



Sustainability@Leave

CA21150



Parental Leave Policies and Social Sustainability sustainability@leave CA21150

COMMUNICATION PLAN

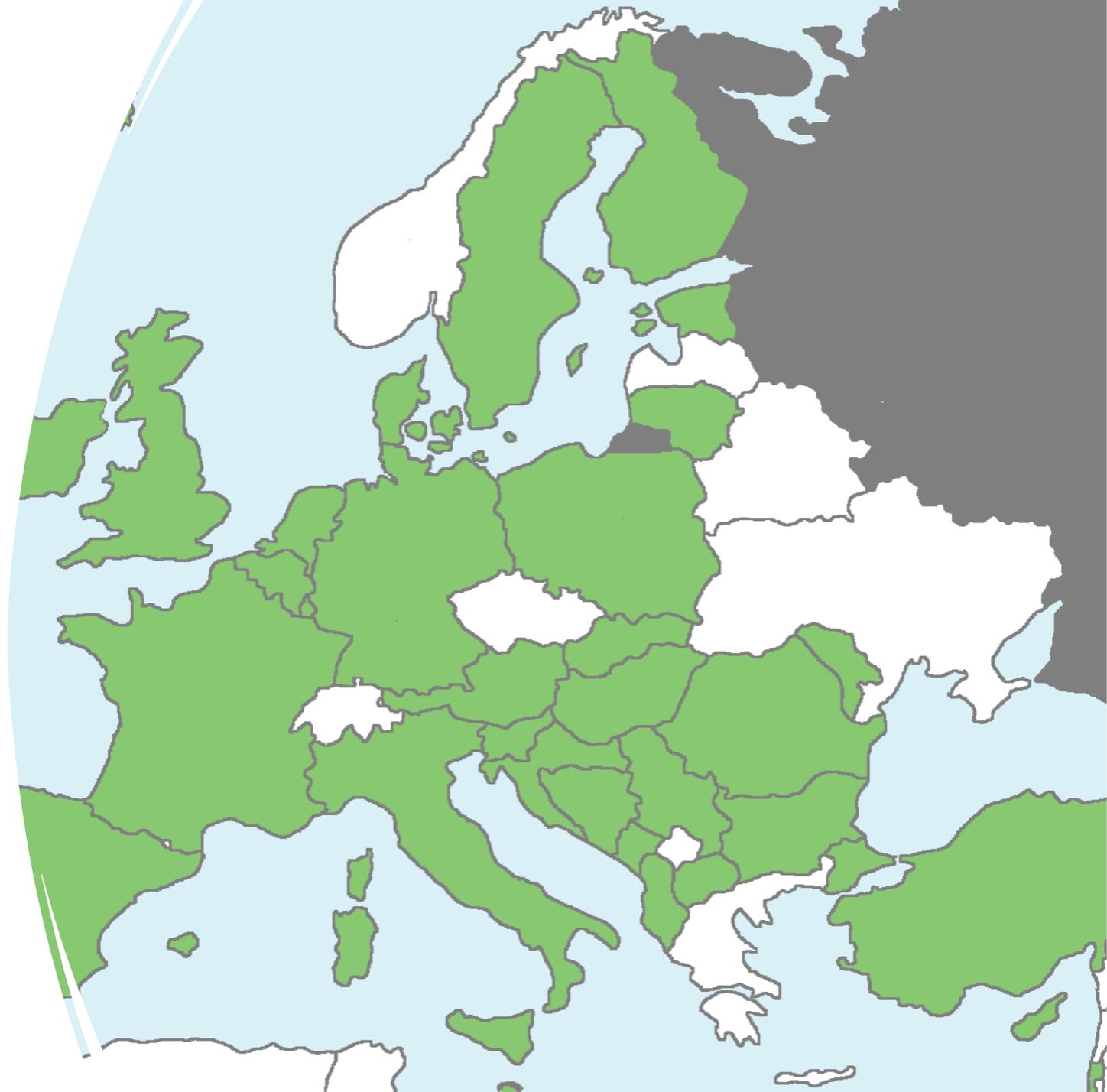
March 2023



Funded by
the European Union

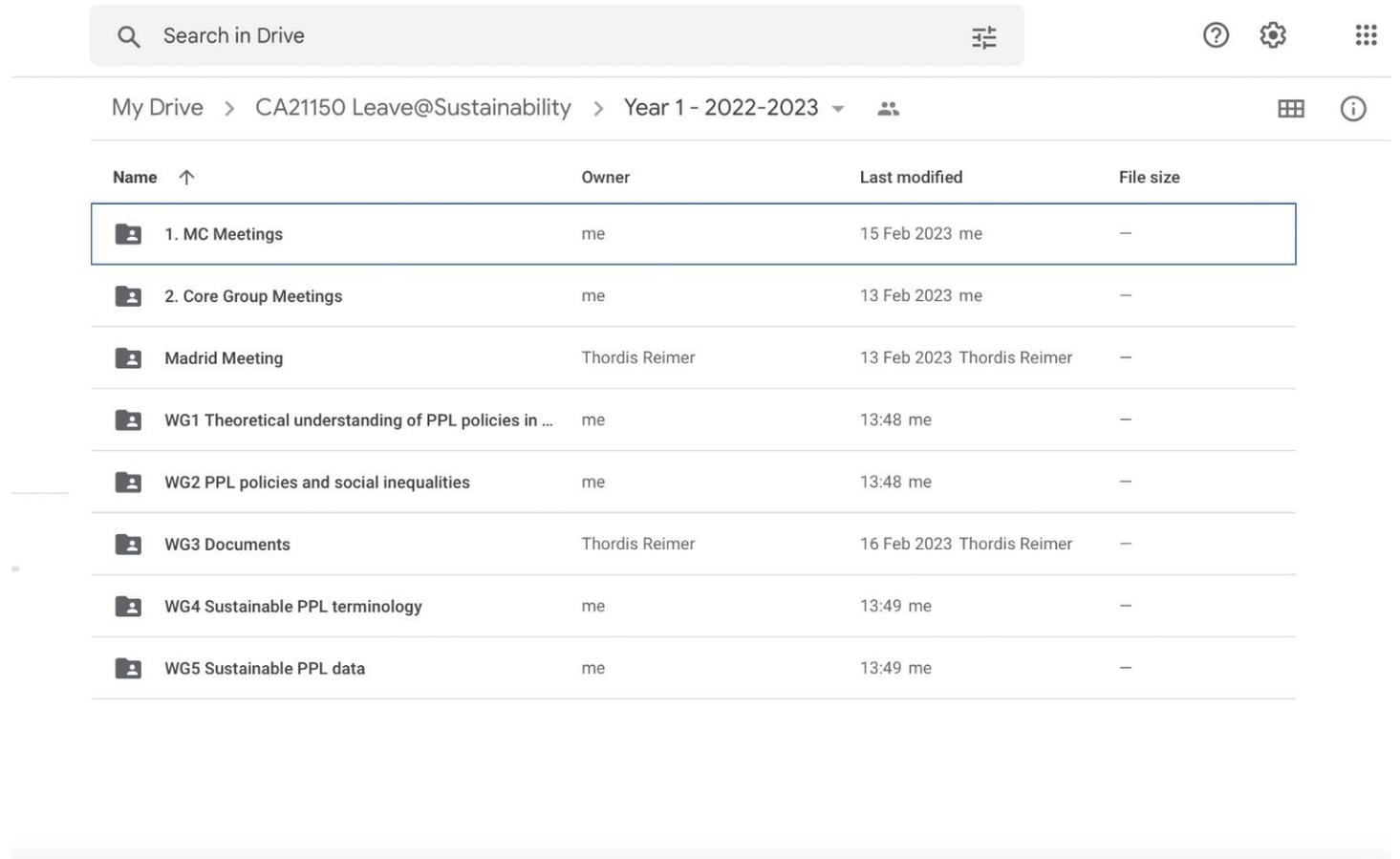
127 members from 38 countries

- Wide range of geographical coverage
- Culturally rich
- Heterogeneous
- Extensive expertise and skill set



Internal communication

- [Google Drive](#)



The screenshot shows a Google Drive interface. At the top, there is a search bar with the text "Search in Drive". To the right of the search bar are icons for help, settings, and a grid. Below the search bar, the breadcrumb path is "My Drive > CA21150 Leave@Sustainability > Year 1 - 2022-2023". To the right of the breadcrumb path are icons for a grid and an information icon. Below the breadcrumb path is a table with the following columns: "Name", "Owner", "Last modified", and "File size". The table contains the following rows:

Name	Owner	Last modified	File size
1. MC Meetings	me	15 Feb 2023 me	—
2. Core Group Meetings	me	13 Feb 2023 me	—
Madrid Meeting	Thordis Reimer	13 Feb 2023 Thordis Reimer	—
WG1 Theoretical understanding of PPL policies in ...	me	13:48 me	—
WG2 PPL policies and social inequalities	me	13:48 me	—
WG3 Documents	Thordis Reimer	16 Feb 2023 Thordis Reimer	—
WG4 Sustainable PPL terminology	me	13:49 me	—
WG5 Sustainable PPL data	me	13:49 me	—

Dissemination

- [Website](#)
- [COST Action page](#)
- [Twitter](#)
- @ppl_sustainable



Dissemination

Target audience	Potential form of outputs	Encouraged use
Academics, researchers, public officers	<ul style="list-style-type: none">· White paperReportsScientific articlesBook chapters	<ul style="list-style-type: none">· Visual communication toolsInfographicsVideosPhotos
General public	<ul style="list-style-type: none">· Announcements on the websiteTweetsBlog postsPress releases	<ul style="list-style-type: none">GraphsGifs
Biannual newsletter		

Dissemination

Email subscription

through the website to receive the newsletter. The newsletter can include information regarding the milestones of the Action, what is to expect, events to come, publications in the press etc.

The frequency of this email: two times a year following MC meetings.

Twitter

Content for the Twitter account is to be fed through the WG Comms Focal point support

Twitter account user info is to be shared with 2-3 Action members so the task is shared and the account does not grow weak over the course of the Action

Video

Some videos, including short interviews, are expected to be filmed at each event. These will be used for the dissemination of the Action.

WG-specific dissemination tasks

- Initiate collaboration for a book publication on a theoretical framework for PPL policies and their significance for sustainable societies with chapters provided by various academic disciplines.
- Make a session proposal for an international conference in 2023, together with WG4.

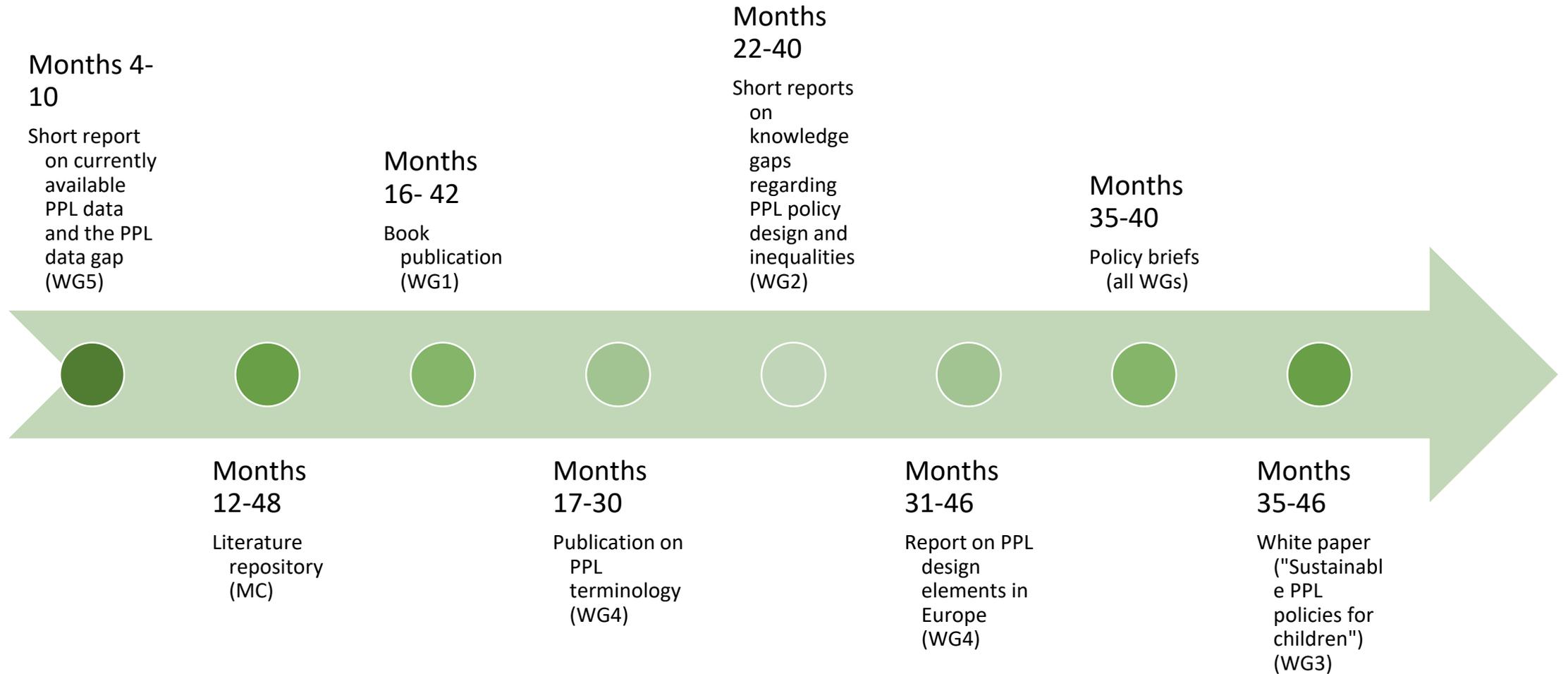
- Produce a report on knowledge gaps in PPL and social inequalities research.

- Write a White Paper on "Sustainable PPL policies for children".

- Publication in a Scientific Journal concerning the measurement of PPL in PPL research.
- Create a comprehensive report on PPL policy design elements in European countries.
- Make a session proposal for a sociological conference in 2023, together with WG1.

- Write a short report on currently available PPL data and the PPL data gap.

Knowledge production



WHAT is the
key
message?

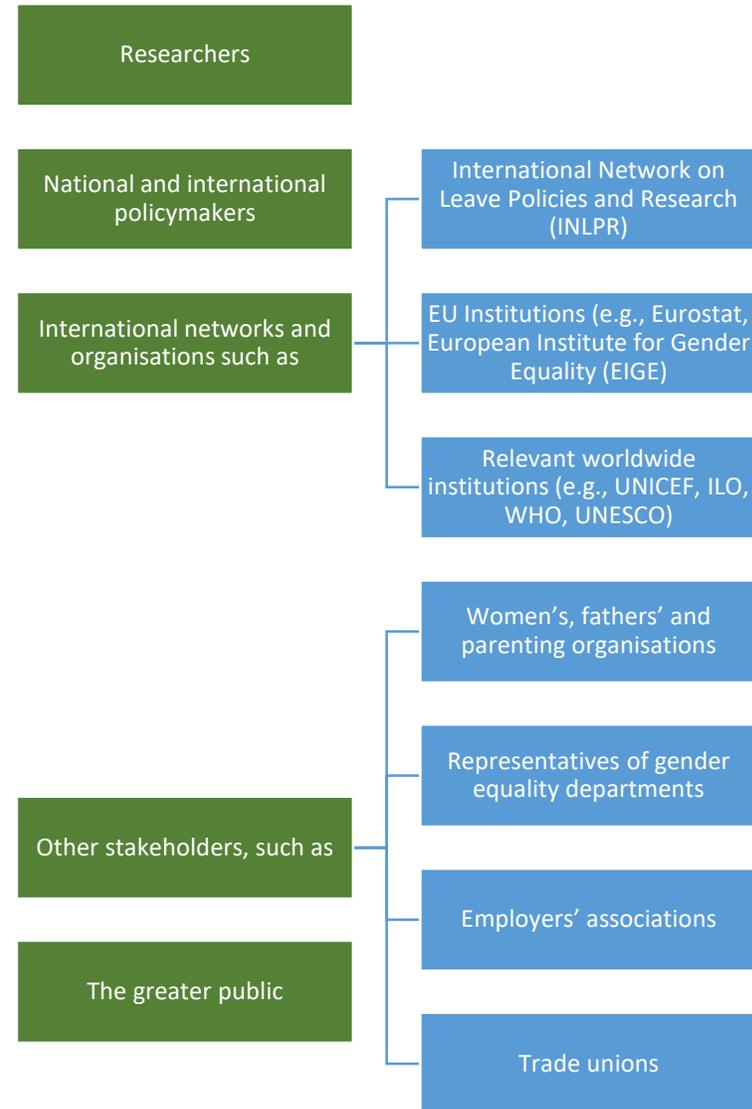
Raising
awareness of the
significance of
PPL policy design
for the future of
societies

Provision of
knowledge of
PPL policy as a
component of
social
sustainability

Facilitate future
research

Communicate
currently existing
research gaps in
PPL policy
research

WHO is the target audience?



WHERE and how to communicate & disseminate?

- Coordinate a series of scientific publications which are suitable for advancing the knowledge and discussion of the relevance of PPL policy design for sustainable societies
- Cooperate with stakeholders and policymakers
- Coordinate the provision of timely information on research findings for these groups in an easily accessible form, such as short videos, policy briefs and white papers
- Initiate sessions and roundtables at international conferences to enrich the discussion on PPL policy design and its consequences and relevance for social sustainability
- Organise workshops and training schools for students and early career investigators (ECIs) from countries with less capacity in the field of PPL research
- Organise a conference with stakeholders and policymakers at the end of the Action
- Ensure online access to all the meetings, workshops, and the conferences for those who are unable to join physically at the time of the event

Risks	Mitigation strategies
<p>Low level of engagement / uneven commitment among members</p>	<p>Ensuring continuous engagement of the action members. Close and regular contact between WG leaders and Science Communication Coordinator</p>
<p>Low level of visibility of the action</p>	<p>Continuous and regular use of the Twitter account. Promoting tweets to boost visibility and gain new followers.</p> <p>Use of logo and disclaimers in every possible action activity and output.</p>
<p>Stakeholder engagement</p>	<p>Findings strong and promising ways of collaboration with stakeholders, such as inviting them to seminars, conferences, organising meetings to have local expert views and engagement</p>
<p>Data protection failure</p>	<p>GDPR regulations will be strictly followed. All the sensitive data collected, such as contact information of</p>



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Thank you!

https://twitter.com/ppl_sustainable



This document is based upon work from COST Action sustainability@leave CA21150, supported by COST (European Cooperation in Science and Technology).

COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.



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