

Communication, Dissemination and Exploitation plan

29/06/2026

PAGENS Pathways, Ages, Generations in the Global North and South

Deliverable D3.1 Communication, Dissemination and Exploitation plan

Grant agreement ID: 101236837

From 1 January 2026 to 31 December 2029



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the European Union

Communication, Dissemination and Exploitation plan for the **PAGENS Pathways, Ages, Generations in the Global North and South** project (**Horizon Europe, 2026–2029**), tailored to the project’s media and objectives. The plan is organised by year, by content type, and by channel, with monitoring indicators to assess impact.

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1.Communication objectives

- **Visibility:** Raise awareness of the PAGENS project amongst scientific communities, civil society organisations, policy-makers and the general public.
- **Engagement:** To build a community of researchers from countries in the Global North and South around research mobility and the humanities and social sciences.
- **Transparency:** To report on the project's activities, results and impacts.
- **Collaboration:** Encourage exchanges between researchers, institutions and stakeholders beyond mobility initiatives.

2.Main targets

- **Researchers and academics in the social sciences and humanities**
- **Partner institutions and funders** (European Commission, universities, research laboratories, private/public bodies and associations)
- **The general public with an interest in social sciences and humanities research**



3. Annual strategy

YEAR 1 (2026): LAUNCH AND SET-UP

Objectives:

- Official announcement regarding the launch of the project.
- Present the objectives, partners and methodologies.
- Create a strong visual identity and a clear editorial line.

Actions:

Graphic guidelines :

- Call for proposals from several graphic designers to establish, by the end of March 2026, a strong visual identity for the PAGENS project.
- A vote by all project participants to select the brand identity and logo.
- Publication of the graphic charter to project participants.

Website:

- Selection of a platform for the project website (Oméka).
- Training on how to use the website provided by an expert, and definition of the website's architecture.
- Content added to the website and official launch, featuring sections such as 'About', 'All about the Pagnes project', 'Network in motion', 'Resources', etc.
- Publication of an inaugural article: "The challenges of research mobility in the social sciences and humanities".
- Publication of project news via the Hypothèse blog (content harvesting system).

Social media:



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- Creation of official accounts: Instagram, Facebook, LinkedIn.
- Sharing of our social media profiles with all partners.
- Sharing the hashtag #PAGENS with partners.
- Creation of the official YouTube account.
- Sharing of our YouTube profile with all partners for them to follow.

Series of launch posts:

- Infographics on the project's objectives;
- Short videos on the project's first mobility activities (Kick-off, programme 2.1.1 au Togo);
- Publication of a short video "Why PAGENS?" (Interviews with project leaders).
- Weekly posts on the PAGENS project's social media channels: video clips and/or; profiles of researchers and/or anecdotes.

Hypothèse blog:

- Publication of blog posts by researchers benefiting from mobility grants under the PAGENS project. Posts will be encouraged in Year 1 of the project, with the aim of publishing one blog post per month.



YEAR 2 (2027): MOBILITY AND INITIAL RESULTS

Objectives:

- To highlight the first researcher mobility exchanges.
- Highlighting collaborations between researchers.
- Share feedback and anecdotes.
- Begin disseminating preliminary results.

Actions:

Website:

- Publishing project updates via the Hypothèse blog (content harvesting system)
- Publication of deliverable (public) D2.1 *'Reports on art-based approach training'*.
- Publication of deliverable (public) D5.1 *"Reports on visual method training"*.
- Publication of deliverables (public) D3.2 *"Round Table Report"*, D4.1 *"Fieldwork Report"* and D5.2 *"Fieldwork Report"*.

Social media:

- Weekly post: 1 post of your choice (video clip sharing experiences, researcher profile, anecdote, photo).
- "One Day, One Mobility" series: regular stories and posts on the challenges and discoveries of researchers.

Hypothèse blog:

- Publication of blog posts by researchers benefiting from mobility grants under the PAGENS project.



YEAR 3 (2028): IN-DEPTH ANALYSIS AND DISSEMINATION

Objectives:

- To further disseminate the results.
- Strengthen community engagement.

Actions:

Website:

- Publishing project updates via the Hypothèse blog (content aggregation system)
- Summary articles: "What we have learnt after 3 years of mobility".

Social media:

- Weekly post: 1 post of your choice (video clip sharing experiences, researcher profile, anecdote, photo).
- Sharing of quotes or extracts from articles on the Hypothèse blog.
- "Behind the scenes at PAGENS" series: short videos or other formats on research methods, tools used, and collaborations.

Hypothèse blog:

- Publication of blog posts by researchers benefiting from mobility grants under the PAGENS project.



YEAR 4 (2029): CLOSURE AND LEGACY

Objectives:

- To promote the final results.
- Ensure the long-term sustainability of the partnerships established
- Prepare for the official project closure.

Actions:

Website:

- Publication of deliverable D6.1 *'Policy briefs on the countries involved in the project'*.
- Publication of deliverable D5.3 *'Fieldwork Reports'*.
- Publication of deliverables D6.2 *"Reports on norms, age categorisation and life courses in the North and South"* and D6.3 *"Reports on welfare and family policies and social work in the North and South"*.
- Publication of deliverables D3.3 *"Round Table Report"* and D4.2 *"Report on Material cultures, observation of bodily techniques and health"*.
- Special feature "PAGENS Review": infographics, reports, summary videos.
- Closing article: "The Legacy of PAGENS".

Social media:

- Series "4 years of PAGENS in 4 videos": a retrospective of key moments.
- Acknowledgements to partners and researchers via dedicated posts.
- Announcement of final publications and future prospects.

Hypothèse blog:

Publication of blog posts by researchers who have benefited from mobility grants under the PAGENS project.



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4. Editorial calendar

Please find attached the editorial calendar in Excel format, integrated into the communication plan for better visibility of deadlines and planned content.

5. Media

- Website: Currently being created – Due to be published in September
- Instagram: [Link](#)
- LinkedIn: [Link](#)
- Facebook: [Link](#)
- YouTube: [Link](#)

6. Key performance indicators

- **Website:** Number of visits.
- **Social media:** Number of followers, engagement rate (likes, shares, comments), video views.
- **Hypothèse blog:** Number of articles, number of views, number of downloads.



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Period: From 1 January 2026 to 31 December 2030



Editorial Calendar							
Year	Start date	End date	Action	Objective	Indicator	Channels	Responsible
2026	01/26	03/26	Call for applications from several graphic designers to develop a strong visual identity for the PAGENS project.	Strengthen the credibility and visual recognition of the PAGENS project.	—	—	Graphic designer
2026	02/26	02/26	A vote by all project participants to select the brand identity and logo.	To foster a sense of team spirit around the selection of the visual identity for the PAGENS project.	—	—	WP1 & WP3 Leaders
2026	01/26	03/26	Publication of the brand guidelines to project participants.	Ensure visual consistency and a strong identity across all communication materials.	—	—	WP3 Leaders
2026	01/26	03/26	Selection of a platform for the project website (Oméka).	Create an accessible and professional digital showcase for the project.	—	Website	WP3 Leaders
2026	02/26	04/26	Training in the use of the Oméka website by an expert and definition of the website's architecture.	Ensure optimal and independent use of the website by the project team.	—	Website	Oméka Lead
2026	03/26	04/26	Content upload on the website, featuring sections such as 'About', 'All about the Pagnes project', 'Network in motion', 'Resources', etc	Inform and engage the target audience with structured and engaging content.	—	Website	WP3 Leaders
2026	03/26	04/26	Publication of an inaugural article: "The challenges of research mobility in the social sciences and humanities".	Inform and raise public awareness of the challenges of research mobility in the humanities and social sciences (HSS).	1 article	Website	WP3 Leaders
2026	04/26	12/26	Publication of project news via the Hypothèse blog (crawling system)	Expand the project's reach and report on researchers' progress.	1 post per month	Website	WP3 Leaders
2026	01/26	12/26	Launch of the website to the public.	Inform and engage the target audience with structured and engaging content.	—	Website	WP3 Leaders
2026	03/26	03/26	Creation of official accounts: Instagram, Facebook, LinkedIn.	Develop an active presence on social media to reach a diverse audience.	—	Social media	WP3 Leaders
2026	04/26	04/26	Sharing of our social media profiles with all partners.	Bring project participants together as a community and encourage partners to engage with our content.	—	Social media	WP3 Leaders
2026	04/26	04/26	Sharing the hashtag #PAGENS with partners	Create a recognisable digital identity and foster community engagement.	—	Social media	WP3 Leaders
2026	04/26	04/26	Series of launch posts	Officially launch the project's communications and generate initial interest	4 posts	Social media	WP3 Leaders
2026	05/26	05/26	Creation of the official YouTube account.	Diversify content formats and reach both visual and audio audiences.	—	Social media	WP3 Leaders
2026	05/26	05/26	Sharing of our YouTube profile with all partners for them to follow.	Bring project participants together as a community and encourage partners to engage with our content.	—	Social media	WP3 Leaders
2026	05/26	12/26	Weekly publication: 1 publication of your choice (video clip sharing experiences, researcher profile, anecdote, photo).	Maintain regular and varied engagement with the community.	4 posts per month	Social media	WP3 Leaders
2026	04/26	12/26	Publication of blog posts by researchers benefiting from mobility grants under the PAGENS project.	Expand the project's reach and report on researchers' progress.	1 post per month	Hypothèse blog	WP3 Leaders
2027	01/27	12/27	Publication of project news via the Hypothèse blog (crawling system)	Expand the project's reach and report on researchers' progress.	1 post per month	Website	WP3 Leaders
2027	01/27	01/27	Publication of deliverable (public) D2.1 'Reports on art-based approach training'	Share the project's results and progress transparently and ensure open-source access to the results.	1 post	Website	WP3 Leaders
2027	06/27	06/27	Publication of deliverable (public) D5.1 "Reports on visual method training"	Share the project's results and progress transparently and ensure open-source access to the results.	1 post	Website	WP3 Leaders

2027	12/27	12/27	Publication of deliverables (public) D3.2 "Round Table Report", D4.1 "Fieldwork Report" and D5.2 "Fieldwork Report"	Share the project's results and progress transparently and ensure open-source access to the results.	2 posts	Website	WP3 Leaders
2027	01/27	12/27	Weekly posts on the PAGENS project's social media channels	Maintain regular and varied engagement with the community.	4 posts per month	Social media	WP3 Leaders
2027	02/27	03/27	"One Day, One Mobility" series	Highlight individual experiences to humanise the project.	4 posts	Social media	WP3 Leaders
2027	01/27	12/27	Publication of blog posts by researchers benefiting from mobility grants under the PAGENS project.	Expand the project's reach and report on researchers' progress.	4 posts per month	Hypothèse blog	WP3 Leaders
2028	01/28	12/28	Publication of project news via the Hypothèse blog (crawling system)	Capitalise on lessons learnt and strengthen the project's credibility	4 posts per month	Website	WP3 Leaders
2028	04/28	05/29	Summary articles: "What we have learnt after 3 years of mobility".	Maintain regular and varied engagement with the community.	1 post	Website	WP3 Leaders
2028	01/28	12/28	Weekly publication: 1 publication of your choice (video clip sharing experiences, researcher profile, anecdote, photo).	Share relevant content to boost engagement and visibility.	4 posts per month	Social media	WP3 Leaders
2028	01/28	12/28	Sharing of quotes or extracts from articles on the Hypothèse blog.	Make research methods accessible to a wider audience and enhance the project's transparency.	—	Social media	WP3 Leaders
2028	01/28	03/28	"Behind the scenes at PAGENS" series: short videos or other formats on research methods, tools used and collaborations.	Expand the reach of project news to a wider audience through innovative formats.	4 posts	Social media	WP3 Leaders
2028	01/28	12/28	Publication of blog posts by researchers benefiting from mobility grants under the PAGENS project.	Expand the project's reach and report on researchers' progress.	4 posts per month	Hypothèse blog	WP3 Leaders
2029	04/29	04/29	Publication of deliverable D6.1 "Policy briefs on the countries involved in the project"	Share the project's results and progress transparently and ensure open-source access to the results.	1 post	Website	WP3 Leaders
2029	07/29	07/29	Publication of deliverable D5.3 "Fieldwork Reports"	Share the project's results and progress transparently and ensure open-source access to the results.	1 post	Website	WP3 Leaders
2029	08/29	08/29	Publication of deliverables D6.2 "Reports on norms, age categorisation and life courses in the North and South" and D6.3 "Reports on welfare and family policies and social work in the North and South"	Share the project's results and progress transparently and ensure open-source access to the results.	2 posts	Website	WP3 Leaders
2029	10/29	10/29	Publication of deliverables D3.3 "Round Table Report" and D4.2 "Report on Material Cultures, Observation of Bodily Techniques and Health"	Share the project's results and progress transparently and ensure open-source access to the results.	2 posts	Website	WP3 Leaders
2029	10/29	12/29	Special feature "PAGENS Review": infographics, reports, summary videos.	Summarise and promote the project's achievements to ensure a lasting impact.	1 post	Website	WP3 Leaders
2029	11/29	12/29	Closing article: "The Legacy of PAGENS".	Summarise and promote the project's achievements to ensure a lasting impact	1 post	Website	WP3 Leaders
2029	09/29	10/29	Series "4 years of PAGENS in 4 videos": a retrospective of key moments.	Celebrate key milestones and strengthen the project's collective memory.	4 posts	Social media	WP3 Leaders
2029	10/29	11/29	Acknowledgements to partners and researchers via dedicated posts.	Strengthen ties with partners and recognise their contribution.	—	Social media	WP3 Leaders
2029	10/29	12/29	Announcement of final publications and future prospects.	Conclude the project by highlighting its results and legacy.	1 post	Social media	WP3 Leaders
2029	01/29	12/29	Publication of blog posts by researchers benefiting from mobility grants under the PAGENS project.	Expand the project's reach and report on researchers' progress.	4 posts per month	Hypothèse blog	WP3 Leaders

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Communications liaison: One person per organisation with an interest in communications who can act as a liaison between the communications team and their organisation. They will be able to follow up on general communications items within their organisation (project participant, communications department, IR department, etc.).

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