

GENDER EQUALITY TOOLKIT FOR GENERATION Z

# COMMUNICATION, DISSEMINATION & SUSTAINABILITY



Co-funded by the  
Erasmus+ Programme  
of the European Union

**GETZ**



# Summary

## Twitter @GetzProject:

- 252 followers
- ~ 900+ tweets
- Impression: 151 065

## Facebook:

- 111 followers
- 106 persons who likes
- 50 posts
- Impression: 4 641

## Website (getzproject.eu):


- Objective: 5 000 visitors

## Seminars:

- Good Governance and Gender Equality in Sport – Zagreb, November, 2018
- Women in Sport and Exercise Conference 2019 – London, June 2019
- FISU-EUSA Seminar - Kranjska Gora, April 2019
- International Physical Literacy Conference - Umeå



# Examples


 **GETZ Project**  
15 januari 2020 · 🌐

Big thank you to Maria Hendar from [GETZ Project](#) partner [RF - SISU Västerbotten](#) (formerly Västerbottens Idrottsförbund) for introducing the MOOC (Massive Open Online Course) at a Swedish Sports Confederation's national Inclusion and Integration seminar.  
Now looking forward to seeing the toolkit roll out in the south as well as the north of Sweden 🇸🇪 🇸🇪


#erasmusplussport  
#getzproject

ht... [Visa mer](#)

Visa översättning







Home  
The "Gender Equality Toolkit for generation Z" ...






Home  
The "Gender Equality Toolkit for generation Z" ...

6 2 delningar

 Gilla  Kommentera  Dela

 **GENDER EQUALITY TOOLKIT FOR GENERATION Z**

HOME ABOUT AIMS EVENTS NEWS TOOLKIT   

THE "GENDER EQUALITY TOOLKIT FOR GENERATION Z" (GETZ) PROJECT DESIGNED TO EDUCATE GENERATION Z ON THE ISSUES RELATING TO GENDER EQUALITY AND EQUAL OPPORTUNITIES IN SPORT IS NOW LIVE, CLICK ON TOOLKIT FOR FREE ACCESS!

 **GETZ Project** @GetzProject · 1 apr.

Register for the GETZ conference to hear all about the 3 year project focussed on Educating Generation Z on gender equality in sport! Register via [worchester.ac.uk/wise2021](http://worchester.ac.uk/wise2021) as the GETZ conference is parallel to the @wiseconf 📌



# Seminars



*Good Governance and Gender Equality in Sport - Zagreb*



*GETZ workshop during IPLC 2019 Umeå*



*Women in Sport and Exercise Conference 2019 - London*



*FISU-EUSA Seminar - Kranjska Gora*



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# Branding - GETZ

- **Purpose:** Create awareness of the project and associate activities to the project by using visual materials.

- **Objectives:**

- 50 % of external participants at events can recall that GETZ has been part of the event

Visual materials with project and EU logo shall be present at all project meetings and events (besides the kick-off)

- **Main target groups:**

- University professionals
- Trainers/coaches in sports clubs
- Board members of clubs and federations
- EU officials

- **Visual materials:**

- **Image guidebook:** Logo and specifications on how to use it, as well as standard templates to present project reports, prepare letters and presentations. (Lead: UW with help from SSC)
- **Roll-ups:** Design that stands out and quickly identifies the project. Focus on project logo and aim, EU logo and website address also present. To be used at all official project meetings, events and other activities where the project is represented. (Lead: UW)
- **Flyer (digital & for print):** Short description of the project. Focus on aim, partners, description of the toolkit and contact information. To be handed out at all project activities with external contacts. (Lead: UW)





# Branding - GETZ

WWW.GETZPROJECT.EU

**GETZ**  
GENDER EQUALITY TOOLKIT FOR GENERATION Z

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**GETZ INAUGURAL ONLINE CONFERENCE**  
THURSDAY 22ND APRIL 2020 / 10AM - 6:30PM

**SESSION 1 (10-12):  
WELCOME AND INTRODUCTION TO THE GETZ PROJECT**

**SESSION 2 (1-3):  
PARTNERS SEMINAR - DESIGN, DELIVERY, PROMOTING AND MONITORING**

**SESSION 3 (4:00-6:30):  
STUDENT SEMINAR - 'GENERATION Z - EXPLORING THE ISSUES OF GENDER EQUALITY IN SPORT'**

**KEY NOTE ADDRESS: HAVARD OVREGARD - NORWEGIAN OLYMPIC AND PARALYMPIC COMMITTEE AND CONFEDERATION OF SPORTS, NORWAY**

REGISTER FROM MONDAY 22ND MARCH VIA [WWW.WORCESTER.AC.UK/WISE2021](http://WWW.WORCESTER.AC.UK/WISE2021)

REGISTRATION PROVIDES ACCESS TO BOTH THE GETZ CONFERENCE AND THE WISE CONFERENCE

University of Worcester, Halden University College, VUB, Amsterdam University of Applied Sciences, Västerbottens idrottsförbund, EUSA, CROATIA

**GETZ**  
GENDER EQUALITY TOOLKIT FOR GENERATION Z

Image Guidebook

**GETZ**  
GENDER EQUALITY TOOLKIT

♂ ♀

Educating Generation Z via a **Massive Open Online Course (MOOC)** to become change agents and leaders in sport, who can breakdown gender stereotypes and barriers for future generations.

ACCESS THE TOOLKIT VIA [WWW.GETZPROJECT.EU](http://WWW.GETZPROJECT.EU)

JOIN THE CONVERSATION AND LET YOUR VOICE BE HEARD!

UNITS:

- CULTURE & SOCIETY
- GOVERNANCE & LAW
- COMMERCE
- MEDIA
- PARTICIPATION
- EVENTS

MOOC LIVE FROM 23RD SEPTEMBER 2019

[getzproject@worc.ac.uk](mailto:getzproject@worc.ac.uk)

@getzproject

@getzproject

# Dissemination - GETZ

- **Purpose:** Create awareness of project results (project activities, Toolkit and research report)
- **Objectives:**
  - All target groups represented in followers of either Twitter or Facebook (measured through observation)
  - > 24 000 persons (not unique) reached through social channels
  - > 5 000 visitors to the project website
- **Main target groups:**
  - University professionals
  - Trainers/coaches in sports clubs
  - Board members of clubs and federations
  - EU officials
  - Regional press in partner countries (as defined by each partner)
  - Sports media in partner countries
- **Main activities and channels:**
  - **Website:** The GETZ website will contain news about the project, contact info, link to/embedding of the educational resource.
  - **GETZ Facebook:** Continuous reports from project activities, news and related activities (such as relevant research on or news about gender equality). Examples of content from the toolkit. Seminars posted as Facebook events.
  - **Partners' own social media channels:** Sharing of relevant content from the GETZ Facebook page or GETZ Twitter.
  - **Seminars:** Presentations with more in-depth information about project activities and content of the toolkit at each seminar. (Lead: UW - According to project plan)
  - **GETZ Twitter:** Continuous reports from project activities, news and related activities (such as relevant research on or news about gender equality). Examples of content from the toolkit.
  - **Newsletters:** The project lead (**UW**) will summarise main activities in a newsletter 2-3 times/year. The newsletter will be sent to each project partner for distribution in each respective partners networks. Newsletters will be timed with invitations to seminars.
  - **PR:** Press activities, such as press releases or conferences, will arranged by the hosting partner in connection to each project seminar. Major milestones of the project, such as finalising the research report, will also be distributed to local media.



# Communication - GETZ

- **Purpose:** Creating awareness among end-users (students/sports clubs) and convincing them to adopt and/or apply the toolkit.
- **Objectives:**
  - All target groups represented in followers of either Twitter or Facebook (measured through observation)
  - > 24 000 persons (not unique) reached through social channels
  - > 5000 visitors to the project website (measured through Google Analytics)
- **Main target groups:**
  - Generation Z in all countries – primarily those active in sports
  - University students at the partner universities
  - Sports Clubs in all countries
- **Main activities:**
  - **GETZ Facebook:** Share examples from the Toolkit content. Motivate the need for the Toolkit through relevant statistics and testimonials.
  - **Seminars:** PPT-presentation explaining the project and the Toolkit. Rollups. Folders. **(Lead according to each seminar in the project plan)**
  - **Twitter:** Share examples from the Toolkit content. Motivate the need for the Toolkit through relevant statistics and testimonials.
  - **E-mail:** Invitations for the Toolkit will be sent out through each partners networks (to sports clubs, students and universities), and if possible in newsletters. (distribution by all to minimum 20 contacts each)
  - **Website:** News about the progress of the Toolkit.
  - **PR:** Press release to local, regional and national media in all partner countries about the launch of the toolkit.
  - **Influencers:** Each partner should identify an influencer who can reach GenZ and help create awareness about the Toolkit through social channels





# Boilerplate - GETZ

*(to be used in e-mail signatures, on roll-ups, business cards etc.)*

## **- Promoting gender equality in sport -**

*GETZ is an international project with funding from Erasmus + Sport. The aim is to facilitate gender equality in sport leadership by educating Generation Z.*



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**GETZ**



# Sustainability - GETZ

- **Purpose:** Prolonging the effects of the project by ensuring that results and Toolkit remain available after the funding period.
- **Objectives:**
  - Website active 5 years after the project (UW)
  - Toolkit active on Canvas Network 5 years after the project (UW)
  - Results uploaded on the Erasmus+ Project Results Platform (UW)
  - Toolkit content should be designed in order to still be relevant in 8 years time (UW)

# Contact - GETZ

#getzproject

@getzproject

[facebook.com/getzproject/](https://facebook.com/getzproject/)

[getzproject.eu](https://getzproject.eu)



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**GETZ**

# Thank you so much for listening!

Ola Svensson  
Swedish Sports Confederation  
Operations Manager  
+46703432745  
[ola.svensson@rfsisu.se](mailto:ola.svensson@rfsisu.se)

