



SHAREE

PLAN ON COMMUNICATION, DISSEMINATION AND EXPLOITATION

D6.1 Plan on communication, dissemination and exploitation

WP6 Dissemination, Communication and Outreach

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Table 1 Revision History

Version	Date	Summary of Changes
Table 1.0	10.10.2024	Structure of Excel table of communication, dissemination, and exploitation activities
Table 2.0	15.10.2024	Excel table updated by all partners
Table 3.0	16.10.2024	Excel table updates integrated
Plan 1.0	18/10/2024	Text version, opened for partners' comments
Plan 2.0	25.10.2024	Text with members comments
Plan 3.0	29.10.2024	The final version of the plan

Executive summary

The Plan on Communication, Dissemination, and Exploitation is a part of the work package 6 (WP6) on “Dissemination, communication and outreach”. The work package is dedicated to disseminating and communicating the project outputs. The purpose of the Plan on Communication, Dissemination, and Exploitation is to ensure a clear communication system

of the project's ongoing activities, results, and application of results by partners and third parties in Estonia and elsewhere in Europe.

The Plan on Communication, Dissemination, and Exploitation will be constantly updated throughout the project period by the TLU team, which aims to keep the plan up-to-date throughout the project period and after its completion. The updated plan D6.2 will be published in M30 (November 2026).

This document is conducted based on the EU Grant Agreement (GA), the Description of the action (DoA), and the Consortium Agreement (CA) of the SHAREE project. Therefore it uses as a basis the terms and conditions defined in named documents.

Table of Contents

1. Introduction.....	6
1.1 Purpose.....	6
1.2 Abbreviation list.....	6
1.3 Project summary.....	7
2. SHAREE communication plan	8
2.1 Aim of communication	8
2.2 Target group - stakeholders	8
2.3 Key messages.....	9
2.4 Tools and channels	10
2.5 Performance and reporting.....	11
3. SHAREE dissemination plan	11
3.1 Aim of dissemination	11
3.2 Dissemination activities and results	12
3.3 Performance and reporting.....	13
3.4 Open Science Practices	13
4 SHAREE exploitation plan	14
4.1 Key pathways toward impact	14
4.2 Exploitation results and activities	15
4.3 Potential barriers of exploitation	15
4.4 Performance and intellectual property management	16
5 SHAREE Visual Identity and Templates	17
5.1 Visual Identity.....	17
5.2 The use of logos	17
5.3 Dissemination channels.....	19
5.3.1 Website	19
5.3.2 European Commission Platform.....	20
5.3.3 Social Media	21
5.3.4 Scientific articles.....	23
5.3.5 Newsletters.....	23
5.3.6 Events.....	23
5.3.7 Oral presentations of the SHAREE project	24
5.3.8 Templates.....	25
6 Ethics and GDPR	27
7 Timeline for communication, dissemination and exploitation.....	28

List of Tables

Table 1 Revision History	2
Table 2 Stakeholders of SHAREE	8
Table 3 Channels of communication	10
Table 4 Dissemination activities, results, and stakeholders	12
Table 5 The dissemination activities and KPIs	13

List of Figures

Figure 1 The logo of the SHAREE project	17
Figure 2 The logos of consortium partners	18
Figure 3 The logo of the European Union	18
Figure 4 The logos of the Science Kitchen	18
Figure 5 SHAREE project landing page	20
Figure 6 SHAREE information in CORDIS	21
Figure 7 An example of the Science Kitchen Facebook cover page	22
Figure 8 An example of the Science Kitchen Instagram cover page	22
Figure 9 Example of the design of the event advertisement	24
Figure 10 Template of the Word files, e.g. deliverables, reports	25
Figure 11 Template of PowerPoint slides	25
Figure 12 Template of participant lists	26
Figure 13 Template of the signs to guide participants	26
Figure 14 An example of a social media post in Facebook	27
Figure 15 Timeline for communication, dissemination and exploitation	28

1. Introduction

1.1 Purpose

This document describes the SHAREE plan for the communication, dissemination, and exploitation activities that take place during the entire project lifetime, having more emphasis in the second half of the project. The plan is set out as a living document, aimed at providing a general framework for partners in all communication, dissemination, and exploitation activities. To establish a solid basis for the long-term impacts of SHAREE, communication, and dissemination activities aim at raising stakeholders' awareness about the project and its accomplishments, as well as generating the engagement of its relevant stakeholders. At the same time, exploitation activities aim to identify and describe the results of the project and foresee and map their potential valorization routes.

Relevant information concerning the communication, dissemination, and exploitation action can also be found in the following contractual documents, which are taken as reference for the drafting of the current plan in SHAREE:

- Annex 1 to the GA (DoA)
- CA

TLU has the leading role in WP6. However, the agreed plan in the consortium will be supported by all partners.

The plan presented below, as well as its actions and products, will be subject to periodic revisions and amendments, in case necessary, taking into account new challenges and opportunities, which may occur during the project implementation and also from the expanded stakeholders' consultation process. The communication, dissemination, and exploitation actions will be subject to monitoring and evaluation by TLU, which will be readjusted following the project evolution. This document will be updated during the whole duration of the project and resubmitted at M30.

1.2 Abbreviation list

The following abbreviations and acronyms are used in the presented strategy.

M	Month
WP	Work Package
TLU	Tallinn University
EU	European Union
GA	Grant Agreement

IATED	The International Academy of Technology, Education and Development
ETAG	Estonian Research Council
KPI	Key Performance Indicator
CC BY	Creative Commons Attribution licence
CC BY-NC	Creative Commons Attribution – Non-commercial License

DoA	Description of the Action
CA	Consortium Agreement
EC	European Commission
UH	University of Helsinki
ATU	Atlantic Technological University
IFHE	International Federation for Home Economics
NERA	Nordic Educational Research Organization
EUCEN	Multidisciplinary Association for University Lifelong Learning in EU

CC BY-ND	Creative Commons Attribution - No Derivatives license
FAIR	Findable, Accessible, Interoperable, and Reusable
PSC	Project Steering Committee
CORDIS	The Community Research and Development Information Service
PC	Project Coordinator
ECR	Early Career Researcher
GDPR	General Data Protection Regulation

1.3 Project summary

The overall objective of SHAREE is to develop a European-scale research and innovation-based hub at Tallinn University Science Kitchen, with a sustainable management and research performance, strong networking, and finance generation capacity to become an independent and internationally recognized actor in the field of home economics.

The specific objectives are:

- To establish a fully functioning Science Kitchen hub at TLU to lead and foster science-based home economics research and education in Estonia;
- To maximize the sustainable management of Science Kitchen in TLU;
- To advance the quality and volume of research on home economics in Estonia, especially integrating STEAM pedagogy and natural sciences in cooperation with the international project partners and increase the impact of the research locally, nationally, and internationally, with a specific focus on the policy relevance of the research ideas;
- To improve TLU's network in the home economics area as well as the visibility of all the partners;
- To improve the attractiveness of TLU and its partners for both experienced and early career researchers;
- To foster gender equality by creating bridges between different disciplines, which traditionally attract more women, and disciplines which traditionally attract more men.

2. SHAREE communication plan

2.1 Aim of communication

The objective of the communication strategy is to share up-to-date information and promote activities on the ongoing project SHAREE. It tends

- to facilitate the implementation of the project through an exchange of information between project partners, the EC services, and stakeholders;
- raise awareness about the project and different fields of application;
- increase understanding about the benefits and uses of the project process and outputs;
- facilitate the uptake of results.

A fluent internal and external communication ensures a successful implementation of the project. The external communication activities (with types of messages, expected outcome, and key performance indicators for specific target groups) are agreed internally upon by the partners of SHAREE: TLU, UH, and ATU. The types of activities and additional information are pre-defined to enable partners to make further communication plans, by estimating detailed plans for the next 6 month period.

One of the major communication channels is considered the well-designed and simple website (see ch. 5 for specifications), which is being developed and promoted continuously during the project and afterward. All communication activities include: project website, distribution of printables during events, social media posts, articles in newspapers and newsletters, radio and TV, generic events, information days, training courses, meetings with stakeholders, and staff exchange (see ch 2.4 for specifications).

2.2 Target group - stakeholders

The SHAREE project includes the desire and the capacity to bring change at the university level, especially among the following categories of stakeholders: researchers, administrative and management staff, central unit, academic staff, and students. However, TLU, UH, and ATU have regular contact with local actors, such as municipalities, businesses, and partner schools. At the national level, the ministries and implementing agencies have the authority to make changes in educational, research, innovation, and climate policy relevant to SHAREE. The following Table 1 summarises the types of stakeholders of communication.

Table 2 Stakeholders of SHAREE

Type of stakeholder	Specifications	Functionality
Policy-makers: EU ministries	Higher education, research and development, innovation, knowledge transfer, researcher	Ministries, implementing agencies, and municipalities have the authority to make changes in
Policy-makers: national ministries and implementing agencies		

Policy-makers: local municipalities	mobility, smart specialisation, climate aims	educational, research, innovation, climate policy
Research organisations and researchers: Estonian and foreign	Research fields: teacher education, environmental technologies and arrangement, sustainable economic development, STEAM	Desire to respond to the green transition with practical working tools, to develop new research and innovation in the field
Students: higher education	Study fields: home economics, preschool and school teacher education, STEAM	Increase the capacity, to overcome the current attitudes toward home economics at schools
Students: schools and pre-schools	Lessons: home economics; STEAM subjects	
Teachers: higher education	Study fields: home economics, preschool and school teacher education, STEAM	Meet and apply for new challenges
Teachers: schools and pre-schools	Lessons: home economics; STEAM subjects	
International organisations	Field-specific organisations with a wide spectrum of involved research and other stuff (e.g. IFHE, NERA, EUCEN, IATED)	Collaborate on projects to change the behaviour and performance towards home economics, STEAM, and related themes
Private sector	Start-up and mature companies (food, agriculture, services)	Collaborate on projects to develop new products and services
Media	Sustainable development and education	Rising awareness on green transition via integration of themes
Civil society and the general public	Community-based initiatives	Expand ideas among communities

2.3 Key messages

Due to the main topic of SHAREE, home economics, contact with citizens, and society as a whole, is a core part of the project. The communication aims at raising awareness and boosting the interest in home economics among citizens and thus in its results, increase the attractiveness of home economics studies, and, later on, attract more young researchers in the field. Communication will focus on the following messages:

- Awareness of home economics, STEAM, and links between both;
- Good practices and show-cases in challenging topics (related to climate, public health, education);
- New value of home economics as an educational and research area;
- Science Kitchen environment for study and research activities;
- New courses and learning activities for learners of different ages and genders;
- Good practices in interdisciplinary handling of topics.

2.4 Tools and channels

The main communication tools between partner representatives and other stakeholders include: face-to-face, Zoom, and Teams meetings, e-mail exchanges, and document folders in Google Drive. Internally between the project partners an Excel file on Google Drive is in use for planning and tracking the activities. All communication, dissemination, and exploitation activities have their special sub-folders to collect and share them.

Communication beyond partners is called external communication and is considered a priority in the project. The following Table 2 summarises all channels for external communication.

Table 3 Channels of communication

Type of Activity	Specifications
Project website	EST https://www.tlu.ee/lti/teadusteadusprojektid/sharee , ENG https://www.tlu.ee/en/lti/sharee
Distribution of printables during events	Presented as an information or call for further actions/collaboration with targeted stakeholders
Post on social media accounts	Specifically aiming at channels for both children and parents, schools and teachers, and researchers. Posts in partner accounts: Facebook, Instagram
Articles in newspapers	Specifically aiming at channels for both children and parents, schools and teachers, researchers; e.g. <i>Õpetajate Leht</i> (EST, Teachers Newspaper) https://opleht.ee/
Articles on newsletters	Partner institutions, third party; e.g. <i>TLÜ Koolitus</i> (EST, TLU Training), <i>TLÜ partnerite uudiskiri</i> (EST, TLU Monthly Newsletter to partners), <i>TLÜ HIK uudiskiri</i> (EST, TLU educational innovations quarterly Newsletter), <i>ETAG infokiri</i> (EST, Newsletter of Estonian Research Council)
Video materials	Short videos e.g. <i>Ühe Minuti Loeng</i> (EST, One Minute Lecture)
Radio and television	National broadcastings
Generic events and information days	Organised by a partner or attended as speaker; e.g. Finnish Home Economics Teacher Association, annual Opinion Festival in Estonia (<i>Arvamusfestival</i>), Association of Teachers of Home Economics, Ireland
Training courses	The SHAREE project is presented as an information or call for further actions/collaboration with targeted stakeholders
Meetings	Direct contacts with stakeholders in national or local networks, seminar days, and information days.

2.5 Performance and reporting

The expected outcome of communication activities are:

- Awareness of Home economics, STEAM, and links between both;
- Good practices and show-cases in challenging topics (related to climate, public health, education);
- New value of home economics as an educational and research area;
- New Science Kitchen environment for study and research activities;
- New courses and learning activities for learners of different ages and genders;
- Good practices in interdisciplinary handling of topics.

The minimum plan for communication activities is pre-defined:

- Non-scientific articles in newspapers – 3 articles total;
- Project website – 750 visitors a year;
- Social media – 200 followers;
- Other media (television, radio, podcasts) – 3 appearances total;
- Specific events with citizens – participation in 2 events.

The communication performance follows the project timeline (see ch. 5). The operational reporting is carried out in the Excel file, where communication, dissemination, and exploitation activities are separated into different sheets. All partner representatives are guided throughout reporting, enabling a drop-down menu for types of activities, target audience, message, expected outcome, and KPIs. Such a systemic approach gives regular data on communication and other activities, which is key for supporting the KPIs of the whole project and evaluating the project outreach.

3. SHAREE dissemination plan

3.1 Aim of dissemination

Dissemination aims to make knowledge and results publicly available free of charge. Dissemination will be done in several phases, having more strength in the second half of the project. It takes place in two directions:

1. Dissemination of project ideas and raising awareness: providing information about the project, and preparing local, regional, and national partnerships for the use and valorization of the project outcomes.
2. Dissemination of the project results: sharing project results with various target groups.

The major focus of dissemination is given to strengthening the scientific capacity arising from the SHAREE project. Joint interdisciplinary scientific articles and presentations at topical conferences are considered as main dissemination actions in the scientific community. SHAREE uses the already existing networks of its different partners to maximise the dissemination of its results. TLU has a strong local implementation. All partners have regular

contact with national ministries, other policymakers and local actors. One of the main benefits of this project will be to extend TLU's network beyond the borders of Estonia. A thematic cluster of interested researchers and stakeholders called into existence in SHAREE, will be used as much as possible in the dissemination events.

3.2 Dissemination activities and results

The dissemination activities are shown in Table 3 following the expected results and targeted audience.

Table 4 Dissemination activities, results, and stakeholders

Result	Dissemination activity	Target stakeholder
Fully operational Science Kitchen Hub in TLU	<ul style="list-style-type: none"> - Science Kitchen concept paper - Science Kitchen events - Conference in Tallinn - Meetings with stakeholders - Published reports - Institutional building days 	<ul style="list-style-type: none"> - Policymakers - Research organisations - Students and teachers - International organisations
Cluster of STEAM for home economics education	<ul style="list-style-type: none"> - Project applications - Scientific articles - Science Kitchen events - Presentations at conferences 	<ul style="list-style-type: none"> - Research organisations (partners and foreign) - Policymakers
Report on home economics education in EU countries	<ul style="list-style-type: none"> - Published report - Scientific articles - Presentations on conferences (including a conference in Tallinn) - Meetings with stakeholders 	<ul style="list-style-type: none"> - Research organisations - Policymakers - International organisations - Students and teachers
Guide on home economics education policy with STEAM view	<ul style="list-style-type: none"> - Published report - Scientific articles - Presentations on conferences (including a conference in Tallinn) - Meetings with stakeholders 	<ul style="list-style-type: none"> - Research organisations - Policymakers - Students and teachers
Report on interdisciplinary collaboration	<ul style="list-style-type: none"> - Published report - Meetings with stakeholders - Institutional building days 	<ul style="list-style-type: none"> - Research organisations - Policymakers

3.3 Performance and reporting

These are the expected goals to be achieved with the support of dissemination:

- Increase awareness about Science Kitchen;
- Increase the attractiveness of TLU for national and foreign researchers;
- Trigger new collaborations;
- Increase the use of results by stakeholders;
- Increase the excellence of research done at TLU;
- Improve the reputation of TLU and partner organisations;
- Trigger additional research;
- Foster more interdisciplinary collaboration in the field;
- Increase the excellence of research in home economics;
- Promote gender balance in different disciplines.

The minimum plan for dissemination activities is pre-defined in the project application and divided between partners as follows in Table 4:

Table 5 The dissemination activities and KPIs

Activity	KPI	KPI goal		
		TLU	UH	ATI
Meetings with stakeholders	6	4	1	1
Science Kitchen events	6	4	1	1
Scientific publications	3	1	1	1
Presentations on conferences	6	2	2	2
Conference in Tallinn	1	1		
Institutional building days (co-design/assessment with stakeholders)	8	6	1	1
Science Kitchen concept paper	1	1		
Published reports and the guide	3	2	1	

3.4 Open Science Practices

Following the Project Management Handbook Open Science practices are highly valued and integrated in the SHAREE project through various ways. The consortium is aware of mandatory practices, and information about outputs, tools, and instruments to conclude

scientific publications, as well as metadata, will be archived in a trusted repository, as a common practice of partners, and made available immediately in CC BY or CC BY-NC/CC-BY-ND. Scientific articles will be published in peer-reviewed journals. SHAREE foresees a reasonable use of several recommended practices, namely:

- co-designing process through regular meetings with stakeholders, especially workshops and seminars, to strengthen the relationship with stakeholders and enable TLU's increased visibility in home economics, and
- co-assessment to collect feedback from stakeholders and end-users to re-orientate work if necessary and to increase the relevance and the applicability of results/feedback.

The project's data and metadata will be FAIR (Findable, Accessible, Interoperable, and Reusable). The different partners have specialists in Data Management and processes, which will be respected to ensure that requirements are fully met. Specific attention will be brought to the Ownership of data, both collected and created throughout the project (Results Ownership List), and all information related to it will be available in the D1.3 Data Management Plan put together on Month 6 (November 2024).

SHAREE's field of science is aimed at the general public, Open Science principles are a major goal and asset of the project. As teachers' educators, we see the need for teachers and students to have access to such data to better understand the similarities and differences of the subject area in various countries and reuse them in their tasks, in addition to researchers and policymakers for obvious reasons. Data will be as open as possible, as closed as necessary, respecting potential limitations and conditions on the re-use of data originating from third parties.

4 SHAREE exploitation plan

4.1 Key pathways toward impact

The SHAREE actions and results enable the project team to support the changes in individuals' and families' choices and behaviour as well as in society in general. The new concept, offered by Science Kitchen Hub, opens the view on how to make a difference in challenging topics. It is expected that changes in subject lessons will lead to conscious and meaningful actions on an individual level concerning climate challenges (in particular: sustainability, green emission, zero waste); challenges in public health (including food education, healthy lifestyle, eating disorders); and educational challenges (e.g. 21st century skills - collaboration, critical thinking, self-efficacy; knowledge transfer into everyday actions; gender equality). Based on the Estonian example, people have good knowledge of e.g. climate topics, although now it is needed to also force actions towards the change. And education, especially the Science Kitchen makerspace, is an excellent tool for that, giving necessary life skills to learners.

There are six impacts pathways to achieve:

1. TLU is known as a centre of excellence in home economics in Estonia;
2. Good reputation as home economics/STEAM researchers and experts;
3. More important participation of TLU in Horizon Europe as a coordinator and as a partner;

4. TLU is more attractive for researchers;
5. Wide awareness of the field of Home Economics as a powerful tool to change life in homes, schools, and communities;
6. A new environment for teaching and learning home economics education.

4.2 Exploitation results and activities

There are five main exploitable results rising from the SHAREE project:

1. Fully operational Science Kitchen Hub in TLU;
2. Cluster of STEAM for home economics education;
3. Report on home economics education in EU countries;
4. Guide on home economics education policy with STEAM view;
5. Report on interdisciplinary collaboration.

There are several ways to exploit the results of the SHAREE:

- The report on home economics in the EU is used as a learning material in subject didactical courses in partner universities and other HEIs;
- The guide on home economics education with STEAM is used as a learning material in subject courses in partner universities and other HEIs;
- The report on home economics in the EU is used as a learning tool for subject teachers in contemporary schools;
- The guide on home economics education with STEAM is used as a learning tool for subject teachers in contemporary schools;
- The report and guide give a widened view for teachers who are decision-makers in schools;
- Design of new educational policies (co-design activities);
- The makerspace concept and interdisciplinary approach is used as models for interested stakeholders across Europe and elsewhere;
- The experience of SHAREE attracts a new generation of researchers;
- Research results citations.

4.3 Potential barriers of exploitation

The group of Estonian home economics specialists is vulnerable since it is small, there is a need to develop the pool of researchers by developing local talents and attracting foreign specialists.

The voice of home economics researchers needs to be stronger and more “European”, as the field’s development is at the moment very unequal from one European country to another. There is a need to send out regular, clear, and strong messages (based on existing positive examples) for Europe to become the world leader in the field.

In general, many teachers and policymakers lack understanding of why the home economics area is valuable and needs to be up-cycled. Due to this, misunderstandings may arise about how home economics education is related to STEAM. One should engage stakeholders in project

activities in the early phases, including them in discussions, seminars, and conferences for sharing the knowledge and tips; disseminating the reports and a guide developed within the project.

Previous research (Taar & Palojoki, 2022¹; Taar 2017²) shows that too little interthinking in classrooms makes it harder to reach higher learning levels in several European countries. That higher level, both in quality and overall awareness, is necessary to be reached to boost the results of the research (especially in public health, climate protection, etc.) in the field and to attract a new generation of researchers. The SHAREE cooperation is planned here stemming from combining the theory–practice continuum, creating room for discussion and interpretation, mitigating the disparities linked with the age of pupils, cultural differences, etc.

Lack of knowledge regarding the field among citizens and society as a whole, important need to communicate on it to develop it further: it is so far mainly recognised by researchers and the EC through its cluster grants.

4.4 Performance and intellectual property management

According to the Project Management Handbook, the PSC will meet regularly and will monitor, together with partners' Ethics Committees if needed, potential questions regarding Intellectual Property: either internally with the Results Ownership List, either from and to third parties.

Joint ownership is governed by GA Article 16.4 and its Annex 5, Section Ownership of Results, with the following additions. Unless otherwise agreed:

- each of the joint owners shall be entitled to use their jointly owned Results for non-commercial research and teaching activities on a royalty-free basis, and without requiring the prior consent of the other joint owner(s).
- each of the joint owners shall be entitled to otherwise exploit the jointly owned Results and to grant nonexclusive licenses to third parties (without any right to sub-license) if the other joint owners are given:
 - (a) at least 45 calendar days advance notice; and
 - (b) fair and reasonable compensation.

The joint owners shall agree on all protection measures and the division of related costs in advance.

The Partners agree that the Coordinator is entitled to exploit the jointly owned Results (Results in this context being the business plan and the worksheets developed for TLU Science Kitchen) and to grant non-exclusive licenses to third parties for any commercial activities without giving advance notice to the other parties and without any compensation to the other Parties.

¹ Taar, Jaana; Palojoki, Päivi (2022). Applying interthinking for learning 21st-century skills in home economics education. *Learning, Culture and Social Interaction*, 33, 1–11. DOI: 10.1016/j.lcsi.2022.10061

² Taar, Jaana (2017). *Interthinking in Estonian Home Economics Education*. Helsinki: Unigrafia.

5 SHAREE Visual Identity and Templates

5.1 Visual Identity

All the tools used for SHAREE communication and dissemination share a common visual identity. The visual identity will identify the SHAREE project and will differentiate it from other initiatives of Science Kitchen. It provides visual unity to communication and dissemination materials, products, and services by establishing a range of colours, typography, templates (Word, PowerPoint), design elements, and logos.

All the details about the proper use of the visual identity of SHAREE are worked out for partners and should be visually represented at all times and in any situation:

- To ensure effective external communication;
- To keep consistency within partners when communicating with their country networks and target audiences;
- To keep clear communication and consistency within the different communication channels: printed material, digital (web, social media), and events;
- To help audiences (stakeholders, end-users, etc) identify the SHAREE project, its goals, and related activities.

5.2 The use of logos

The primary feature of the SHAREE project is its logo. The process of designing the project logo and choosing the visual identity was done through interaction with the designer, taking into consideration that Tallinn University Science Kitchen already had a visual identity. Our aim was to keep the visual elements of the SHAREE project similar to Science Kitchen visual elements, so the audience would see the connection easily. At the same time, to pass on the development process of the Science Kitchen that has been planned under the SHAREE project.

The project logo is to be used as a whole, combining the symbol and project acronym. In the colourful version, it is presented in black and red (colour code #D0043C). Although, a monochrome version can be used. All logo files are available for partners in a shared project folder.



Figure 1 The logo of the SHAREE project

In addition to the project logo, whenever relevant, three logos of partner universities should be used together, and displayed equally prominently and visibly.



Funded by the
European Union



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University

Figure 2 The logos of consortium partners

According to the EU Commission as well as the SHAREE Project Management Handbook all communication activities related to the action (including media relations, conference or seminar presentations, information materials, social media posts, etc.) and dissemination activities funded by the grant must acknowledge the EU support and display the European flag and funding statement (may be translated into local languages, where appropriate). The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. In case the logo use is not possible (e.g. scientific articles), the EU support must be acknowledged in the text “SHAREE project has received funding from the European Union’s Horizon Europe widening participation and spreading excellence program under grant agreement No 101159193.”



Funded by
the European Union

Figure 3 The logo of the European Union

In addition, as the SHAREE project is strongly related to Tallinn University Science Kitchen, project communication to some extent involves also using the Science Kitchen brand and its elements, either in Estonian or in English.



Figure 4 The logos of the Science Kitchen



Ollscoil
Teicneolaíochta
an Atlantaigh

Atlantic
Technological
University

The SHAREE activities that are developed for the Science Kitchen and will be used as events may include using new, event-specific logos. Although, the SHAREE project needs to be clearly acknowledged also in the communication of such events.

5.3 Dissemination channels

5.3.1 Website

The website will be used as the main dissemination channel, concentrating on the main project information. Other channels (like social media, presentations, etc) will be used to distribute the SHAREE information in short and tailored messages with clickable links directing the audience to the website.

To ensure the sustainability of the SHAREE website also after the project period, it is created at the TLU School of Natural Sciences and Health website platform with the help of TLU communication specialists. The website has the following structure:

- Front page, including an introduction to the project, project timeline, and info about the financier.
- Project partners, introducing the partner universities together with listing all consortium members and their roles in the project.
- Work packages, giving an overview of the work packages and their tasks.
- Activities, reflecting events and actions where the consortium is meeting or that act as milestones in the project.
- Deliverables, making public deliverables available to stakeholders by links.
- Contact us section, including a form to contact the project coordination office.

The website was published in August 2024 and it will be continuously updated by TLU. The website is available in two languages.


EST <https://www.tlu.ee/lti/teadusteadusprojektid/sharee>

ENG <https://www.tlu.ee/en/lti/sharee>


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🔍


SHAREE

Title: STE(A)M for Home Economics And Research Exchange (SHAREE)
Period: 1st of June 2024 – 31st of May 2027 (36 month)
Call: HORIZON-WIDERA-2023-ACCESS-02
Project manager: [Jasna Tsar PhD](#), Associate Professor of Home Economics, Head of Science Kitchen, School of Natural Sciences and Health, Tallinn University.



**Funded by
the European Union**

Project summary

The overall objective of SHAREE is to develop a European-scale research and innovation based hub at Tallinn university Science Kitchen, with a sustainable management and research performance, strong networking and finance generation capacity to become an independent and internationally recognized actor in the field of home economics.

The specific objectives are:

- To establish a fully functioning Science Kitchen hub at TLU to lead and foster science-based home economics research and education in Estonia.
- To maximize the sustainable management of Science Kitchen in TLU.
- To advance the quality and volume of research on home economics in Estonia, especially integrating STEAM pedagogy and natural sciences in cooperation with the international project partners and increase the impact of the research locally, nationally and internationally, with a specific focus on the policy relevance of the research ideas.
- To improve TLU's network in the home economics area as well as the visibility of all the partners.
- To improve the attractiveness of TLU and its partners for both experienced and early career researchers.
- To foster gender equality by creating bridges between different disciplines, which traditionally attract more women, and disciplines which traditionally attract more men.

Consortium Partners and Organisational Structure ▼

Work Packages ▼

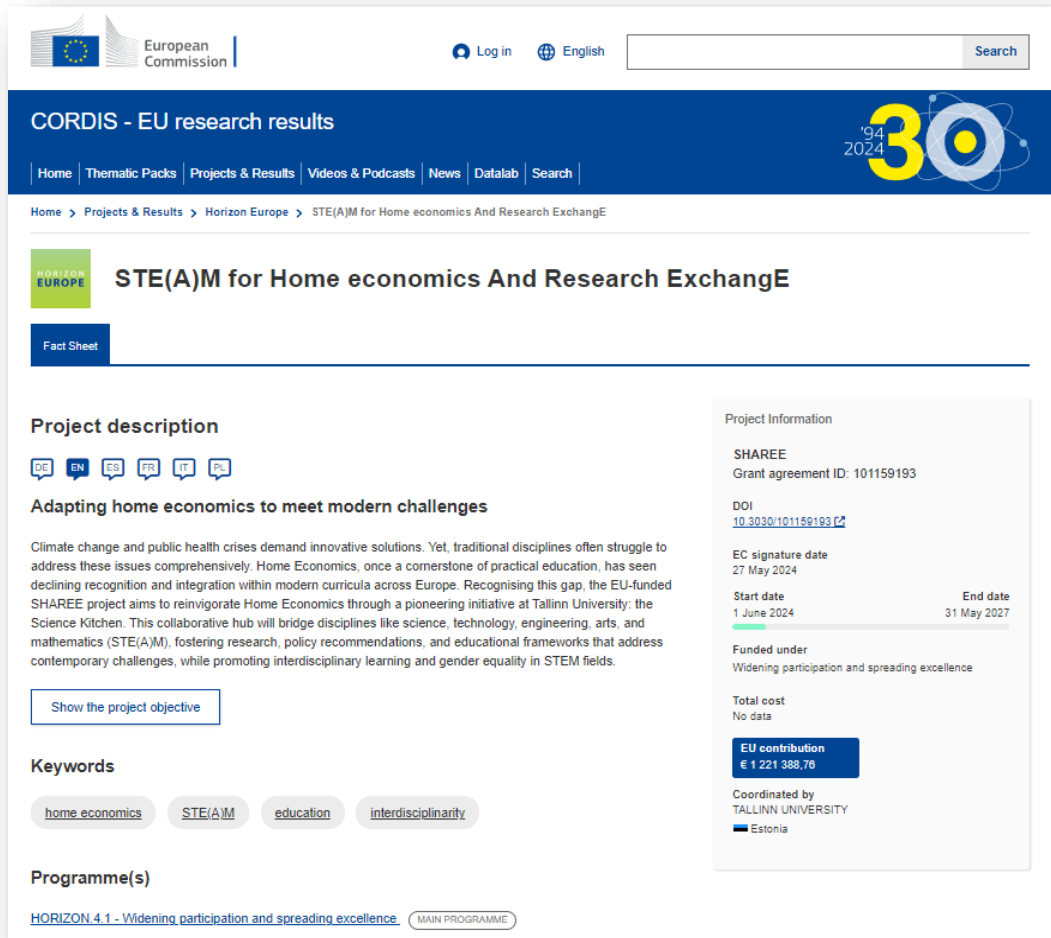
Activities ▼

Deliverables ▼

Figure 5 SHAREE project landing page

5.3.2 European Commission Platform

As with all EU Commission projects, also the SHAREE project's official information is available via CORDIS.



European Commission

CORDIS - EU research results

Home Thematic Packs Projects & Results Videos & Podcasts News Datalab Search

Home > Projects & Results > Horizon Europe > STE(A)M for Home economics And Research Exchange

STE(A)M for Home economics And Research Exchange

Fact Sheet

Project description

DE EN ES FR IT PL

Adapting home economics to meet modern challenges

Climate change and public health crises demand innovative solutions. Yet, traditional disciplines often struggle to address these issues comprehensively. Home Economics, once a cornerstone of practical education, has seen declining recognition and integration within modern curricula across Europe. Recognising this gap, the EU-funded SHAREE project aims to reinvigorate Home Economics through a pioneering initiative at Tallinn University: the Science Kitchen. This collaborative hub will bridge disciplines like science, technology, engineering, arts, and mathematics (STE(A)M), fostering research, policy recommendations, and educational frameworks that address contemporary challenges, while promoting interdisciplinary learning and gender equality in STEM fields.

Show the project objective

Keywords

home economics STE(A)M education interdisciplinarity

Programme(s)

HORIZON 4.1 - Widening participation and spreading excellence (MAIN PROGRAMME)

Project Information

SHAREE
Grant agreement ID: 101159193

DOI
[10.3030/101159193](https://doi.org/10.3030/101159193)

EC signature date
27 May 2024

Start date
1 June 2024

End date
31 May 2027

Funded under
Widening participation and spreading excellence

Total cost
No data

EU contribution
€ 1 221 388,76

Coordinated by
TALLINN UNIVERSITY
Estonia

Figure 6 SHAREE information in CORDIS

5.3.3 Social Media

Aiming to widen the dissemination of project activities and results and reach desirable audiences, the consortium decided to be present on two main social media channels: namely Facebook and Instagram. Although the aim of the SHAREE is to create a cluster and groups of interested stakeholders for Science Kitchen, we have decided to use Science Kitchen channels for communication and dissemination of SHAREE content. We see that thereby we can grow the followers of both Science Kitchen and the SHAREE content and keep the active communication alive also after the project period. To attract stakeholders in Estonia as well as broadly in Europe, the SHAREE posts will be provided in two languages – Estonian and English.

- 1) Science Kitchen Facebook page: <https://www.facebook.com/teaduskook>

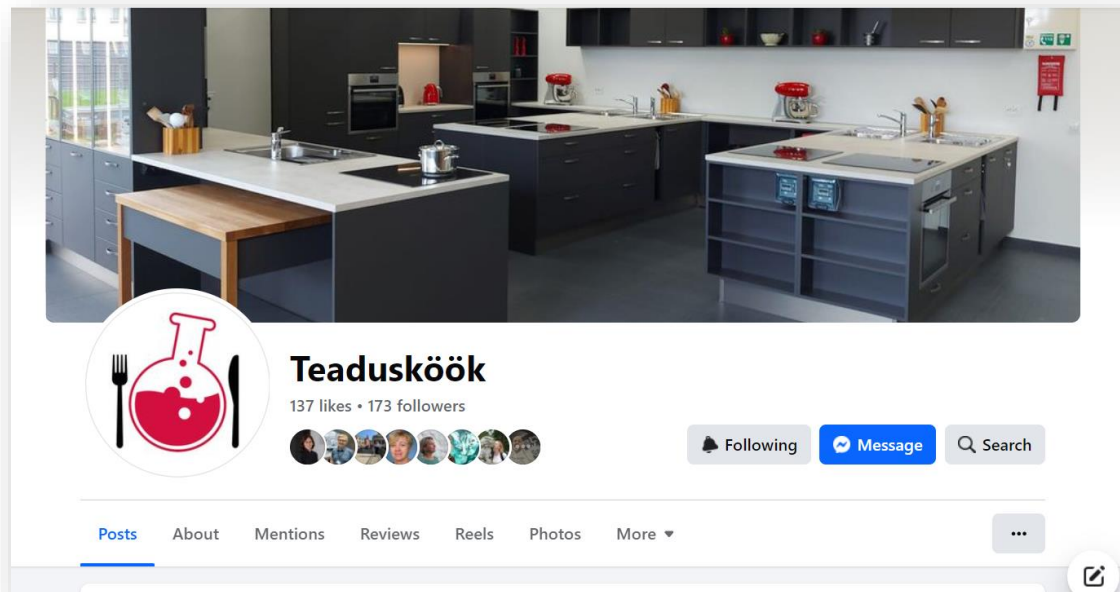


Figure 7 An example of the Science Kitchen Facebook cover page

2) Science Kitchen Instagram: <https://www.instagram.com/teaduskook/?hl=fr-ca>

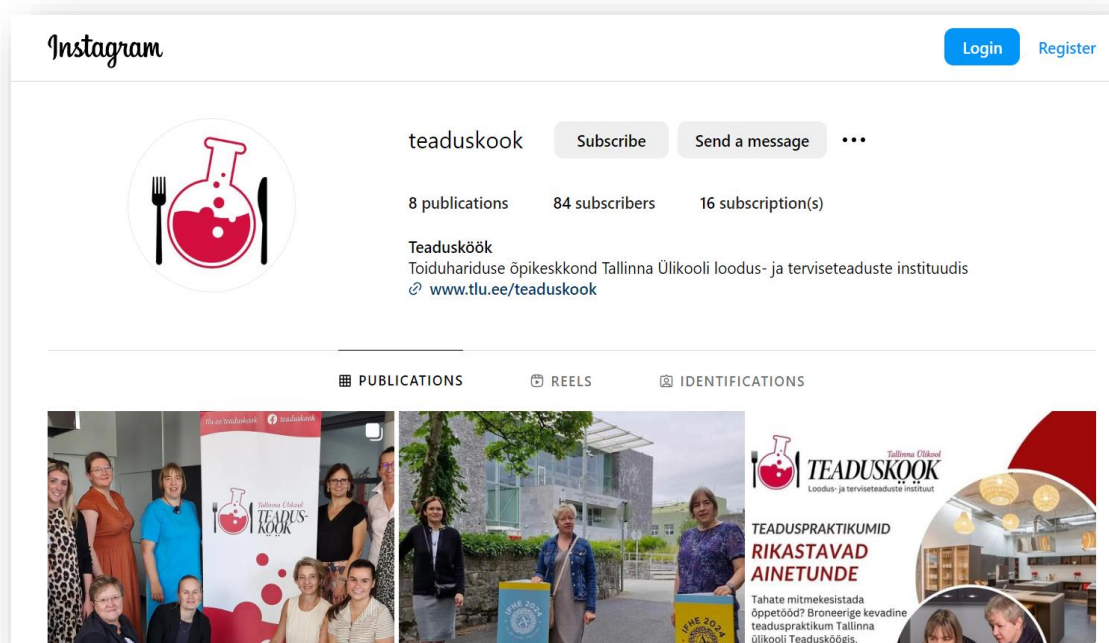


Figure 8 An example of the Science Kitchen Instagram cover page

The posting on social media requires developing short and clear messages, already tailored for particular audiences. To keep an optimal flow of information and keep followers engaged, we will regularly prepare at least one post per month, with increased activity during open activities and events. During the postings, it is recommended to tag relevant organisations such as the EC services and consortium partner organisations.

Different templates for social media sharing will be developed by the WP6 team and will be made available to consortium partners via a shared project folder. The templates will use the visual identity elements described above.

Main message distribution will be developed by the TLU, namely PC and WP6 leader, and re-distributed (liking and sharing) by all consortium partners. However, it is encouraged that all partners create specific content on their social media following this guideline and promoting project developments and results.

5.3.4 Scientific articles

All SHAREE partners will be actively engaged in joint article writing in various combinations. Also, cluster members and other experts will be included to raise the quality of the content as well as stimulate TLU's scientific excellence and innovation capacity.

At least 3 joint articles are planned in SHAREE throughout the project period. Whereas the main emphasis is on open-access peer-reviewed articles. In article formatting, it is expected to follow the suggestions of the publishers. However, the connection between the SHAREE project and EU funding must be clearly acknowledged. As an example "This study has been taken under the project STE(A)M for Home Economics and Research Exchange which has received funding from the European Union's Horizon Europe widening participation and spreading excellence program under grant agreement No 101159193."

5.3.5 Newsletters

SHAREE newsletters to cluster members have been planned under the project. We aim to send out SHAREE content at least once a half year informing cluster members of the project achievements, developed tools, events, and other news. All consortium members are expected to suggest the content for the newsletters although the distribution of the newsletters will be the work task of TLU.

SHAREE newsletters will concisely have a similar outlook, the project visual identity will be followed for design, in addition to displaying EU funding information. The content of the newsletters will have an academic tone.

In addition, SHAREE will provide content for other newsletters. As an example, *TLÜ Koolitus* (EST, TLU Training), *TLÜ partnerite uudiskiri* (EST, TLU Monthly Newsletter to university partners), *TLÜ HIK uudiskiri* (EST, TLU educational innovations quarterly Newsletter), *ETAG infokiri* (EST, Newsletter of Estonian Research Council).

5.3.6 Events

The SHAREE conference is considered to be the main event under the project that is expected to attract the most attention and participants. The international conference is planned to be held in TLU, in spring 2027. The content of the conference is STEAM and home economics education. Researchers as well as other stakeholders (e.g. policy representatives and teachers) are invited to share their views and experiences on the topic as oral presentations. The presenters at the conference will be asked to write a full article on the topic and conference proceedings will be published. As home economics and STEAM have not been actively integrated, the experiences are valuable and needed for several target groups - e.g. HEIs, teacher education students, teachers, ministries, and research organizations.

An event with a significantly narrower target group is a summer school course organized for ECRs in TLU, in summer 2026. This is an event that supports the discussion on the links and benefits of STEAM and home economics education and opens its potential to e.g. climate, public health and educational challenges. Summer school serves the goal of increasing the attractiveness of TLU for national and foreign researchers and triggering new collaborations as well as research partners.

All materials for the conference, as well as the summer school course – invitations, advertisements, programs, cover sheets, slides, proceedings, gifts, etc, will be designed in accordance with the SHAREE visual identity, including the acknowledgement of EU support.

In addition, small-scale activities and events will be co-developed under the SHAREE. The nature of these activities and events depends strongly on the target groups. Therefore the tone of the information and visual identity may vary to respond to the particular activity, although, still reflecting SHAREE identity. As an example, a student competition *KRINGEL* has its own specific logo to attract youngsters' attention.



Figure 9 Example of the design of the event advertisement

5.3.7 Oral presentations of the SHAREE project

SHAREE partners will make presentations at scientific events and conferences. There are several advantages: to introduce the SHAREE project as well as to learn from the experiences of other researchers and widen the network of interested persons and collaborative ideas. The conferences we are interested in are IFHE meetings and yearly held EUCEN, NERA, INTED, International STEAM Conference or national conferences. These conferences have slightly different target groups; therefore, participating in different conferences widens the scope of SHAREE. SHAREE aims to make at least 6 presentations throughout the duration of the project.

Oral presentation of the project and its results will be also held in several meetings with stakeholders. Seminar days, webinars, information days, and training are organised to meet various stakeholder groups. Slides are used to visualise the meetings. The slides will be offered

for partners, containing all the visual elements and mandatory information about the SHAREE project.

5.3.8 Templates

The examples of templates are provided in the shared project folder (under WP6 – Project Identity) for all partners to use concisely.

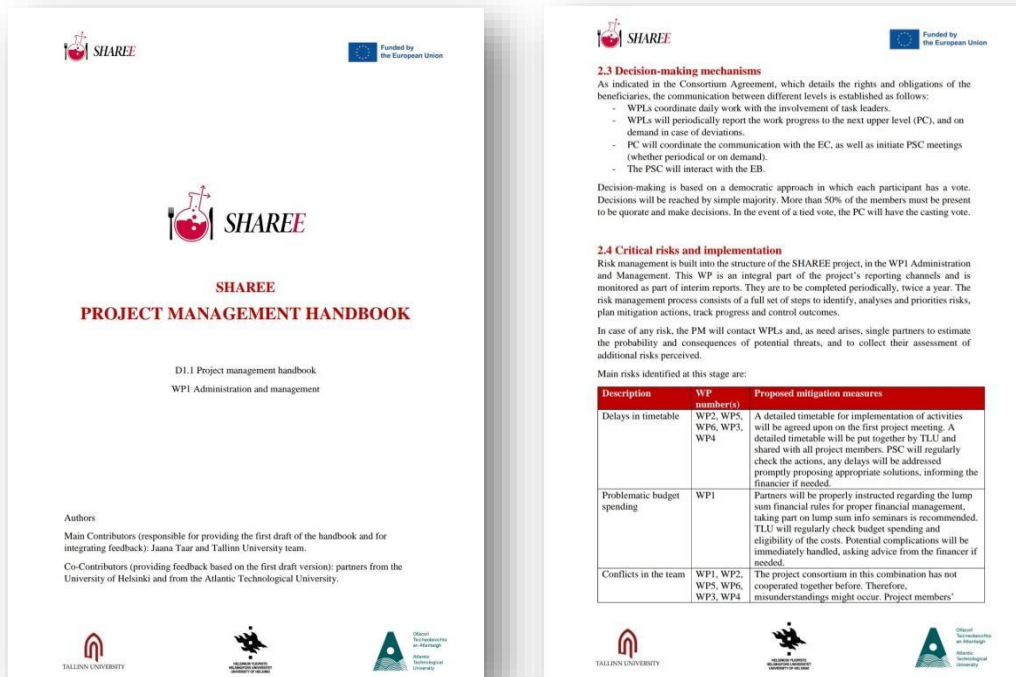


Figure 10 Template of the Word files, e.g. deliverables, reports



Figure 11 Template of PowerPoint slides

Call:		Project title:	
HORIZON-WIDERA-2023-ACCESS-02		SHAREE - STE(A)M for Home Economics And Research Exchange	
Purpose of the activity:		Project code:	
xxxx		101159193	
Date:		Place:	
xx.xx.xxxx		xxxxx	

No	Name of the participant	Name of the sending organization and address	Signature
1.			
2.			
3.			
4.			
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17.			

Figure 12 Template of participant lists

HORIZON-WIDERA-2023-ACCESS-02 Twinning project  Funded by the European Union

STE(A)M for Home Economics And Research Exchange
Kick-off meeting

Tallinn University, Uus-Sadama 5
 Mare building, room 226

16.-18.09.2024






Figure 13 Template of the signs to guide participants

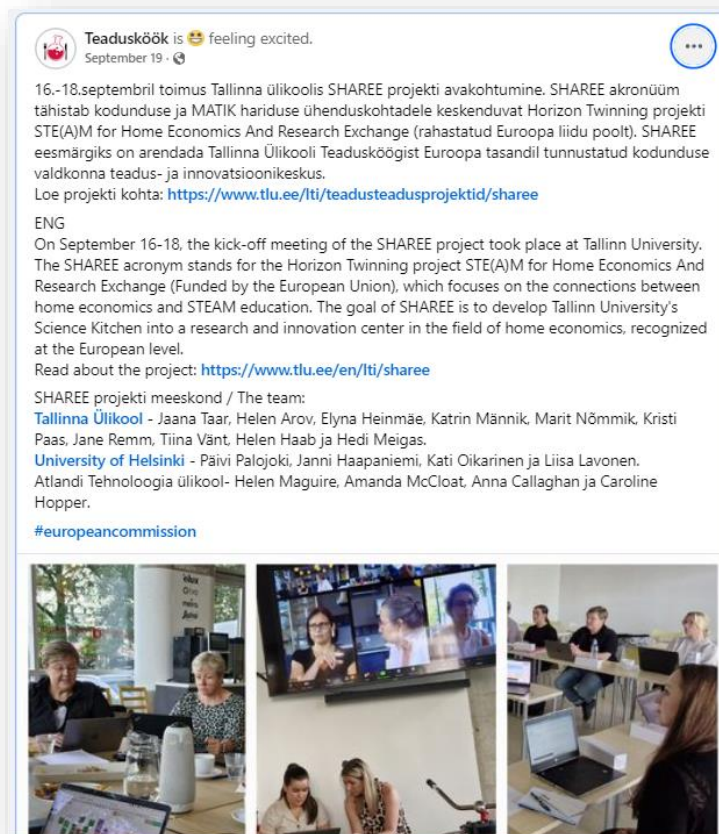


Figure 14 An example of a social media post in Facebook

6 Ethics and GDPR

According to the Project Management Handbook, the actions in SHAREE must be carried out in line with the highest ethical standards. Following the ethical principles of the EU, international and national Code of Conduct for Research Integrity³. Tallinn University as a leader of the SHAREE project acts according to the personal data processing rules of the university⁴.

The research and data collection in the SHAREE project involves publicly available documents and contains no personal data to be protected. The project activities involve humans in the co-developmental phase. Stakeholders are invited to join the discussions, give their valuable insight into the development, and validate the developments of SHAREE as experts. The participation is based on experts' free will and their oral informed consent is asked. No ethics issues have been identified for the SHAREE project.

³ <https://www.tlu.ee/en/ethics-and-good-practices>

⁴ <https://www.tlu.ee/en/personal-data-processing>

