will collect in this template the following information:

- A. **Social media:** Channels that each institution uses to disseminate their activities and contents
- B. **Calendar of events** that would be useful to participate/track/ follow, because of its impact and the presence of targeted publics
- C. **Networks and alliances** of each Museum or Science centre: These alliances will facilitate the flow of the information
- D. **Press and media contact + Key persons:** It's also important to have a close relation with the local media, in order to communicate achievements and the potential impact in Europe's future research landscape.

This document constitutes a guideline for the dissemination activities that will be carried out in each country to *spread the word about the project, raise awareness and create interest on the outcomes* of Hypatia Project.

## Deliverable 6.1



1. Name of your Science Centre: Center for the Promotion of Science

Website: [www.cpn.rs](http://www.cpn.rs)

Contact person for dissemination purposes and email: Dubravka Vejnović, Expert Associate, [dvejnovic@cpn.rs](mailto:dvejnovic@cpn.rs)

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	Centar za promociju nauke	7500
Twitter	@CPNSrbija	1000
Vimeo	vimeo.com/cpn	It is not common to follow the Vimeo, it is usually linked to some other media
flickr	www.flickr.com/photos/cpnsrbija	It is not common to follow the Flickr, it is mostly used as our gallery
Internet portal	Elementarium	500 visits/month
Magazine	Elementi	21.000 copies/year
Newsletter	CPN Newsletter	700 contacts

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
October 30 <sup>th</sup> 2015	Exhibition	Belgrade book fair, each year CPN has centrally located exhibition space and programme, estimated public: 150
October 2016	Exhibition	Belgrade book fair, each year CPN has centrally located exhibition space and programme, estimated public: 150
September 22 <sup>nd</sup> 2015	Meeting & workshop	V-ALERT project <a href="http://v-alert.eu/">http://v-alert.eu/</a> meeting and workshop in Belgrade, public: 20
December 16 <sup>th</sup> , 2015	Conference	V-ALERT project <a href="http://v-alert.eu/">http://v-alert.eu/</a> meeting and final conference in Split, Croatia – estimated public: 300
April, 2016	Workshop	ICT Day, Belgrade, estimated public: 100
2016 (monthly, beginning from March)	Workshop	RailGirls, Belgrade, estimated public per session: 50
November 2016	Publication	Text about Hypatia project in “Elementi” – magazine of popular science, number of copies: 2500

## NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
EUSEA	European Science Events Association	Jan Riise jan.riise@eusea.info
ECSITE	The European Network of Science Centres and Museums	
Network of Scientific Journalists	Journalist's network	Ivana Horvat ihorvat@cpn.rs
Udruženje profesora informatike Srbije (Association of Computer Science Teachers of Serbia)	Teacher's network	upis.ks@gmail.com
Društvo matematičara Srbije (Mathematician's Society of Serbia)	Teacher's network	info@dms.rs
Pedagoško društvo informatičara Srbije (Serbian Pedagogical Informatics Society)	Didactic network	info@pdis.org.rs

## PRESS RELATED ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
Agency	BETA	www.beta.rs
Agency	FONET	www.fonet.rs
Agency	TANJUG	<a href="http://www.tanjug.rs">www.tanjug.rs</a>
TV	Radio-televizija Srbije	www.rts.rs
TV	Prva srpska televizija	www.prva.rs
TV	B92	www.b92.net
TV	PG Mreža	www.mreza.rs
TV	Studio B	www.studiob.rs
TV	Pink	www.rtvpink.com
TV	Kopernikus	www.tvkcn.net
TV	Vojvodina	www.rtv.rs

## Deliverable 6.1

TV	N1	<a href="http://www.rs.n1info.com">www.rs.n1info.com</a>
Newspaper	Blic	<a href="http://www.blic.rs">www.blic.rs</a>
Newspaper	24 sata	<a href="http://www.24sata.rs">www.24sata.rs</a>
Newspaper	Danas	<a href="http://www.danas.rs">www.danas.rs</a>
Newspaper	Dnevnik	<a href="http://www.dnevnik.rs">www.dnevnik.rs</a>
Newspaper	Politika	<a href="http://www.politika.rs">www.politika.rs</a>
Newspaper	Večernje novosti	<a href="http://www.novosti.rs">www.novosti.rs</a>
Newspaper	Kurir	<a href="http://www.kurir-info.rs">www.kurir-info.rs</a>
Newspaper	Informer	<a href="http://www.informer.rs">www.informer.rs</a>
Newspaper	Politikin zabavnik	<a href="http://www.politikin-zabavnik.rs">www.politikin-zabavnik.rs</a>
Newspaper	Vreme	<a href="http://www.vreme.com">www.vreme.com</a>
Newspaper	NIN	<a href="http://www.nin.co.rs">www.nin.co.rs</a>
Radio	Radio Beograd – prvi program	<a href="http://www.radiobeograd.rs">www.radiobeograd.rs</a>

Radio	Studio B	<a href="http://www.studiob.rs/radio/">www.studiob.rs/radio/</a>
Radio	B92	<a href="http://www.b92.net">www.b92.net</a>

**KEY PERSONS**

Name	Profession and Organization	Contact information
Natalija Ostojić	Directorate for Gender Equality	<a href="mailto:natalija.ostojic@minrzs.gov.rs">natalija.ostojic@minrzs.gov.rs</a>
Nataša Gospić	Professor, Equal Opportunities	<a href="mailto:jednake@e-jednakost@org.rs">jednake@e-jednakost@org.rs</a>
Brankica Janković	Trustee for Gender Equality Protection	<a href="mailto:poverenik@ravnopravnost.gov.rs">poverenik@ravnopravnost.gov.rs</a>

## Deliverable 6.1



2. Name of your Science Centre: Science Center NEMO

Website: [www.e-nemo.nl](http://www.e-nemo.nl)

Contact person for dissemination purposes and email: Eelke Pinkhaar 0031205313129 , [pers@e-nemo.nl](mailto:pers@e-nemo.nl)

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	<a href="https://www.facebook.com/sciencecenterNEMO">https://www.facebook.com/sciencecenterNEMO</a>	10.104
Twitter	@nemoamsterdam	6.026
Instagram	<a href="https://instagram.com/explore/locations/57466/">https://instagram.com/explore/locations/57466/</a>	
Vimeo	<a href="https://vimeo.com/tag:science+center+nemo">https://vimeo.com/tag:science+center+nemo</a>	
Youtube	<a href="https://www.youtube.com/user/sciencecenternemo">https://www.youtube.com/user/sciencecenternemo</a>	<b>381</b> subscribers • <b>886,723</b> views

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
October	Festival	The National Science Weekend (Weekend van de Wetenschap) unites over 185 diverse locations around the Netherlands to demonstrate scientific and technological know-how through entertaining activities!
Throughout the year	Training	ESERO NL Teacher trainings. The European Space Education Resource Office (ESERO) project is ESA's main way of supporting the primary and secondary education community in Europe. The ESERO NL is based in science center NEMO and every year organizes a number of one and two days trainings for primary and secondary teachers.
Throughout the year, and final	Conference	<b>Tube Your Future</b> , is a video contest that takes place throughout the year and finishes with a big event at the premises of NEMO. In this students of the 3rd, 4th and 5th grade can create

event in june 2016		their own image of what it is like to work in the world of Science & Technology.
November 2016		Science Night is a yearly conference to inspire secondary school teachers to make their lessons even more fun to go to as a student.

## NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
VSC Network, <a href="http://www.vsc-netwerk.nl">http://www.vsc-netwerk.nl</a>	The VSC is a growing network in the Netherlands and Flanders, dedicated on science and technology. The members of the network through a variety of locations offer an interactive and informal	Marjelle van Hoorn  <a href="mailto:marjelle@vsc-netwerk.nl">marjelle@vsc-netwerk.nl</a>

	learning environment for adults, children and their families.	
Museumvereniging, <a href="http://www.museumvereniging.nl/Contact/English.aspx">http://www.museumvereniging.nl/Contact/English.aspx</a>	The Museums Association aims to represent the interest of museums in The Netherlands. It also aims for a positive image of museums, a high quality of the sector and a large and diverse museum audience.	<a href="#">Stefanie Noorlander</a> ,
OAM , <a href="http://www.amsterdammusea.org/">http://www.amsterdammusea.org/</a>	Official museums of Amsterdam, The OAM is a consultative association and contains 44 private and public museums in Amsterdam. It was founded in 1994. All the participating museums are members of the Dutch Museum Association and	

	Amsterdam Marketing.	
De plantage Amsterdam, <a href="http://www.deplantageamsterdam.nl/">http://www.deplantageamsterdam.nl/</a>	partnership between sixteen cultural institutions in the eastern section of the city centre)	
<a href="#">ICOM</a>	International Council Of Museums)	Anne-Catherine Robert-Hauglustaine
<a href="#">EUSCEA</a>	European Science Events Association	Jan Riise
<a href="#">Hands On! International</a>	Association of Childrens' Museums	<a href="mailto:secretariat@hands-on-international.net">secretariat@hands-on-international.net</a>

## PRESS RELATED ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
As a national science center we have a almost 1300 relevant adressses of journalists. From national media like newspapers as Telegraaf, De Volkskrant, NRC and NOS to regional new like newspapers from HDC. We have press release almost every 2 weeks on different activities we do with a large media coverage.		

## Deliverable 6.1



3. Name of your Science Centre: BSMJ

Website: <http://www.mada.org.il/>

Contact person for dissemination purposes and email: Eti Oron, etio@mada.org.il

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	מוזיאון המדע ע"ש בלומפילד ירושלים	5,534 likes, 3,042 were here
Twitter	Bloomfield Museum @madajerusalem	476 followers
Youtube	Madajerusalem, madabloomfield@gmail.com	236 subscribers 431,530 views

### EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
4.8.2015	Meeting	A meeting with the head of the education group in the Israeli Council for the Advancement of Women in Science and Technology

11.8.2015	Nomination	Nomination of Maya Halevy as member of the Israeli Council for the advancement of Women in science and Technology
22.11.15	Meeting	Presenting Hypatia project to policy makers from the Israeli Ministry of Science as a good way of cooperation between the museum and other organizations and institutions from the local industries, the education system and the academy. 6 participants (from the museum & The Israeli Ministry

## NETWORKS

Name of the Network/Organization	Website	Type	Contact person and email
Alliance Israelite Universelle - KIAH (Kol Israel Haverim)	<a href="http://www.kiah.org.il/en/">http://www.kiah.org.il/en/</a>	School network	
Ort	<a href="http://en.ort.org.il/">http://en.ort.org.il/</a>	School network	
Amal, its program "Girls for math, science and	<a href="http://science.amalgroup.org.il/">http://science.amalgroup.org.il/</a>	School network	

engineering”			
Atidim program	<a href="http://atidim.org/#about_wrap">http://atidim.org/#about_wrap</a>	Organization for encouraging pupils for excellence	
Israel Ministry of education, S&T department	<a href="http://cms.education.gov.il/EducationCMS/UNITS/MadaTech">http://cms.education.gov.il/EducationCMS/UNITS/MadaTech</a>		Shoshi Cohen
Israel Ministry of education, The gender equality unit	<a href="http://cms.education.gov.il/EducationCMS/UNITS/Shivion">http://cms.education.gov.il/EducationCMS/UNITS/Shivion</a>		Oshrat Lerrer

## KEY PERSONS

Name	Profession and Organisation	Contact information
Dr. Judith Abrahami	The counselor of gender to the president ORT Braude College Israel_ and member of the Hypatia advisory board.	jabrahami@braude.ac.il

## Deliverable 6.1



Shoshy Cohen	Chief Inspector for S&T at the Ministry of Education  Head of the Education c group at the Israeli Council for the Advancement of Women in Science and Technology	shoshycoh@education.gov.il
Prof Nurit Yirmia	Cheif Scientist at the Ministry of Science and Technology  Chair Person of the Israeli Council for the Advancement of Women in Science and Technology	NuritYirmiya@most.gov.il

4. Name of your Science Centre: CosmoCaixa

Website: [https://obrasocial.lacaixa.es/nuestroscentros/cosmocaixabarcelona/cosmocaixabarcelona\\_es.html](https://obrasocial.lacaixa.es/nuestroscentros/cosmocaixabarcelona/cosmocaixabarcelona_es.html)

Contact person for dissemination purposes and email:

Sonia Garcinuño Jiménez, [sgarcinuno@fundaciolacaixa.org](mailto:sgarcinuno@fundaciolacaixa.org)

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	<a href="https://es-es.facebook.com/CosmoCaixa">https://es-es.facebook.com/CosmoCaixa</a>	40500
Twitter	@CosmoCaixa	12727
	@CaixaCiencia	1539
Blogs	<a href="http://blog.cosmocaixa.com/home">http://blog.cosmocaixa.com/home</a>	21400

## EVENTS

Month / Date, when possible	Type of activity:	Activity description / Estimated number of people reached
October 2015	Publication	Post en blog <a href="http://blog.cosmocaixa.com/-/el-proyecto-hypatia-anima-a-las-chicas-a-estudiar-stem">http://blog.cosmocaixa.com/-/el-proyecto-hypatia-anima-a-las-chicas-a-estudiar-stem</a>
October 2015	Publication	Post en blog <a href="http://blog.rri-tools.eu/-/the-hypatia-project-encourages-girls-to-study-stem">http://blog.rri-tools.eu/-/the-hypatia-project-encourages-girls-to-study-stem</a>
November 2015	Publication	Internal communication “la Caixa” Foundation. 300 people
November 2015	Publication	Banner information Hypatia and post in “La Vanguardia Natural” Newspaper on-line. Estimate 1900 people.
January-April 2016	meeting (short conference or presentation)	Short presentations of Hypatia in meetings with Primary Schools' teachers around new permanent exhibition "Creativity" in CosmoCaixa. Three sessions with 30-40 teachers.
January 2015	Publication	Post in blog EduCaixa (special to educators and teachers). 30000 visit in September 2015
February	Publication	Newsletter “Science and research institutions” 130.000 people

2015		
11 February 2016	Conference	Short presentations of Hypatia in “Educational talks” with teachers in CosmoCaixa. “Instituto ciencias de la Educación. Universidad Autónoma de Barcelona.”
March 2016	Conference	Possible Conference: “Women in Science. Hypatia Project”. Digna Couso (Universidad Autónoma Barcelona), Anna Villarroya i Núria Pumar (Grup de Treball de Gènere de la LERU, Lliga Europea d’Universitats de Recerca)
March 2016	Publication	Information of Hypatia: 45000 Newsletter by EduCaixa
Octubre 2016	Training	Presentation of Hypatia in “Training days with Secondary Schools’ teachers” in Barcelona. Col·legi oficial de Doctors i Llicenciats de Catalunya i el Departament d'Ensenyament de la Generalitat de Catalunya  Estimated 125 people
Noviembre 2016	Training	Presentation of Hypatia in “Training days with Secondary Schools’ teachers” in Madrid. Consejo General de los Ilustres Colegios Oficiales de Doctores y Licenciados en Filosofía y Letras y en Ciencias Estimated 125 people
Noviembre 2016	Workshop	Possible Workshops with students in Science Week

2016	TV and/or Radio	Probable debate in TV or radio with other stakeholders (in “El punt avui Television” and “Catalunya radio”)
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## NETWORKS

Name of the Network	Type	Contact person and email
<a href="http://www.rri-tools.eu/about-rri">http://www.rri-tools.eu/about-rri</a>	European Project RRI-TOOLS	Julien Lorentz: <a href="mailto:julien.lorentz@euroscience.org">julien.lorentz@euroscience.org</a>  Alexia d'Hambure: <a href="mailto:alexia.hambure@euroscience.org">alexia.hambure@euroscience.org</a>

## PRESS RELATED ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
“Ciencia en	Oscar Menéndez <a href="mailto:oscar@menendez.name">oscar@menendez.name</a> +34 649 16 16 01	<a href="http://cienciaenredes.com/oscar-menendez/">http://cienciaenredes.com/oscar-menendez/</a>

redes"	<a href="http://cienciaenredes.com/oscar-menendez/">http://cienciaenredes.com/oscar-menendez/</a> <a href="http://www.facebook.com/omenendez">http://www.facebook.com/omenendez</a> <a href="http://www.twitter.com/omenendez">http://www.twitter.com/omenendez</a>	
Asociación Española de Comunicación Científica (AECC)	Antonio Calvo-Roi, Ignacio Bayo Archives	<a href="http://www.aecomunicacioncientifica.org/">http://www.aecomunicacioncientifica.org/</a>
Asociación Catalana de Comunicación Científica (ACCC)	Raúl Toran Navarro <raul.toran@gmail.com>	<a href="http://www.accc.cat/">http://www.accc.cat/</a>
	<a href="mailto:iegUC3M">@iegUC3M</a> <a href="http://portal.uc3m.es/portal/page/portal/inst_estudios_genero">http://portal.uc3m.es/portal/page/portal/inst_estudios_genero</a>	

	<a href="#">@UAM_Igualdad</a>  <a href="http://www.uam.es/ss/Satellite/es/1242650698060/subHomeServicio/Unidad_de_Igualdad.htm">http://www.uam.es/ss/Satellite/es/1242650698060/subHomeServicio/Unidad_de_Igualdad.htm</a>	
“Mujeres con ciencia”	Marta Macho Stadler <marta.macho@ehu.eus>	<a href="http://mujeresconciencia.com/">http://mujeresconciencia.com/</a>

### KEY PERSONS

Name	Profession and Organisation	Contact information
Ana Belén Martínez	<p>Ana Belén Martínez</p> <p>Communications &amp; Outreach - Management</p> <p>ALBA SYNCHROTRON LIGHT SOURCE</p> <p><a href="#">Ctra. BP 1413 km. 3,3   08290   Cerdanyola del Vallès   Barcelona   Spain</a></p>	<p><a href="mailto:amartinez@cells.es">amartinez@cells.es</a></p> <p>(+34) 93 592 4050</p>

	<a href="http://www.albasynchrotron.es">www.albasynchrotron.es</a>	
Pilar Flores Romero	<p>Dr. Pilar Flores Romero</p> <p>Project Manager for CBBP &amp; HBP SP1 (Cellular)</p> <p>Cortical Circuits Laboratory (UPM-CSIC), CTB (UPM)</p> <p>Campus de Montegancedo s/n, 28223 Pozuelo de Alarcón, Madrid</p>	<p>Office phone: +34 91 336 4640 , Cell Phone: +34 628 476 636</p> <p>Pilar Flores Romero : pilarfr@cesvima.upm.es</p>
CHITINA MORENO-TORRES	<p>CHITINA MORENO-TORRES</p> <p>Directora de la Unidad de Cultura Científica e Innovación</p> <p>PASEO SIERRA DE ATAPUERCA, 3 · 09002 BURGOS (España)</p> <p><a href="http://www.cenieh.es">www.cenieh.es</a></p>	<p><a href="mailto:concepcion.moreno@cenieh.es">concepcion.moreno@cenieh.es</a></p> <p>TELF. +34 947 040 800 · FAX: +34 947 040 810</p>
Lluís Rovira	<a href="http://lluisrovira.cerca.cat/">http://lluisrovira.cerca.cat/</a>	<a href="http://cerca.cat/">http://cerca.cat/</a>

Marta García-Matos	<p>Marta García-Matos, PhD</p> <p>Outreach</p> <p>Knowledge and Technology Transfer (KTT)</p> <p>ICFO – The Institute of Photonic Sciences</p> <p>Av. Carl Friedrich Gauss, 3</p> <p>08860 Castelldefels (Barcelona), SPAIN</p> <p>I: <a href="http://www.icfo.es">www.icfo.es</a></p>	<p>T: +34 93 553 4113</p> <p>E: <a href="mailto:marta.garcia@icfo.es">marta.garcia@icfo.es</a></p>
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### 5. Name of your Science Centre: Science Centre AHHA

Website: [www.ahhaa.ee](http://www.ahhaa.ee)

Contact person for dissemination purposes and email: Helin Haga, [helin.haga@ahhaa.ee](mailto:helin.haga@ahhaa.ee); Mathis Bogens, [mathis.bogens@ahhaa.ee](mailto:mathis.bogens@ahhaa.ee)

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	<a href="https://www.facebook.com/ahhaakeskus">https://www.facebook.com/ahhaakeskus</a>	15 178 (as at 27 October 2015)
Instagram	<a href="https://instagram.com/ahhaa_science/">https://instagram.com/ahhaa_science/</a>	249
Blogs	<a href="http://www.ahhaa.ee/blogi">http://www.ahhaa.ee/blogi</a>	On our website, monthly 25 000 visitors
Youtube	<a href="https://www.youtube.com/user/ahhaacentre">https://www.youtube.com/user/ahhaacentre</a>	90

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
End of 2015	Publication (in either digital or print media)	Article about Hypatia and its goals.  Estimated public: 50 000
Beginning of 2016	Public event	Engineering-related extra programme accompanying the opening of AHHA's new exhibition about the cross-sections of home appliances  Estimated public: 300
2016	Publication (in either digital or print media)	Opinion article about Hypatia and its connections/expected outcomes by the third party representative in Estonia – Helin Haga
2016	Public event	School vacation special programme on gender-inclusive engineering in Science Centre AHHA during one or several school holidays in 2016  Estimated public: 10 000
2016	Social media campaign	Includes different ideas and examples how girls could be more engaged in STEM.
2016	Publication (in either digital or print media)	Interview with Ene Ergma, one of the most successful Estonian female politicians who is also a well-known physicist and the “godmother” of Estonia’s first student satellite.

## NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
Website	Teachers, researchers, students, visitors network	<a href="http://www.ahhaa.ee">www.ahhaa.ee</a>
Newsletter for Estonian schools	Estonian teachers' network	Kai Kaljumäe, <a href="mailto:kai.kaljumae@ahhaa.ee">kai.kaljumae@ahhaa.ee</a>
Newsletter for AHHA's friends	Estonian students', friends' and pupils' network	Kai Kaljumäe, <a href="mailto:Kai.kaljumae@ahhaa.ee">Kai.kaljumae@ahhaa.ee</a>
NSCF – Nordic Science Centre Association	Network of our colleagues in the Nordic and Baltic region	Mathis Bogens, <a href="mailto:mathis.bogens@ahhaa.ee">mathis.bogens@ahhaa.ee</a>
Ecsite - the European Network Of Science Centres And Museums	Network of our colleagues across Europe	Mathis Bogens, <a href="mailto:mathis.bogens@ahhaa.ee">mathis.bogens@ahhaa.ee</a>
EUSEA - European Science Events Association	Network of science event organizers; professions in our field	Kai Kaljumäe, <a href="mailto:kai.kaljumae@ahhaa.ee">kai.kaljumae@ahhaa.ee</a>

## PRESS RELATIONS ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
Postimees	National newspaper	<a href="http://www.postimees.ee">www.postimees.ee</a>
Eesti Päevaleht	National newspaper	<a href="http://www.epl.ee">www.epl.ee</a>
Tartu Postimees	Local newspaper	<a href="http://www.tartu.postimees.ee">www.tartu.postimees.ee</a>
Estonian National Public Broadcast	TV channel, radio, online portals	<a href="http://www.err.ee">www.err.ee</a>
Õhtuleht	National newspaper	<a href="http://www.ohhtuleht.ee">www.ohhtuleht.ee</a>
Delfi	Digital media (portal)	<a href="http://www.delfi.ee">www.delfi.ee</a>
Kanal 2	National TV channel	<a href="http://www.kanal2.ee">www.kanal2.ee</a>
TV 3 News	National TV channel	<a href="http://www.seitsmesed.ee">www.seitsmesed.ee</a>
Tartu Ekspress	Local newspaper	<a href="http://www.tartuekspress.ee">www.tartuekspress.ee</a>
Linnaleht	Local newspaper	<a href="http://www.linnaleht.ee">www.linnaleht.ee</a>

## KEY PERSONS

Name	Profession and Organisation	Contact information
Riin Tamm	Researcher in genetics at the Estonian Biocentre	<a href="https://www.facebook.com/riin.tnoorteadlane/">https://www.facebook.com/riin.tnoorteadlane/</a>
Arko Olesk	Science journalist, Tallinn University	<a href="https://www.facebook.com/arko.olesk/">https://www.facebook.com/arko.olesk/</a>
Liisa Tagel	Newspaper Postimees, journalist	<a href="mailto:Liisa.tagel@postimees.ee">Liisa.tagel@postimees.ee</a>
Ene Ergma	Scientist, Member of Parliament	<a href="mailto:Ene.ergma@riigikogu.ee">Ene.ergma@riigikogu.ee</a>
Anu Reinart	Head of Tartu Observatory	<a href="mailto:Anu.reinart@to.ee">Anu.reinart@to.ee</a>

## Deliverable 6.1



6. Name of your Science Centre: NOESIS – Thessaloniki Science Center and Technology Museum

Website: [www.noesis.edu.gr](http://www.noesis.edu.gr)

Contact person for dissemination purposes and email: Elisavet Konstantinou, [Konstantinou@noesis.edu.gr](mailto:Konstantinou@noesis.edu.gr)

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	<a href="https://www.facebook.com/NoesisScienceCenter">https://www.facebook.com/NoesisScienceCenter</a>	14.000 followers
Instagram	Under Consideration	
Youtube	<a href="https://www.youtube.com/user/NoesisGR">https://www.youtube.com/user/NoesisGR</a>	193.000 projections

### EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
March	PUBLICATION	Article about Hypatia project in our e-communication tool. Estimated outreach: 8000 readers

## Deliverable 6.1



June - July	EXPLORA	Educational program (summer camp)  Estimated public: 150 pupils
October	SCIENCE CAFE	Within the context of Women in Science, presentation of Hypatia project. Estimated public: 80 people

## NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
ECSITE	European Network of Science Centers and Museums	
ICOM	International Council of Museums	
IFT	Institute Francais of Thessaloniki	
BC	British Council of Thessaloniki	
CERTH	Centre for Research and Technology Hellas	

## 7. Name of your Science Centre: Association Science Center-Network

Website: [www.science-center-net.at](http://www.science-center-net.at)

Contact person for dissemination purposes and email: Sarah Funk ([funk@science-center-net.at](mailto:funk@science-center-net.at)), Petra B. Preinfalk ([Preinfalk@science-center-net.at](mailto:Preinfalk@science-center-net.at))-substitute

## SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	<a href="https://www.facebook.com/Science-Center-Netzwerk-182744108436261/">https://www.facebook.com/Science-Center-Netzwerk-182744108436261/</a>	500
	<a href="https://www.facebook.com/wissensraum">https://www.facebook.com/wissensraum</a>	270
Youtube	no channel, but several inputs	Up to 1000
Newsletter	Periodic E-newsletter (10 annual newsletters)	1700

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
15/10/15	Meeting	Technolution Congress in the Vienna Museum of Technology
Spring 2016	Publication	Article about Hypatia project (and its outcomes) in our annual report.  print + online
2016	Publication	Article about Hypatia project (and its outcomes) in our periodic E-Newsletter. Estimated public: up to 10 annual newsletters to 1700 users
Autumn 2016	Workshop	Periodic meeting with the partners in the ScienceCenter-Network (up to 160, incl. written documentation)
December 2016	Publication	Projected Article about Hypatia project and it's outcomes in the newspaper supplement (of the Wiener Zeitung) + additional contribution. Print + online

## NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
ScienceCenter-Network	Austrian-wide network of Science Centers, museums, universities, research institutions, schools, artists, media, exhibition designers, etc. with more than 160 partners	Barbara Streicher, executive manager streicher@science-center-net.at
Museumsbund	Network of Austrian museums	Sabine Fauland, executive director info@museumsbund.at
Netzwerk Technische Bildung	Didactic network	Josef Seiter, executive director office@technischebildung.at
IMST - Innovationen Machen Schulen Top	Teachers' network	Konrad Krainer, project manager konrad.krainer@uni-klu.ac.at
Wissensfabrik - Unternehmen für	Network of industry partners	Veronika Kotzab, executive director

Österreich		office@wissensfabrik.at
SEE Science	Network of Science Centers and Universities in Central Europe which participated in the EU-project SEE Science (2011-2013)	Heidrun Schulze schulze@science-center-net.at
Young science	Schools & Science  Austrian agency for international mobility and cooperation in education, science and research	Lydia Steinmassl, program manager lydia.steinmassl@oead.at
FIT-initiatives	“women in technology” initiatives in several Austrian provinces	various
Femtech	Women in research and technology  (Ministry of Transport, Innovation and Technology)	Silvia Neumann, program manager silvia.neumann@bmvit.gv.at

## PRESS RELATED ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
APA-OTS	Austrian press agency	<a href="http://www.apa.at">http://www.apa.at</a>
Relevant Austrian journalists and editorial departments	Radio, Newspaper, Blog, TV	various

## KEY PERSONS

Name	Profession and Organisation	Contact information
Group of people, who were involved in several SCN-projects, such as partners in the SC-Network, role models, teachers, explainers	various	Too many to list them, we can contact them
Silvia Neumann	program manager at Femtech/bmvit	<a href="mailto:silvia.neumann@bmvit.gv.at">silvia.neumann@bmvit.gv.at</a>
Celine Loibl	program manager at Sparkling Science/bmwfw	<a href="mailto:celine.loibl@bmwfw.gv.at">celine.loibl@bmwfw.gv.at</a>

**8. Name of your Science Centre:** Experyment Science Centre in Gdynia

Website: <http://www.experyment.gdynia.pl/>

Contact person for dissemination purposes and email: Agnieszka Grygoruk [a.grygoruk@experyment.gdynia.pl](mailto:a.grygoruk@experyment.gdynia.pl)

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	CentrumNaukiEXPERYMENT	10594
Twitter	@cnexperymnet	100
Instagram	@cnexperymnet	694
Youtube	Centrum Nauki Experyment	60
Tripadvisor	Centrum Nauki Experyment	57 reviews
Newsletters	Centrum Experyment	2136
Experyment Website	<a href="http://www.experyment.gdynia.pl">www.experyment.gdynia.pl</a>	17 123 visits during last 30 days

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
November 2015	Publication	Article about Hypatia project and it's outcomes in our periodic E-Newsletter. Estimated public: 2000
November 2015	Meeting	Short information about project Hypatia during meeting with teachers "Expert's of Experyment". Estimated public: 30
December 2015	Meeting	Short information about project Hypatia during meeting with teachers: "Actively with Experyment". Estimated public: 30
March 2016	Exhibition	Event on the exhibition: "Develop your mind with Hypatia" Estimated public: 500, special event dedicated women's in science.
March 2016	Conference	Conference Interaction – Integration 2016- national conference dedicated for museums and science centres ( presentation about Hypatia Project) Estimated public: 500
May 2016	Workshop	Special workshops about STEM during 3 May Day Picnic, Estimated public: 1000

## Deliverable 6.1



May 2016	Exhibition	Baltic Festival of Science in Gdynia– special exhibition about STEM Estimated public: 1000
September 2016	Conference	Conferences for the teachers: “Action – Education” Estimated public: 100
November 2016	Workshop	Short information about project Hypatia during workshops for secondary schools. Estimated public: 30
November 2016	Meeting	Short information about project Hypatia during meeting with teachers: “Actively with Experyment”. Estimated public: 30
November 2016	Publication	Article about Hypatia project and it’s outcomes in our periodic E-Newsletter. Estimated public: 2000
December 2016	Meeting	Short information about project Hypatia during meeting with teachers: “Actively with Experyment”. Estimated public: 30

## NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
Pomeranian High School of Practised Science	Researchers network	<a href="http://www.pwsh.edu.pl/">http://www.pwsh.edu.pl/</a>
Uniwersity of Gdańsk	Researchers network	<a href="http://en.wns.ug.edu.pl/">http://en.wns.ug.edu.pl/</a>
Center of Teacher's Education	Teacher's network	<a href="http://www.cen.gda.pl/">http://www.cen.gda.pl/</a>
Center of Ecological Information and Education in Gdańsk	Didactic network	<a href="http://www.ciee-gda.pl/">http://www.ciee-gda.pl/</a>
Polish Kids Academy	Didactic network	<a href="http://academyofkidspoland.wix.com/polskaakademiadzieci">http://academyofkidspoland.wix.com/polskaakademiadzieci</a>
City of Gdynia – Education Department	Other	<a href="http://www.gdynia.pl/eng/">http://www.gdynia.pl/eng/</a>
Pomeranian Science and	Other	<a href="http://ppnt.pl/en">http://ppnt.pl/en</a>

Technology Park (Gdynia)		
SPIN (The Society and Science Agreement)	Other	<a href="http://www.experyment.gdynia.pl/pl/o-centrum/porozumienie-centrow-nauki/porozumienie-spoleczenstwo-i-nauka/artykul">http://www.experyment.gdynia.pl/pl/o-centrum/porozumienie-centrow-nauki/porozumienie-spoleczenstwo-i-nauka/artykul</a>

## PRESS RELATIONS ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
Radio Gdańsk	Radio	<a href="http://www.radiogdansk.pl/">http://www.radiogdansk.pl/</a>
Radio Kaszebe	Radio	<a href="http://radiokaszebe.pl/">http://radiokaszebe.pl/</a>
Gazeta Wyborcza	Newspaper	<a href="http://wyborcza.pl/">http://wyborcza.pl/</a>
Together	Periodic	<a href="http://togethermagazyn.pl/">http://togethermagazyn.pl/</a>
Ratusz	Periodic	<a href="http://www.gdynia.pl/ratusz/463_.html">http://www.gdynia.pl/ratusz/463_.html</a>
Gdynia's web portals (np. gdynia.pl)	Web portal	<a href="http://www.gdynia.pl/">http://www.gdynia.pl/</a>
Regional web portals (np.	Web portal	<a href="http://www.trojmiasto.pl/">http://www.trojmiasto.pl/</a>

Trójmiasto.pl)		
Parent's bolgs	Blog	<a href="http://gogdynia.pl/">http://gogdynia.pl/</a>

## KEY PERSONS

Name	Profession and Organisation	Contact information
	University of Gdańsk – Biology	
	Coordinator of Polish Kids Academy, University of Gdańsk- Psychology	
	Technical University of Gdańsk – Chemistry	.p

9. Name of your Science Centre: Experimentarium

Website: [www.experimentarium.dk](http://www.experimentarium.dk)

Contact person for dissemination purposes and email: Christoffer Muusmann (project manager for Hypatia)

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	Experimentarium	11.000
Twitter	Experimentarium	517
Instagram	Experimentarium	546
Blogs	Momentarium – on the re-development of our new building	No followers but this may be changed after we have moved into our new building
Youtube	Experimentarium	273

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
December	Workshop/presentation	First presentation and discussion of gender tools for developing exhibits and activities in a science center, ca 30 people.
Spring 2016	Workshop/presentation	Workshop/presentation in collaboration with Copenhagen of University (also partner in Hypatia) – we are working on this – will know later about where and when.
January or February, 2016	Internal meeting at Experimentarium	Internal meeting where we are going to tell about the Hypatia project
March 2017	Conference	Hypatia workshop for teachers at Big Bang Conference – a national science teachers' conference

## NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
National Center for Science Education in Denmark	Science teachers network and platform with monthly newsletter with thousands of readers – primarily science teachers and head teachers but also Ministry of Education, policy makers and education experts.	Website: <a href="http://www.nts-centeret.dk">www.nts-centeret.dk</a>  Contact person: Anette Vestergaard Nielsen - <a href="mailto:avn@nts-centeret.dk">avn@nts-centeret.dk</a>
Ecsite + ASTC	Network of science centres and museums.	

## PRESS RELATED ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
We do not have specific medias with whom we cooperate / are in contact with. We will disseminate to the appropriate media(s) according to the type of information. We have	ALL	

## Deliverable 6.1

our own marketing/press department and work with the national newspapers, journals and media channels. We contact them directly and also send press releases when relevant. We also write articles for national media.		
We do often work closely with the national science channel – videnskab.dk (science.dk)	Radio and blogs	www.videnskab.dk
Experimentarium newsletters	Our own newsletter, which is sent to thousands of interested guests, teachers, researchers etc. – we have a newsletter that goes out to all who subscribe and a newsletter specifically targeted teachers.	

## KEY PERSONS

Name	Profession and Organisation	Contact information
Dorthe Salomonsen	Head of Learning at National Center for Science Education in Denmark	Christoffer og Sheena

## Deliverable 6.1



Helene Sørensen	Science Education Researcher	helene@edu.au.dk
Anja Andersen	Astro Physicist (she is already on our Advisory Board)	anja@dark-cosmology.dk
Mikkel Bohm	Director of National Center for Science Education in Denmark	Christoffer og Sheena at Experimentarium

## Deliverable 6.1



10. Name of your Science Centre: Museo Nazionale della Scienza e della Tecnologia Leonardo da Vinci Milano

Website: [www.museoscienza.org](http://www.museoscienza.org)

Contact person for dissemination purposes and email: Cristina Daddato | Corporate Communication | [daddato@museoscienza.it](mailto:daddato@museoscienza.it)

Paolo Cavallotti | Internet and New Media | | [cavallotti@museoscienza.it](mailto:cavallotti@museoscienza.it)

Paola Cuneo | Press Office | [cuneo@museoscienza.it](mailto:cuneo@museoscienza.it)

### **S O C I A L   M E D I A   A C T I V I T I E S**

Account	Name of your account	Number of followers
Facebook	<a href="https://www.facebook.com/museoscienza">https://www.facebook.com/museoscienza</a>	29308
Twitter	<a href="https://twitter.com/Museoscienza">https://twitter.com/Museoscienza</a>	11900
Instagram	<a href="https://instagram.com/museoscienza">https://instagram.com/museoscienza</a>	838
Youtube	<a href="https://www.youtube.com/museoscienza">https://www.youtube.com/museoscienza</a>	846

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
September 2016	MUST Open day	MUST Teacher Open Day  Estimated public: 300 teachers
periodically	Private meeting with stakeholder	MUST Private meeting with stakeholder: school regional office, companies...
June-August 2016	MUST Summer campus	Campus for teenagers
Every 3 months	Caro prof	MUST newsletter for teachers

## NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
CARO PROF	TEACHER NETWORK	SABRINA AGUANNO aguanno@museoscienza.it

## PRESS RELATED ACTIVITIES

Corriere della Sera	Newspaper with its local pages and its website with different channels	Corriere.it/Milano or Corriere.it/scuola or blog 27esimaora.corriere.it
Moebius/ Radio24	Radio program	radio24.ilsole24ore.com/programma/moebius
TgR Rai Lombardia	Local Tv news	
Askaneews	News and video agency	askanews.it
Io Donna	Weekly magazine (and its website) targeted on women attached to the newspaper Corriere della Sera	iodonna.it
d.repubblica.it	Website of weekly magazine targeted on women attached to the newspaper La Repubblica	d.repubblica.it

## Deliverable 6.1



11. Name of your Science Centre: Science Gallery Dublin

Website: <https://dublin.sciencegallery.com/>

Contact person for dissemination purposes and email: [jane.chadwick@dublin.sciencegallery.com](mailto:jane.chadwick@dublin.sciencegallery.com),  
[lucy.whitaker@dublin.sciencegallery.com](mailto:lucy.whitaker@dublin.sciencegallery.com)

### **S O C I A L   M E D I A   A C T I V I T I E S**

Account	Name of your account	Number of followers
Facebook	Science Gallery Dublin (SciGalleryDub)  <a href="https://www.facebook.com/scigallerydub/">https://www.facebook.com/scigallerydub/</a>	31,273
Twitter	Science Gallery Dub <a href="https://twitter.com/SciGalleryDub">@SciGalleryDub</a> <a href="https://twitter.com/SciGalleryDub">https://twitter.com/SciGalleryDub</a>	27,500
Instagram	Science Gallery Dublin (scigallerydub)  <a href="https://instagram.com/scigallerydub/">https://instagram.com/scigallerydub/</a>	2,240
Pinterest	Science Gallery Dublin  ( <a href="https://www.pinterest.com/SciGalleryDub/">https://www.pinterest.com/SciGalleryDub/</a> )	512

Blogs	<a href="https://dublin.sciencegallery.com/blog/news">https://dublin.sciencegallery.com/blog/news</a>	
Flickr	<a href="https://www.flickr.com/photos/sciencegallery/">https://www.flickr.com/photos/sciencegallery/</a>	173
Youtube	Science Gallery Dublin (SciGalleryDub)  <a href="https://www.youtube.com/user/ScienceGallery">https://www.youtube.com/user/ScienceGallery</a>	3,813

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
November  20	Publication	Article about Hypatia project and it's outcomes in our periodic E-Newsletter. Estimated public: 5000
December 11 <sup>th</sup> 2015	Meeting	National Education Committee meeting attended by all stakeholders bar students (Industry, Policy, Research, Educators)
January 30 <sup>th</sup> 2016	Event	Teacher workshop for 150 teachers from across Ireland
Feb 2016	Workshop	Transition Year Mentoring – 20 students attending
March 2016	Workshop	Transition Year Mentoring – 20 students attending

## NETWORKS

Name of the Network	Type	Contact person and email
ISTA	Irish Science Teachers Association <a href="http://www.ista.ie/">http://www.ista.ie/</a>	
IMA	Irish museums association - <a href="http://www.irishmuseums.org/">http://www.irishmuseums.org/</a>	

## PRESS RELATIONS ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
Irish Times	News (print and online)	<a href="http://www.irishtimes.com/">http://www.irishtimes.com/</a>
Irish Examiner	News (print and online)	<a href="http://www.irishexaminer.com/">http://www.irishexaminer.com/</a>
Silicon Republic	Online News	<a href="https://www.siliconrepublic.com/">https://www.siliconrepublic.com/</a>
University Times -	Online and print news (university publication)	<a href="http://www.universitytimes.ie/">http://www.universitytimes.ie/</a>

## Deliverable 6.1

Today FM	National Radio	
Newstalk	National Radio	
RTE Radio One	National Radio	
Nature	Print and online magazine and journal	
Science	Print and online magazine and journal	
New Scientist - Review of exhibition	Print and online magazine and journal	
Vice/Motherboard - Feature	Online zeen	
Wired	Print and online magazine	
RTE News	National news	

## Deliverable 6.1



12. Name of your Science Centre: The UK Association for Science and Discovery Centres (ASDC)

Website: [www.sciencecentres.org.uk](http://www.sciencecentres.org.uk)

Contact person for dissemination purposes and email: Dr Penny Fidler, CEO

Email: [Penny.fidler@sciencecentres.org.uk](mailto:Penny.fidler@sciencecentres.org.uk) | T: 0117 915 0186 | Mobile: 07791 554 029

### **SOCIAL MEDIA ACTIVITIES**

ASDC sends out a monthly newsletter to 2500 science engagement professionals across the world. A large proportion of these are in the UK. It goes to every UK Science Centre, as well as policy makers and those working to inspire girls with science. It has been rated in independent research as the main place from which the UK science engagement professionals get their information and latest news about the sector. This month has information about Hypatia and colleagues from across the UK have shown interest.

<http://us1.campaign-archive1.com/?u=595d4a7e146f6367b47f62d79&id=18bf9c6db7&e=ccfa7a558c>

ASDC National Newsletter	Direct to science engagement leaders and professionals around the world, and primarily in the UK	2500
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## Deliverable 6.1

Account	Name of your account	Number of followers
Facebook	UK Association for Science and Discovery Centres	Just starting out
	Destination Space	200 likes
	Facebook pages of our 60 major science centres	millions
Twitter	Science Centres	2277
	Explore Your universe	hundreds
	Twitter of our 60 major science centres	millions
	Destination Space	
Youtube	Youtube of our 60 major science centres	

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
Every 3 months, starting Nov 2015	Featured on the ASDC newsletter	2500 people who work in science engagement and within science centres
Every 3 months	ASDC Board meeting	Discussing the project with the 14 CEOs of UK science centres who are on the ASDC Board of Trustees (including 1 policy maker)
2017	Publication	In the Parliamentary magazine, for all UK MPs
September 2015	Presentation	At the ASDC AGM - reaching 30 CEOs of UK science centres
September 2016	Conference Presentation	At the 2016 ASDC National Conference - reaching 150 CEOs, senior managers of science centres and science museums across the UK and Europe

## Deliverable 6.1




2016	Newsletters and with UK Space Agency and partners	Raising its profile through the Astronaut national programme we are running, <a href="http://www.destinationspace.uk">www.destinationspace.uk</a>
2016	With Research Councils and other Government funded areas	AT STFC meetings

## NETWORKS

Name of the Network	Type	Contact person and email
ASDC newsletter and network	2500 people who work in science engagement and within science centres	ASDC - Penny Fidler
Women in Science and Engineering (WISE)  UK wide	WISE promotes women in science, engineering and technology via 3000 individual and 100+ corporate and educational members, working together to inspire women and girls to pursue STEM as a pathway to exciting and fulfilling careers and support employers to attract, retain and make the most of female talent to improve business performance. For more information, visit <a href="http://www.wisecampaign.org.uk">www.wisecampaign.org.uk</a> or	info@wisecampaign.org.uk  <a href="mailto:r.frost@wisecampaign.org.uk">r.frost@wisecampaign.org.uk</a>  Ruth Frost WISE Campaign    T 0113 222 6072   W <a href="http://wisecampaign.org.uk">wisecampaign.org.uk</a>  LinkedIn <a href="https://www.linkedin.com/company/wisecampaign">in/wise-</a>

	contact Communications Director, Sarah Shaw, <a href="mailto:s.shaw@wisecampaign.org.uk">s.shaw@wisecampaign.org.uk</a> / 07545 208 530	<a href="#">campaign</a> Twitter <a href="#">@thewisecampaign</a> Facebook <a href="#">FB/theWISEcampaign</a>
ScienceGrrl  UK wide  Because science is for everyone	ScienceGrrl is a broad-based, grassroots organisation celebrating and supporting women in science; a network of people who are passionate about passing on our love of science on to the next generation.  Most of our members are women who are working scientists, but we also have plenty of non-scientists and men on board – you don't have to be a science girl to be a ScienceGrrl!  <a href="http://sciencegrrl.co.uk/">http://sciencegrrl.co.uk/</a>	@annazecharia
Daphné Jackson Trust	Daphne Jackson Fellowships offer STEM professionals wishing to return to research after a break of 2 or more years, the opportunity to balance an individually tailored retraining programme with a challenging research project in a suitably supportive environment.  The unique combination of mentoring, retraining and research the Daphne Jackson Fellowship provides, gives Fellows the	<a href="http://www.daphnejackson.org/">http://www.daphnejackson.org/</a>  Tel. 01483 689166  Email <a href="mailto:DJMFT@surrey.ac.uk">DJMFT@surrey.ac.uk</a>

	confidence and skills they need to return to their career and compete for research positions.	
<p>National report</p> <p>UK Science and Discovery Centres: Effectively engaging under-represented groups</p> <p>with case studies (and emails ) from across the UK about girls</p> <p>written by Dr Penny Fidler</p>	<p><a href="http://www.sciencecentres.org.uk/reports/underserved/UK%20Science%20and%20Discovery%20Centres;%20Effectively%20engaging%20under-represented%20groups%20(May%207%202014).pdf">http://www.sciencecentres.org.uk/reports/underserved/UK%20Science%20and%20Discovery%20Centres;%20Effectively%20engaging%20under-represented%20groups%20(May%207%202014).pdf</a></p> <p>Science engagement organisations within the ASDC network in all parts of the UK run a large number of science programmes working directly with under-represented groups on a large scale. For this reason the Department for Business, Innovation and Skills (BIS) commissioned ASDC to write a report with a series of case studies to share knowledge and best practice of the STEM programmes and activities that are already successfully reaching these groups everyday across the UK.</p> <p>This report covers interventions addressing three specific groups of society who are under-represented in STEM; school</p>	

## Deliverable 6.1

	children and families from socio-economically disadvantaged areas, school children and families from a range of ethnic backgrounds, and women and girls in physics and engineering. For each we have sought a series of case studies showcasing what works, and what is successful in attracting people to participate in science.	
Association for Science Education	For Science Teachers in the UK <a href="http://www.ase.org.uk/home/">http://www.ase.org.uk/home/</a>	Tel: 01707 283000 Fax: 01707 266532 Email: <a href="mailto:info@ase.org.uk">info@ase.org.uk</a>
This Girl Can	<a href="http://www.thisgirlcan.co.uk/">http://www.thisgirlcan.co.uk/</a>	Sports
Your Life  UK Campaign   Girls in STEM Campaign	<a href="http://yourlife.org.uk/">http://yourlife.org.uk/</a>   Dr Penny Fidler, and about 15 others advised at the UK Prime	<a href="mailto:info@yourlife.org.uk">info@yourlife.org.uk</a>

	<p>minister's office to set up this campaign.</p> <p>Good campaign at first but then Government linked to a number of dubious multi-nationals so I backed off</p> <p><a href="https://www.gov.uk/government/news/science-and-maths-send-girls-future-wages-soaring">https://www.gov.uk/government/news/science-and-maths-send-girls-future-wages-soaring</a></p>	
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## PRESS RELATIONS ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
BBC	National and local media	BBC.co.uk
BBC and others	Local radio BBC	BBC.co.uk
A variety of other print and online media		

**KEY PERSONS**

Name	Profession and Organisation	Contact information
Professor Teresa Anderson	Director Jodrell Bank Discovery Centre	Teresa.anderson@manchester.ac.uk

13. Name of your Science Centre: UNIVERSCIENCE : Palais de la Découverte and Cité des sciences et de l'industrie

Website <http://www.universcience.fr> Institutional web site <http://www.cite-sciences.fr> <http://www.palais-decouverte.fr/fr>

Contact person for dissemination purposes and email: Marie-Agnès Bernardis, [marieagnes.bernardis@universcience.fr](mailto:marieagnes.bernardis@universcience.fr)

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	Facebook Cité des sciences	50 000
	Facebook Palais de la découverte	12 000
Twitter	Cité des sciences	279 000
	Palais de la Découverte	75000
	Universcience	9327
Instagram	Cité des sciences	2071
	Palais de la Découverte	438
Blogs	Allez les filles Osez les sciences !	

## EVENTS

Month / Date, when possible	Type of activity:	Activity description /Estimated number of people reached
End 2015- 2016	7 Internal meeting	Hypatia Presentation for managers 200 people
2016	8. Publication	Article about Hypatia project and it's outcomes in our periodic E-Newsletter for teachers. 23 700
December 2015	8- Publication	Hypatia presentation on Horizon 20-20.gouv.fr National Contact Point newsletter
Decembre 2015	8-Publication	Hypatia Presentation in theThe AMCSTI, French Association for Museums and Centers for Scientific Culture Development Newsletter : public 230 structures involved in science and technological culture

## Deliverable 6.1



2016	1- Annual Conference AMCSTI	Buisness Bistrot, presentation of the first elements of Hypatia to get feedback of science museum professionals
December 2015 and December 2016	1-Irene Joliot Curie Ceremony Awards at the Ministry of Research	Written information (like leaflets) about Hypatia : 300 stakeholders and VIP
Octobre 2016	4-Annual Conference Women in science	Presentation of Hypatia : 300 people teachers, stakholders, policy makers
Octobre 2016	7-Science Week	200 schools

## NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
Femmes et sciences  Femmes et Maths  Femmes ingénieurs	Women in science, female engineers, women in maths promoting STEM careers for girls	Claudine Hermann <a href="mailto:secretariat@femmesetsciences.fr">secretariat@femmesetsciences.fr</a>  Veronique Chauveau <a href="mailto:vslovacekchauveau@free.fr">vslovacekchauveau@free.fr</a>  Marie-Hélène Therre <a href="mailto:mhtherre@orange.fr">mhtherre@orange.fr</a>

**KEY PERSONS**

Name	Profession and Organisation	Contact information
Claudine Hermann	Honorary Chair of Femmes et sciences member of l'European Platform of Women Scientists	claudine.hermann@cegetel.net
Anne Pepin	Head of the Mission for the Place of Women at the French National Centre for Scientific Research (Mission pour la place des femmes au CNRS), coordinator of GENDER-NET ERA-NET	anne.pepin@cnrs-dir.fr

14. Name of your Science Centre: Teknikens Hus

Website: [www.teknikenshus.se](http://www.teknikenshus.se)

Contact person for dissemination purposes and email: [maria.adlerborn@teknikenshus.se](mailto:maria.adlerborn@teknikenshus.se)

### SOCIAL MEDIA ACTIVITIES

Account	Name of your account	Number of followers
Facebook	Teknikens Hus	1960
Instagram	Teknikens Hus	268

### NETWORKS

Name of the Network	Type  (Teacher's network, Didactic network, Researchers network, other)	Contact person and email
Lutek	The network LuTek, Lulea Teachers of Science and Technology, includes all Luleå schools and teachers. LuTek operated as a partnership between the House	Marianne.nilsson@teknikenshus.se

	of Technology and Luleå education management.	
RegTek	The network RegTek, regional teacher networks in technology and science, is coordinated and run by Teknikens Hus through cooperation with Norrbotten counties operates teacher training for county teacher of technology and science regularly.	Tomas.jonsson@teknikenshus.se

## PRESS RELATED ACTIVITIES

Name of the media	Type: Radio, Newspaper, Blog, TV channel, others	Website
Norrbottens Kuriren	Regional Newspapers, reginal TV channels, regional radio	
Norrländska socialdemokraten		
Pitetidningen		
TV4		
SVT24 Norrbottens radio		

## **Annex 6: Guidelines for the newsletter**

Each newsletter will be built according to the following structure:

**Hypatia Logo** on the top of the page, centered.

**Calendar/next events** (e.g. opening of the exhibition, participatory activities) – 1/4 page

**Interview** with a blogger/ teenager/ researcher/ICT expert/businessperson / industry person / civil servant or other person that has a saying or would like to express her/his opinion in relation to STEM, teenagers, careers, personal development. We highly encourage provoking an innovative point of view, opinion, perspective. Something out of the mainstream if possible.

**Tools/methods** for **participatory** actions and examples of application of gender inclusive perspective

**A bit of theory** facts, approaches, documents that help to reinforce the understanding of why gender inclusive education must be tackled and is a societal challenge.

**Footer** which contains all the projects social media accounts and contact emails

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Partners responsible for drafting the newsletter will also be asked to **add 2 or 3 (high quality) pictures to illustrate the newsletter** (e.g. one of the interviewee, one or two of activities as examples of good practices).

They will **provide contact details of interviewees** in order to be integrated in the mailing list. When available, they should also provide interviewees' Twitter account to be mentioned in the project's posts thus multiplying opportunities to reach out.

**Tweet and share. For example:**

@personsname was invited by @nemoscience to speak about teenage ambassador for science activities in @hypatiaeu newsletter + [link to read the newsletter](#)

## Annex 7: Twitter accounts/trend setters to follow (work in progress)

Please follow:

1. All partners and third parties accounts
2. H2020: [@EU\\_H2020](#) [@HorizonMagEU](#) [@innovationunion](#)
3. @rritools, @scientix [@EuclidNetwork](#) [@ICTArt](#) [@ICTscienceEU](#)
4. Mélanie Marcel [@Melanie\\_Marcel](#) (Co-founder @SoScienceTweet - Social innovation and scientific innovation fan #socent #science - Fiercely advocating for Responsible Research and Innovation #rri - 772 followers)
5. [@SoScienceTweet](#) (Driving Responsible Innovation. Technical innovation dedicated to social good. #RRI #Innovation #CSR #socent #impact - 697 followers)
6. World + Science [@SOutreach](#) (Ciencia, divulgación, RRI y mucho más. Science, outreach, RRI and much more – 225 followers)
7. Emma McKenna [@Emmamckenna](#) (Science Shop Co-ordinator and public engagement enthusiast. – 214 followers)
8. Warren Pearce [@WarrenPearce](#) (Research Fellow @MakingSciPub @UniofNottingham Climate change; evidence-based policy; responsible research and innovation; policy myths; blogging; social data. - 1191 followers)
9. Angela Simone [@angelasimone](#) (#Tech #science #journos and writer @formicablu and @FGBassetti Having an enduring crush on #openscience, #RRI, #citizenscience and #opendata for civic engagement - 652 followers)
10. Hilary Sutcliffe [@hilarysutcliffe](#) (Director MATTER, NGO/think tank exploring Responsible Innovation, particularly in the use of new technologies - 1076 followers)
11. AMCSTI [@AMCSTI](#) (Association des musées et centres pour le développement de la #culture #scientifique #technique #industrielle)

## Annex 8: Hypatia's and Expect Everything accounts

Hypatia	
Gmail	hypatia.euproject@gmail.com
Twitter	@hypatiaproject
Vimeo.com	Hypatia project
Youtube.com	Hypatia project
Instagram.com	Hypatia project
Mailchimp.com	Hypatia project
Pinterest.com	www.pinterest.com/hypatieuprojec
Facebook page	Hypatia project
Tumblr.com	Hypatia project

Expect Everything	
Gmail	expecteverythingeu@gmail.com
Twitter	@expecteverythin
Vimeo.com	Expect everything
Youtube.com	Expect everything
Instagram.com	Expect everything
Pinterest.com	<a href="https://www.pinterest.com/expecteverything">www.pinterest.com/expect</a> everything
Tumblr.com	expecteverythingeu