

Deliverable 5.3

Dissemination Activities

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Communication and dissemination plan

The Communication and Dissemination Plan defined the key dimensions, objectives and actions foreseen in the GRASE project that were instrumental to share relevant evidence and disseminate key findings. The plan was implemented following a user-friendly approach in order to match the specific needs of the audiences targeted by GRASE.

The Communication and Dissemination plan was approved by the Consortium and includes a detailed description of the communication and dissemination strategy, with a focus on its objectives, tools and deliverables, target audiences, activities to be implemented and timetable. In particular, in the first months of the project the communication team has concentrated its efforts in planning the dissemination, defining the graphic identity, and creating the communication tools (in particular the GRASE twitter account [@EuGrase](#)).

More specifically, the Plan covered the following aspects:

- Project visual identity:
Consistent and aesthetic visual identity is a very effective way of increasing brand recognition and its message, therefore a Visual identity package (key visuals, project logo, templates, banner) has been created and subsequently approved by the partners during the first meeting of the communication group on 18 March 2021.
- Websites: ISMU has created a web section dedicated to the project on its website, where News and information about the project are regularly uploaded. The Grase's web section is available in Italian as well as in English. The partners as well have designed a webpage on their own website disseminating the GRASE project: Amiga, Aproximar, FGB, Fundación Adecco and Mylia. The Grase website is a key tool for presenting and making available GRASE's research results and disseminating the outcome and will serve to store and inform about our research and tools to fight the reproduction of bias and stereotypes against women with a migratory background
- Newsletters: The project foreseen 3 newsletters to disseminate via project partners' mailing lists. The first newsletter template has been prepared by ISMU and shared within the Consortium in November 2021. The second newsletter was launched in September 2022 and was mainly focused on the toolkits, the third newsletter instead was meant to promote the GRASE project final webinar. Each partner has regularly disseminated the newsletter to its own audience in the local language. The Newsletters contain updates on results news and events on the project's activities. (See annex attached to an in depth of the newsletter's news)
- Social media: Grase Twitter account has been created in March 2021, managed, and updated by ISMU so to ensure the project communication to international audience. ISMU regularly shared with all partners an updated editorial plan containing the captions of the tweets. The GRASE Twitter Account collects information from all partners and gives visibility to the project by promoting its key findings, tools and events. Parallel to that GRASE project outputs are also disseminated by each organisation through their own channels targeting their audiences

The GRASE dissemination Strategy aimed at increasing the awareness of the public, spread knowledge among stakeholders, engaged the COPs and Career Counselling Professionals and to inform not only specific profiles of practitioners but also more broadly citizens interested in labour market integration and gender equality issues.

Objectives

The objectives of the dissemination strategy are as follows:

- Raise the awareness of **career counselling professionals** about race and gender stereotypes in their work practice

- Sensitize **IT professionals** to develop gender and race-sensitive job search and skills matching digital platforms
- Increase awareness about gender and race stereotypes in **larger audiences** and **networks** of career guidance professionals
- Engage **EU-level stakeholders** in the debate

TARGET

The target audiences of our project dissemination strategy were specifically:

- Professionals of public and private career-counselling services aimed at general population
- Professionals of career-counselling services dedicated to specific targets (women and migrants)
- IT professionals
- EU-level stakeholders
- Wider public

In order to achieve these different objectives, the Consortium used its skills, network and know-how, adopting a common digital communication strategy to inform the general public and several specific actions at national and EU level to achieve each of the above-mentioned targets.

In particular the most effective strategy to connect with Professionals of public and private career-counselling services and IT professionals was through the LinkedIn network.

As far as stakeholders at European level are concerned, on the other hand, an ad hoc event organised in Brussels in September 2022 was an opportunity to create synergies with other relevant stakeholders working in the field, and the Grase Twitter account resulted as the best channel to keep them updated on the latest activities from the project.

Local Dissemination Strategy

At the local level, dissemination followed an ad hoc strategy depending on the country:

SPAIN

Amiga published the core project outlines on its website and used its social networks (LinkedIn, Facebook, Instagram, Twitter) and email platform to send out notifications, invitations and project information.

Also, for Amiga, the LinkedIn channel seemed to be the one who generated a higher amount of impressions, and since their current demographic on LinkedIn is focused primarily towards their sector, they believe it was the more targeted avenue. Furthermore, certain paid promotions on Facebook and Instagram provided a higher amount of traffic and increased webinar/event registrations.

Fundacion Adecco in Spain replicated the strategy developed by Amiga, also for them LinkedIn resulted as the most performing channel.

ITALY

As for Fondazione ISMU, in Italy, the strategy focused on creating engagement and awareness of the project through ISMU's LinkedIn account, geared more toward professionals, as well as through the more than 7,000 contacts of relevant stakeholders who are subscribers to the ISMU newsletter and through synergies with other relevant projects implemented by the Foundation and lastly through local networks where existing connections were already ongoing. While the communication developed for the GRASE project by FGB in Italy was the result of a combination of news production and focus published on the FGB website and their sharing on FGB's social media channels (LinkedIn 6682 followers - Twitter Ita 2310 followers and EN 165 followers). The variety and continuity of the content published (FGB website + GRASE editorial plan) and also shared regularly by all partners (always tagged in the posts) fostered increased interactions and gave visibility to the published content. As for Mylia a web page with newsletters entirely dedicated to the project were created. A brief introduction was included to explain what the project consists of (with a link to the ISMU website); a reference to the project toolkits and newsletters. Subsequently, news about the various dissemination events (webinars and events) was published. As regards social planning on the channels used by Adecco, this was done using LinkedIn, Facebook and Twitter with specific focus on Toolkits, webinars and events (see Deliverable D5.1 & D5.4).

The most difficult target to reach was the IT professionals.

In order to promote the webinar on the Toolkit "Mitigating AI bias in personnel selection processes", a more targeted strategy was added to what has already been described, Adecco drafted a save the date shared with all the project partners. As for the promotion carried out at Adecco, they implemented several activities using the full potential of the Adecco group's network of different companies, specifically:

- Through a database of companies owned by the Adecco group, a mailing list was set up with a selection of specific companies in the IT sector to which invitations were sent. A total of 176 companies were invited
- The webinar was publicized through the Adecco group's social media, in particular the LinkedIn channel which has the largest following
- A meeting was held to promote the event with the Adecco Sales Training team who were instructed to invite their client companies who they thought might be interested in the topic.

Despite this, there were only 16 people registered for the webinar and no one attended.

Therefore, Adecco decided on a new strategy, that of creating a video presentation of the toolkit that could be distributed and made more accessible to a wider audience without the constraint of fixed dates and times. The video was launched on 12 December 2022 and on the 21 December 2022 the video has 116 views

PORTUGAL

Also, in Portugal at local level, Aproximar identified LinkedIn as the best dissemination channel to reach a wider audience interested in the topic. The organization also employed its website to store and promote the GRASE activities as well as organising a webinar and a local event in Lisbon on the 22 December 2022 to disseminate the project and the GRASE tools within a broader audience.

All these organisations identified the LinkedIn channel as the most suitable one for the purpose of the Grase project.

Dissemination Results

The dissemination results of the GRASE project are defined as the sum of all the activities carried out by the partners in terms of dissemination at national and international level through social networks, websites, press releases, events, radio and media interviews, as well as the promotion carried out through the official project twitter channel.

Distribution Plan

The distribution plan for the GRASE project infographics was intended to inform and reach as many professionals as possible in the 3 countries involved in the project, informing them about the toolkits and encouraging them to use it in their daily work.

Each partner was responsible to print the infographics of the 3 toolkits and to provide a plan to disseminate it.

Fondazione ISMU carried a target strategy in order to reach as many professionals as possible. In order to do that ISMU has leverage the COPs network in the Metropolitan area of Milan as well as in the Lombardy region, plus it has organised a local event and several networking activities, therefore it has distributed 750 infographics poster, 1000 card, and n300 block notes.

For the Adecco Group in Italy, the distribution of the material was carried out by the Policies for Employability Team. Thanks to its strategic positioning and network of contacts in the area, they collaborate daily with labour market stakeholders, from CPLs to AFOLs, from the Municipality of Milan to the Lombardy Region itself. This allowed a distribution of the material that reached the main realities of the territory. They also acted as a distribution vehicle internally, to colleagues in Adecco's APLs.

The infographics were also promoted online through ISMU website, newsletter and social media.

Amiga used the local seminar as a hook to distribute the material. Local organisations and individuals that have participated in the different project activities are instead withdrawing the material from Amiga headquarters. Amiga distributed 500 copies of the infographics in 3 different formats.

Fundacion Adecco used its network and contacts to distribute the infographics at local level resulted in 100 poster and 100 usb containing the toolkit.

In Portugal, Aproximar produced and distributed: 100 Notebooks A5; 50 Aluminium bottles; 100 Bambu Pencil; 100 Aluminium ball pens.

Dissemination Plan

All the elements described in the dissemination and communication strategy resulted in a dissemination plan that served to plan and create a common strategy which helped the consortium dissemination.

In the annex: **1 Template of the 3 newsletters, 2 Excel file of the dissemination plan Y1 & Y2, 3 Plan of webinars and local events** are collected all the different tools used for this purpose .

Grase - Gender and Race Stereotypes Eradication in labour market access

Se non visualizzi la mail [Clicca qui](#)



Welcome to the [first GRASE Newsletter](#), where we will update you about the latest news and key findings of the project.

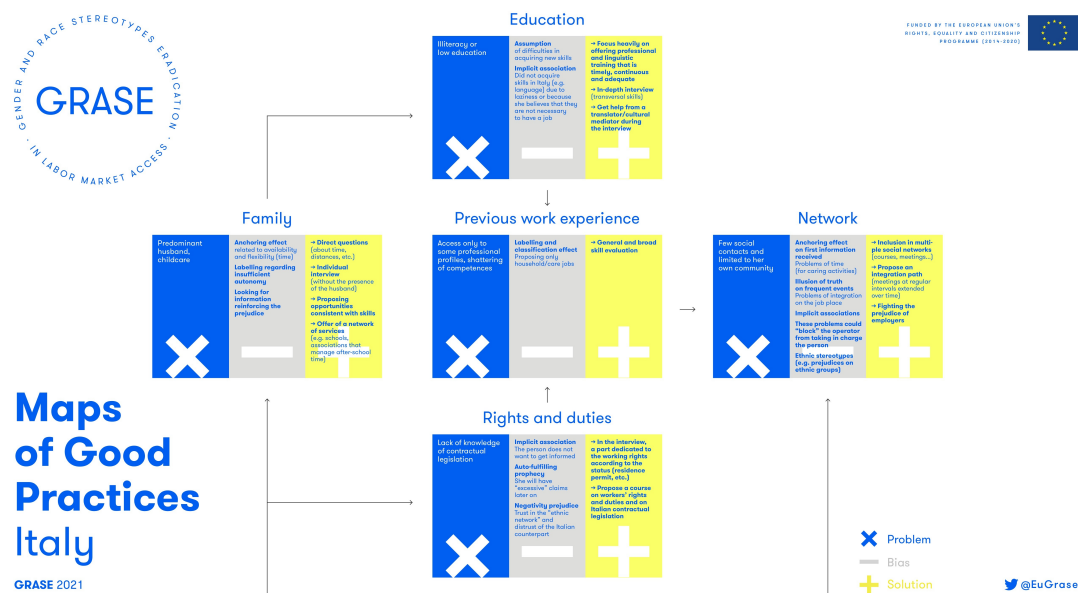
[GRASE](#) is a 2-year EU funded project under the EU's rights, equality & citizenship programme, focusing on facilitating the access of **women** with a **migratory background** to the labour market by reducing barriers in the career services system.

***GRASE's overall objective is to contribute to
reduce gender and race gaps by combining expert***

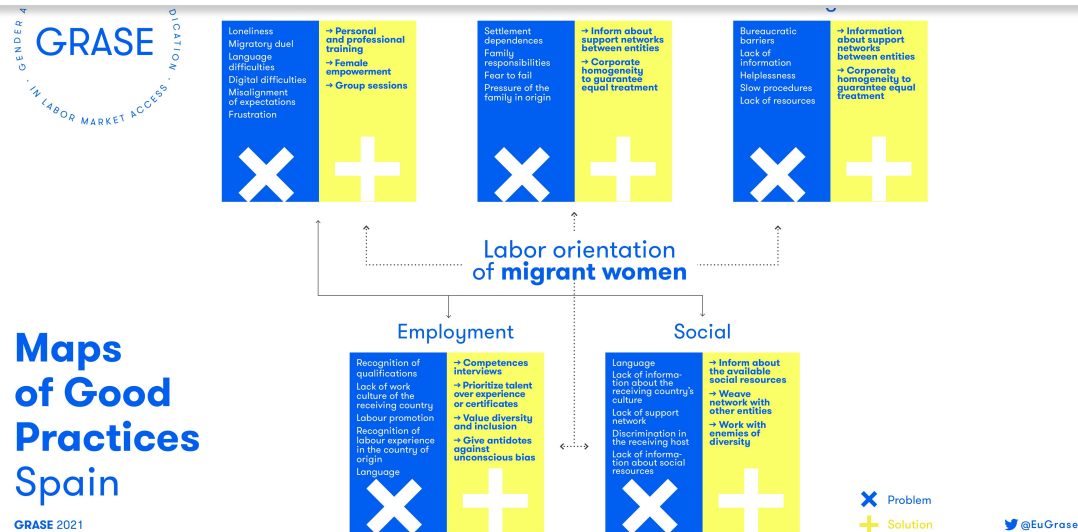
Community of Practices - COPs

GRASE implements and develops [Community of Practices \(COPs\)](#) composed by career counselling professionals, as spaces of reflection where their knowledge and skills are mobilized in order to identify race and gender stereotypes in their work.

The Italian Community of Practice (COP)



Map of critical and good practices developed by the Italian COP



The Portuguese Community of Practice (COP)

Over the last six months, the Portuguese Community of Practices (COP) has highlighted 5 main points, which are interconnected: Access to information, Clear language, Self-assessment tools, Training, Cooperation between institutions. Neither the guidance professionals nor the migrant women have access to clear and objective information. The use of opaque language is a **major barrier** for **migrant women** to know their rights and how and where to claim them. Furthermore, professionals do not have access to clear and objective information which would help them to improve their performance. **Good practices** in this field consist of self-assessment tools and training/workshops that help career counselling professionals to deconstruct their unconscious prejudices. **Collaboration** between associations working with migrant women and enterprises in order to create partnerships and protocols is also seen as good practice.

Learn more about the Portuguese Map [here](#)

representing potential obstacles that, on the one hand, migrant women may have to face and, on the other, could generate stereotypical thoughts and actions in the professionals of career counselling services. The map therefore associates each node to a problem, and to each problem an induced / unconscious **prejudice** of the professional. For each problem, the map proposes a solution in the form of possible methods to counter it such unconscious prejudice.

Learn more about the Italian map [here](#)

The Spanish Community of Practice (COP)

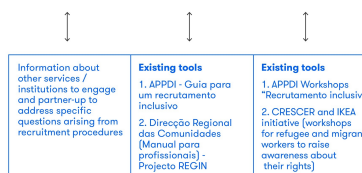
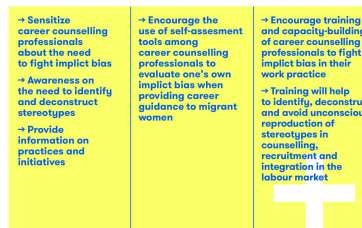
Over the course of six months, has focused on the figure of the **job counsellor**, holding a central position and a vantage point in providing support to **migrant women**, especially in relation to five different environments identified by the COP: **Personal, Family, Legal, Social and Work**.

This requires a high level of specialization and qualification on the part of the job counsellor, as well as a strong effort to make unconscious prejudice conscious, to eradicate one's own gender and race stereotypes.

Find out more about the Spanish Map [here](#)



Career Counselling Professionals Fighting Against Implicit Bias



Maps of Good Practices Portugal

GRASE 2021



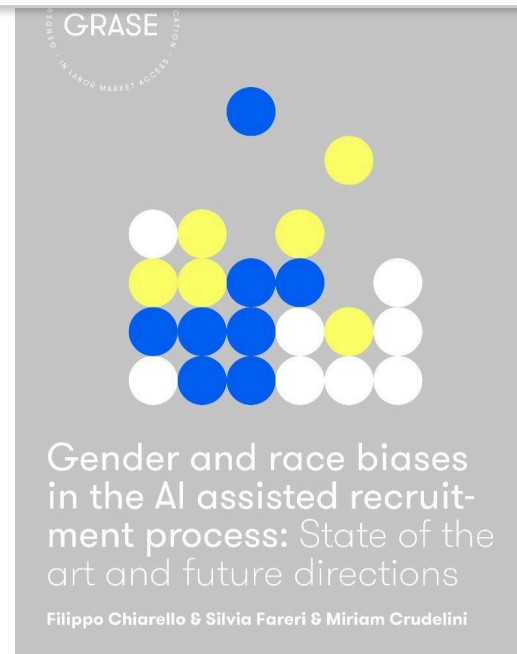
Research

Our [research activities](#) will provide a solid empirical knowledge for understanding the intersectional discrimination (reproduced also by digital job placement platforms) experienced by women with migrant backgrounds in accessing the labour markets as well as the gender gap existing in international databases and surveys.



Gender and migration background at their intersection. An analysis of labour market data in Europe

Starting from the 2020 [Gender Equality Index](#) edition and using all the relevant, available data from the European Commission's EU Labour Force Survey and Eurofound's European Working Conditions Survey, this report examines what is currently known on working conditions in Europe and GRASE target countries – Italy, Portugal, and Spain – focusing on the intersection between gender and migrant status. The analysis of several indicators of gender equality and participation in the



Gender and Race Biases in the AI assisted Recruitment Process: State of the Art and Future Directions

As well as other business functions, human resources are nowadays impacted by new technologies with the aim of facilitating and improving their work. As every new technology, the advantages are unfortunately linked to potential threats of the technology. The [biases](#) that influence many HR decisions, with a particular focus on gender biases and race biases are unfortunately detectable when applying machine learning algorithms. In this report, starting from a general overview about

especially non-EU born women, compared with native women and men in the EU. The report also reflects on the gaps in the available data and indicators to draw a genuinely [intersectional picture](#) of the plural society under study.

[Download the report here](#)

[machine learning](#) are studied. Then, it is explored how these two types of biases negatively influence the [digitised](#) recruitment process presenting a framework of the main criticalities detected

[Download the report here](#)

Labour policies at the intersection of gender and race

This report is meant to provide a theoretical overview of the concept of intersectionality of discriminations, and on its use and implementation in international and EU legislation, as well as in EU Member States' policies.

[Download the report here](#)



A **new Report**, "*Policies and practices of labour inclusion of migrant women*" will be publish soon on our website.



GRASE's overall objective is to contribute to reduce gender and race gaps by combining expert knowledge on gender and migration with the practical knowledge of career counselling professionals.

Welcome to the [second newsletter](#) of the [GRASE project](#), where we will update you about the latest consortium news and key tools!

Over the past few months we have developed three Toolkits to tackle the reproduction of [bias and stereotypes against women with a migratory background](#).

Find out more about the toolkits below ↓

Toolkit 1: Effective strategies to fight race and gender stereotypes in career counselling services

Toolkit n°1 focuses on career counselling services and on their daily work practices, to increase awareness of how gender and race stereotypes get wittingly and unwittingly reproduced, thereby enhancing their capability to properly recognize and assess migrant's women skills and potential.

Italy, Spain and Portugal. The testing phase was assessed through the collection of interviews and questionnaires.

The finalization of the Toolkit significantly drew from the evidence gathered in the evaluation incorporates the feedback and inputs provided by the testing phase.

→ *Discover the Toolkit [here](#)*



Toolkit 2 – Raising awareness against gender and race stereotypes in recruitment: training for career counselling professionals



Toolkit n° 2 contains training contents and modules that support career counselling professionals in their job and is designed to implement awareness-raising strategies fighting gender and race stereotypes in recruitment. The Toolkit proposes an interactive methodology based on experiential learning to become aware of the existence of unconscious biases with the aim of supporting the activation of behavioural changes towards fairer recruitment practices.

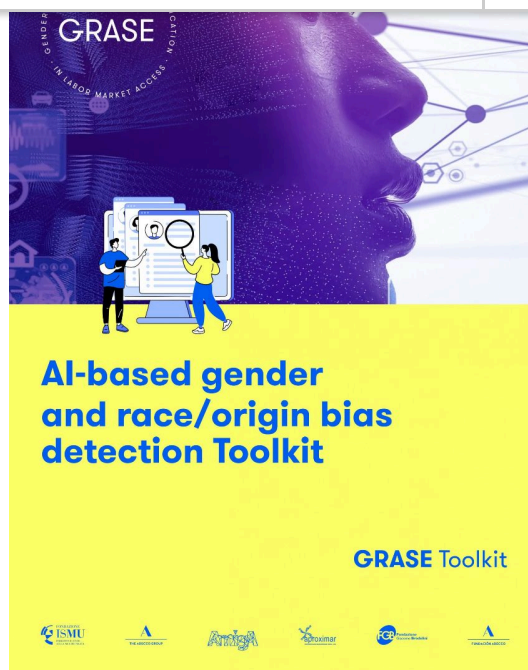
Download the toolkit [here](#)

Toolkit 3 – AI-based gender and race/origin bias detection toolkit

behind the recruitment process conducted using artificial intelligence algorithms.

The Toolkit can be successfully used by public services or employment companies, allowing them both to check for bias in job offers drafted prior to their publication and to test the software used in the selection of applications.

Download the toolkit [here](#)



Events

On September 22 we will present our project in Brussels during a closed-door event called

GRASE project: an intersectional approach to facilitate migrant women's inclusion

But do not worry, this fall is also full of public events in **Italy, Spain and Portugal** as well as webinars allowing us to introduce you to the many results of our project.

Stay tuned & and keep following the latest news from the project on our **Instagram** official account [@EuGrase!](#)

For more info about the upcoming events please contact c.lindenberg@ismu.org



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Grase - Gender and Race Stereotypes Eradication in labour market access

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To:
Recipient's email address

From:
Fondazione Ismu
comunicazione@ismu.org

Subject:
✉ Women with a migrant background in the labour market: fighting stereotypes and implicit bias

Preview Text:
GRASE Final Project Webinar- Friday 16 December, 12.00 – 1.30 pm CET



GRASE invites you to the final project webinar

Women with a migrant background in the labour market: fighting stereotypes and implicit bias

Friday 16 December, 12.00 - 1.30 pm CET



Women with a migrant background in the labour market: fighting stereotypes and implicit bias

GRASE Final Project Webinar



- 12.00 Presentation of the GRASE project**
Emanuela Bonini, Sociologist and Project manager at Fondazione ISMU
- 12.10 Round table Women with a migrant background in the labour market: fighting stereotypes and implicit bias**
Moderator Marta Capesciotti, Researcher in gender studies at Fondazione Giacomo Brodolini
- Sabrina Marchetti, Sociologist at the University of Venice*
- Fabiola Ortega de Mora, Sociologist at the Pablo de Olavide University of Seville*
- Catarina Martins, Project officer on Integration at Conselho Português para os Refugiados*
- Stella Nyanchama Okemwa Anthropologist and Board member of European Network Against Racism*
- 1.10 Q&A**

Registration www.ismu.org  [@EuGrase](https://twitter.com/EuGrase)



The webinar is the conclusive event of the [GRASE project - Gender and Race Stereotypes Eradication in labour market access](#) focuses on facilitating the access of women with a migratory background to the labour market by reducing barriers in the career counselling services.

This webinar will be the opportunity to reflect on the reproduction of intersectional stereotypes, to assess the project's results and to present its products: [3 toolkits](#) to fight race and gender stereotypes in career counselling services and AI-based recruitment and [4 studies](#) on gender and race in labour policies, practices of labour inclusion of migrant women and gender and race biases in AI-assisted recruitment processes

Register here

	DISSEMINATION PLAN GRASE						
	DATE	COMMUNICATION GOAL	COMMUNICATION TOOL	AUDIENCE	FREQUENCY	KEY ACTIONS	OWNER
YEAR 1	Starting date	Description of the dissemination actions	Method of Communication	who will receive the communication?	How often it will happen?	Dissemination actions	Who is responsible?
FEBRUARY 2021	26.02.2021	Presentation of the Project Visual Identity (LOGO & key social network visuals)	EMAIL/CALL	ALL THE PROJECT PARTNERS (PP)	ONCE	VISUAL IDENTITY	FONDAZIONE ISMU
	26.02.2021	Creation of the Twitter Account	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
	26.02.2021	web page creation with info and news about GRASE	ONLINE	ALL THE PP' AUDIENCES	QUARTERLY	WEBSITE	ALL THE PROJECT PARTNERS (PP)
	26.02.2021	social media coverage	SOCIAL NETWORK	ALL THE PROJECT PARTNERS FOLLOWERS (PP)	EVERY 2 MONTHS	SOCIAL NETWORK	ALL THE PROJECT PARTNERS (PP)
MARCH 2021	01.03.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
	08.03.2021	TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
APRIL 2021	01.04.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
		TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
		social media coverage	SOCIAL NETWORK	ALL THE PROJECT PARTNERS FOLLOWERS (PP)	EVERY 2 MONTHS	SOCIAL NETWORK	ALL THE PROJECT PARTNERS (PP)
		Updates on diversity management practices (WP2 - MULTILEVEL COPs)	EMAIL	ALL THE PROJECT PARTNERS	EVERY MONTH 'till the end of the activity	WP2 - MULTILEVEL COPs	APROXIMAR AND ISMU
MAY 2021	01.05.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
		TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
		Updates on diversity management practices (WP2 - MULTILEVEL COPs)	EMAIL	ALL THE PROJECT PARTNERS	EVERY MONTH 'till the end of the activity	WP2 - MULTILEVEL COPs	APROXIMAR AND ISMU
JUNE 2021	01.06.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
		TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
		social media coverage	SOCIAL NETWORK	ALL THE PROJECT PARTNERS FOLLOWERS (PP)	EVERY 2 MONTHS	SOCIAL NETWORK	ALL THE PROJECT PARTNERS (PP)
		Updates on diversity management practices (WP2 - MULTILEVEL COPs)	EMAIL	ALL THE PROJECT PARTNERS	EVERY MONTH 'till the end of the activity	WP2 - MULTILEVEL COPs	APROXIMAR AND ISMU
		website news	ONLINE	ALL THE PP' AUDIENCES	QUARTERLY	WEBSITE	ALL THE PP' AUDIENCES

	KEY ACTIONS
	VISUAL IDENTITY
	GRASE TWITTER ACCOUNT
	SOCIAL NETWORK
	WEBSITE
	COLLECTION OF INFORMATION
	NEWSLETTER
	WP2 - MULTILEVEL COPs

JULY 2021	01.05.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
		TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
		Updates on diversity management practices (WP2 - MULTILEVEL COPs)	EMAIL	ALL THE PROJECT PARTNERS	EVERY MONTH 'till the end of the activity	WP2 - MULTILEVEL COPs	APROXIMAR AND ISMU
AUGUST 2021	01.08.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
		TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
SEPTEMBER 2021	01.09.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
		TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
		social media coverage	SOCIAL NETWORK	ALL THE PROJECT PARTNERS FOLLOWERS (PP)	EVERY 2 MONTHS	SOCIAL NETWORK	ALL THE PROJECT PARTNERS (PP)
		Updates on diversity management practices (WP2 - MULTILEVEL COPs)	EMAIL	ALL THE PROJECT PARTNERS	EVERY MONTH 'till the end of the activity	WP2 - MULTILEVEL COPs	APROXIMAR AND ISMU
OCTOBER 2021	01.10.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
		TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
		Newsletters containing updates on results and news on the project's activities.	EMAIL NEWSLETTER	ALL THE PROJECT PARTNERS MAILING LIST	EVERY 6 MONTHS, starting from month 10 of the project	NEWSLETTER	ALL THE PROJECT PARTNERS (PP)
		website news	ONLINE	ALL THE PP AUDIENCES	QUARTERLY	WEBSITE	ALL THE PROJECT PARTNERS (PP)
NOVEMBER 2021	01.11.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
		TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU
		social media coverage	SOCIAL NETWORK	ALL THE PROJECT PARTNERS FOLLOWERS	EVERY 2 MONTHS	SOCIAL NETWORK	ALL THE PROJECT PARTNERS (PP)
DECEMBER 2021	01.12.2021	Collection of Information about the project actions	EMAIL/CALL	ALL THE PROJECT PARTNERS	EVERY MONTH	COLLECTION OF INFORMATION	FONDAZIONE ISMU
		TWEETS update about the project	GRASE TWITTER ACCOUNT	PP + GENERAL PUBLIC + BENEFICIARIES	EVERY 2 WEEKS	GRASE TWITTER ACCOUNT	FONDAZIONE ISMU

COMMUNICATION PLAN January- December 2022							
	COMMUNICATION GOAL	DATE	web pages	Grase Twitter account (ISMU)	Partner Social networks (Consortium)	Newsletter	Notes
January 22	Promotion of the Reports		publishing the research on Grase page (IT and ENG) and local websites	promoting the Research Report on Gender and migration background at their intersection, Report Labour policies at the intersection of gender and race, Policies and practices of labour inclusion of migrant women, gender-and-race-biases-in-the-ai-assisted-recruitment-process-state-of-the-art-and-future-directions-en/	partner reshare		
February 22	Promotion of the Reports			promoting the Research Reports on Gender and migration background at their intersection, Report Labour policies at the intersection of gender and race, Policies and practices of labour inclusion of migrant women, gender-and-race-biases-in-the-ai-assisted-recruitment-process-state-of-the-art-and-future-directions-en/	partner reshare		
March 22	Promotion of the Reports			promoting the Research Reports on Gender and migration background at their intersection, Report Labour policies at the intersection of gender and race, Policies and practices of labour inclusion of migrant women, gender-and-race-biases-in-the-ai-assisted-recruitment-process-state-of-the-art-and-future-directions-en/	partner reshare		
apr-22	Focus group on toolkit1 to better understand key messages and dissemination			promoting the Research Reports on Gender and migration background at their intersection, Report Labour policies at the intersection of gender and race, Policies and practices of labour inclusion of migrant women, gender-and-race-biases-in-the-ai-assisted-recruitment-process-state-of-the-art-and-future-directions-en/	partner reshare		
May 22	Promotion of the Infographic of the Reports		Publishing the infographics of the Reports on the Grase page (IT and ENG) and local websites	Promoting the infographics of the Reports on the Grase page (IT and ENG) and local websites	partner reshare		
June 22	Promotion of the Infographic of the Reports			Promoting the infographics of the Reports on the Grase page (IT and ENG) and local websites			
July 22	Promotion of the Grase training on toolkit 2			results of the training session about toolkit 2	partner reshare		
August 22	Promotion of the Infographic of the Reports			Promoting the infographics of the Reports on the Grase page (IT and ENG) and local websites	partner reshare		
September 22	Toolkits and Infographics	see September dissemination plan	publishing products on Grase page (IT and ENG) and local websites	promoting	partner reshare	Grase Newsletter 2 (ISMU and all partners)	
	European Workshop	22th September		promoting the European webinar	partner reshare		
October 22	webinars						
	1x IT professionals (ENG)	tbd	Myla and all partners promoting the Webinar for IT professionals	promoting the Webinar for IT professionals	promoting the Webinar for IT professionals	Partners organisations newsletter promoting GRASE webinar both the on IT and the local one for career counseling professionals	
	3x Career counseling professionals (PT,SP,IT)	tbd	Each partner/Country promoting to local audience	promoting the webinars for career counseling professionals	Each partner/Country promoting to local audience	Partners organisations newsletter promoting GRASE webinar both the on IT and the local one for career counseling professionals	
November 22	Milan Local conference	15-14 November	ISMU promoting the Italian local conference	promoting the IT local conference	promoting the Italian local conference	ISMU local newsletter/mailling	Infographics distribution
	Portugal Local Conference	tbd	Aproximar promoting local conference	promoting the PT conference	promoting the PT conference	APROXIMAR local newslett/mailling	Infographics distribution
	Spain Local Conference	tbd	Amiga+ Fundacion Adecco promoting local conference	promoting the SP local conference	promoting the SP local conference	AMIGA+ F ADECCO local newslett/mailling	Infographics distribution
December 22	Final webinar	16.12.2022		promoting GRASE final webinar	All partners promoting GRASE final webinar	GRASE NEWSLETTER 3 - promoting GRASE final webinar	promoting GRASE final webinar
	All Grase results & products	tilt the end of the project		promoting Researches, Toolkis and Infographics	promoting Researches, Toolkis and Infographics		

Event Plan	date	title	partner responsible
European WORKSHOP in Brussels	22 September 2022	An intersectional approach to facilitate migrant women's inclusion	ISMU and all partners
webinars for Career counseling professionals			
ITALY	23 November 2022	Strategie per contrastare gli stereotipi di genere e background migratorio nei servizi di orientamento al lavoro	ISMU +Adecco IT+Brodolini
SPAIN	11 October 2022	Contra una doble discriminación: sobre el Proyecto GRASE y el acceso al empleo de las mujeres migrantes	Amiga
PORTUGAL	30 November 2022	Seminário GRASE: Eliminar os estereótipos raciais e de género no acesso ao mercado de trabalho	Aproximar
1 webinar for IT professionals	09 November 2022	Mitigating AI bias in personnel selection processes toolkit	Adecco IT
Local conferences			
ITALY - Milan	3 November 2022	Accesso al lavoro: sfide per le donne con background migratorio tra stereotipi e opportunità	ISMU +Adecco IT+Brodolini
SPAIN-Sevilla	23 November 2022	DISCRIMINACIÓN Y SESGO INCONSCIENTE LA IMPORTANCIA DEL PROYECTO GRASE	Amiga
SPAIN-Madrid	28 November 2022	Conferecio Grace final de proyecto	Fundacion Adecco
PORTUGAL -Lisbon	22 December 2022	Erradicar os estereótipos raciais e de género no acesso ao mercado de trabalho	Aproximar
1 Final international webinar	16th December 2022	Women with a migrant background in the labour market: fighting stereotypes and implicit bias	ISMU and all partners