

Dissemination Plan

Introduction

The main objective of this document is to present the results of the IncluMusic project (hereinafter referred to as “the Project”) to all actors already involved and to others who may develop an interest throughout its life. Its success depends on the dissemination of those results, which in turn purport to bring along practical beneficial changes to the participants.

The exchange of information and experiences, of theoretical and practical skills, the contamination of different visions of training and employment and the elaboration of shared models are the strategic objectives of the Project. The core element of all of the foregoing objectives is communication. This plan therefore seeks to identify the several matters considered relevant towards the dissemination strategy of the Project, so that its purposes can be achieved.

Dissemination Strategy

The ultimate targets of the strategy are the definition of the Project’s aims should define the aims and the dissemination of the data produced throughout its life. As such, it is evidently paramount to:

- Raise awareness of the Project;
- Invite a constructive discussion around the work that is being undertaken, in progress;
- Spread the Project’s results and promote their assimilation;
- Increase the Project’s overall visibility, credibility and impact.

The plan set out below purports to define advisable actions to be taken at local, national and/or European dimension. Furthermore, a dissemination strategy will be essential to achieve as high of an impact, visibility, and credibility as possible.

Strategy Goals

The communication strategy is determined by and dependent on the overall aim of the Project and is designed to help achieve IncluMusic targets. Briefly, the objectives of the dissemination strategy are the following:

1. Fostering a culture of respect and open to diversity, as one of the primary objectives of training;
2. Emboldening a culture of EU collaboration, demonstrating how it is possible to achieve high-quality results not achievable by single organisations acting alone;
3. Increasing the possibilities of didactic and scientific collaboration between HMEIs, including joint publications, students’ and lecturers’ exchanges;
4. Supporting Universities’ third mission, in respect of social aspects.

Visual Identity

The visual identity concerns the “ID” of something. From a managerial standpoint, it combines symbols and graphical elements that display the essence of an organization. It concerns all the tools employed to identify an organization, working team, etc., as well as the context in which it operates. In the case of IncluMusic, it refers to the programme logo, the disclaimer, and the project logo.

Programme Logo

Unless otherwise agreed with the European Education and Culture Executive Agency (EACEA), all communication activities related to the action for which you received funding must acknowledge EU support and display the European flag emblem and funding statement below. The call and the number of the Project also must be added. Communication activities include all websites, media relations, conferences, seminars, information material such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.

You must also acknowledge EU support and display the European flag emblem and funding statement in all dissemination activities and on all infrastructure, equipment, vehicles, supplies or major result funded by the grant that you received from EACEA.

Please note that additional visual identity rules apply to recipients of funding from Creative Europe MEDIA. [Additional rules for Creative Europe MEDIA are given on a separate web page.](#) The emblem and funding statement can be downloaded here: [All official EU languages](#)

Disclaimer

The disclaimer **Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the National Agency for Community Programs in the Field of Education and Professional Development. Neither the European Union nor ANPCDEFP can be held responsible for them.**

You can find the other EU official language versions at the following link: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en (please select Co-Funded by the European Union).

Project Logo

The official IncluMusic logo is stored in the common 'web-site preparation' folder on Google Drive, accessible by all Project partners [here](#). The logo study, the several colours and applications of the chosen logo can also be found in the above-mentioned folder on Google Drive.

The Project's logo resulted from various proposals worked out by a professional graphic designer, upon which Project partners chose the most suitable one. Context and target groups of the Project were among the indicators taken into account for the selection criteria. The official IncluMusic logo features both a musical element and a holding-hands gesture strengthening the values of the Project. Fonts and colour combination have also been chosen according to different criteria, and upon agreement by all Project partners, providing a sense of identity. Lastly, the Project's logo is suitable for working across different mediums (i.e. website, posters, business cards), being able to be displayed in different sizes, on different colour backgrounds and in black and white.



IncluMusic



IncluMusic

Dissemination activities and target groups

The purpose of the dissemination activities is to formalise the actions incorporated in the framework of the Project, to issue guidelines for the approach, to set out key dates (both of planned events and main activities), to ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.

More specifically, the objectives of the dissemination plan are:

- To promote the Project, foreseeing long-term goals and sustainability of the results;
- To help reduce the barriers against the enrolment of SEN students in HMEIs;
- To create a community of HMEIs adopting social inclusion practices to make them inclusive environments for learning;
- To involve the envisaged target groups and local, regional and national stakeholders during the Project's lifespan;
- To disseminate the results to potential multiplier agents, mainstreaming them at national and EU level of HE communities.

Messages

Key Messages

The messages to be transmitted to the target groups will be developed jointly by the Project partners. The aim is to connect the different abilities of all actors involved, in order to produce common work material. This requires a clear agreement and careful co-ordination between all parties that may act as spokespersons or information sources for a particular task or network. The partnership should always agree what is to be disclosed and how. Inconsistent facts, figures, emphasis and viewpoints are to be avoided.

Messages for different audiences

Once a target audience is identified, relevant messages can be produced. It stands to reason that messages should consider the features of their target audience. Nevertheless, some messages may have a broader content, such that it makes them suitable for different audiences.

When tailoring that sort of message, it is important to show the importance and relevance of the issue at stake; to link messages to specific values, beliefs or interests of the audiences; to understand what motivates the audiences, encouraging a connection with the messages. It is also important to ensure that messages are culturally relevant and sensitive, and make sure these are as clear and memorable as possible. Therefore, it is expected that messages will be clear and synthetic to reach each target in a direct and specific way, and to show the importance of the connections between the skills of the parties involved.

Building and maintaining dialogue with stakeholders

During the life of the Project, partners are expected to liaise regularly with each other with regards to discussion of the Project's indicators, so that relevant issues may be identified early, and corrective measures put in place.

To feed the stakeholder need to be informed, it is understood that promotional materials, updates, project-related information and outputs will be supplied through the IncluMusic official website, as well as AEC social media channels: Facebook, Twitter, LinkedIn and Instagram. The AEC will also provide dissemination advice to all Project partners, who are expected to act upon AEC's advice and recommendations in order to increase awareness of HMEIs and other target groups.

In addition to the above, AEC will showcase the Project's activities and relevant results in the frame of the AEC Annual Meeting for International Relations Coordinators 2023 in Leuven, Belgium, in connection with the Diversity, Inclusion and Gender Equality (DIGE) Working Group of the AEC – Empowering Artists as Makers in Society (ARTEMIS, 2022-2025), co-funded by the Creative Europe programme of the European Commission.

Planning of activities

Target Group 1: HMEIs

Objectives

- To increase the number of students with Special Education Needs enrolling in HMEIs;
- To foster co-operative methodologies between HMEIs at national and international dimensions;
- To build a network of institutions capable of offering quality services to students with SEN;
- To create a more accepting teaching and learning environment

Communication Practices

Use the annual "European Days for Persons with Disabilities" (Special Education Day, tbc) to organise IncluMusic workshops or online seminars at the institutions level to raise awareness about special needs among teachers and students. The occasion can also facilitate the dissemination of official statements, studies or reports about the project findings.

Dissemination Products

- IncluMusic's website, newsletters and social media;
- IncluMusic's articles for technical journals, specialized magazines, partners' existing channels;
- Face-to-face scientific actions (e.g. conferences, seminars, workshops);
- AEC's social media channels
- Online sessions or webinars

Target group 2: HMEIs' Teachers

Objectives

1. To adopt the Project's materials as blueprint for their own courses;
2. To further the adoption of the Project's materials by other lecturers;
3. To build an EU-wide community of lecturers on inclusive teaching;
4. To increase the educational offer;
5. To enhance inclusiveness of education systems;

Communication practices

1. Changing the approach to teaching related to disabilities;
2. Integrating digital technologies and skills within the courses;
3. Improving knowledge of methodologies, tools and practices for teaching people with special training needs;
4. Creating a network of trainers who can work together either on a regional and/or national basis;
5. Enabling face-to-face discussions to improve training materials;
6. Promoting the results obtained by the Project through several types of scientific events, such as seminars (and webinars), workshops, conferences, etc.

Dissemination products

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Target group 3: HMEIs' Administrative Staff, Tutors, Directors

Objectives

- To boost inclusivity within HMEIs institutions;
- To increase international and inter-institutional collaborations;
- To create change in practices by increasing awareness at institutional level

Communication practices

- Improving knowledge of methodologies, tools and practices for teaching people with special training needs;
- Creating a network of trainers who can work together either on a regional and/or national basis;
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Target group 4: HE Students

Objectives

- To increase knowledge of digital tools applications in respect of music learning;
- To enrich students' profiles;
- To broadcast knowledge of digital approach towards music education;
- To increase acceptance and understanding in the learning environment.

Communication practices

- Presentation of the Project during classes;
- Use of social media and access to official website;
- Participation of students to IncluMusic online sessions or workshops.

Dissemination products

- Flyers, posters and presentations (both physical and digital) highlighting the aim and features of the Project;
- Posts to be shared through the website and social media;
- Involvement of influencers, potentially within the field of SEN;
- AEC's social media channels / EPASA's social media channels (European Performing Arts Students' Association).

Target Group 5: Citizens

Objectives

- To raise awareness throughout society, regarding persons with disabilities, and to foster respect for the rights and dignity of persons with disabilities;
- To combat stereotypes, prejudices relating to persons with disabilities;
- To promote positive perception towards persons with disabilities;
- To promote recognition both of the needs but also skills and abilities.

Communication Practices

- Use social media campaigns and promotion of the findings on the project website;
- Promoting the results of the project through a variety of public events, conferences;

Dissemination Products

- IncluMusic's website, newsletters;
- AEC social media channels.

Target Group 6: Voluntary Associations / Stakeholders and Agencies in the sector

Objectives

- Liaise with organisations such as [Inclusion Europe](#), the [European Agency for Special Needs and Inclusive Education](#) or similar to exchange about inclusive education and increase the project's outreach and advocacy potential;
- Improving the knowledge of special needs in Higher Music Education Institutions.

Communication Practices

- Support and promote initiatives between associations with the same mission;
- Promote general inclusion initiatives on social media.

Dissemination Products

- AEC's and partners social media channels;
- AEC newsletter.

National and International Dissemination Conferences and Networks

All the partners will be asked to provide a list of conferences in project-related topics and a list of networks that could be interested in the Project's results. All HMEIs partners commit to organize one annual event for presenting the Project's results to a wide audience of stakeholders.

The national and international dissemination conferences are organised by each HMEIs partner (or networks it belongs to) to inform interested communities that the Project is ongoing:

Year 1 (November 2022 – October 2023)

- Amplify Research Day at the Royal Irish Academy of Music (Dublin, Ireland) on 2nd March
- International Music Therapy Symposium at the National Academy of Music Gheorghe Dima (Cluj-Napoca, Romania) on 26th-28th April
- AEC Annual Meeting for International Relations Coordinators (Leuven, Belgium) on 20th-23th September 2023
- AEC Diversity, Equity and Inclusion in Higher Music Education, October 2023 (Palermo)

Year 2 (November 2023 – October 2024)

- AEC Annual Congress and General Assembly (The Hague, The Netherlands) on 9th-11th November 2023
- Congresso di musica mediterranea del 26-30 giugno 1954 70 anni dopo tra ricerca e internazionalizzazione (Palermo, Italy) on 29th June 2024
- AEC Annual Meeting for International Relations Coordinators (Dublin, Ireland) on 4th-7th September 2024

Year 3, International Event (November 2024 – October 2025)

- AEC Annual Congress and General Assembly 2024 (Milan, Italy) on 14th-16th November 2024
- Amplify Research Day at the Royal Irish Academy of Music (Dublin, Ireland) on 27th February
- International Music Therapy Symposium at the National Academy of Music Gheorghe Dima (Cluj-Napoca, Romania) on 8th-10th May 2025

- Music and Mental Health: Empowering Inclusion for Students with Special Needs in Higher Education (Nicosia, Cyprus) on 25th June 2025
- Music and Inclusion: Educate, Empower, Engage at the Gheorghe Dima National Academy of Music on October 7, 2025

Other conferences, not organised by project partners

- VIETMUS Musichathon (Hanoi, Vietnam) on 28th March 2025
- EAS Conference (Évora, Portugal) on 4th-7th June 2025
- Jornada sobre Educació Musical Inclusiva (Barcelona, Spain) on 8th July 2025
- ESMUC Jornada sobre Educació Musical Inclusiva, July 2025 (Barcelona)
- International Conference: Music, Research and Activism: Solidarities and Urgencies, May 2025 (Helsinki)

IncluMusic Official Website and Social Media

How to use IncluMusic official website and Social Media channels

AEC's Social media channels are the ones through which target groups can be kept informed of the IncluMusic developments. All of the Project's partners can stimulate the use of social media by sending to Alfonso Guerra (alfonsoquerra@aec-music.eu) a message in the form of either an article or a social media post.

The guidelines for managing social media are the following:

All partners in turns of 1 month will prepare one of the following:

- 1 post on Facebook (max. 300 characters);
- 1 post on LinkedIn (max. 600 characters);
- 1 post on Instagram (with picture);
- 1 post for Twitter (max. 250 characters).

The content should refer to:

Project related activities/news;

Other relevant and interesting contents related to the Project's topic.

Images:

Select picture free of copyright (you can use websites like www.pixabay.com; www.unsplash.com).

Texts:

They should be sent to Paula from ANMGD that will proceed to upload on the website and share through official social media accounts.

Quarterly Newsletter

To gather the contributions of all those involved in the project and from stakeholders. The newsletter will be a useful tool to reach key actors, decision-makers, and public. AEC is responsible for both collecting articles from partners and preparing the content of the newsletter. Finally, [please insert name of relevant partner] will send it out to the project mailing list.

Dissemination Managers

Dissemination Managers		
Project Partner	Name and Surname	Email address
ANMGD	Andrea Lawrence, Roxana Huza	andrea.lawrence99@gmail.com

EUC	Maria Prodromou, Yiannis Miralis	m.prodromou@euc.ac.cy , ymirallis@euc.ac.cy
LUMSA	Antonio Suelzu, Viviana D'Ambrogio	suelzuantonio@libero.it ; dambrogioviviana@gmail.com
RIAM	Mark Mahoney	markmahoney@riam.ie
CONPA	Consuelo Giglio	consuelo.giglio@conservatoriopalermo.it
AEC	Alfonso Guerra	alfonsoguerra@aec-music.eu
VAL	Giuditta Pasta	giuditta@valuedo.eu

How to keep track of the Dissemination activities carried out

Detailed record keeping of all dissemination activities, its target audience, the impact made is fundamental for justifying the WDs we report.

All feedbacks need to be collected and registered according to the procedure below:

- Creation of an online working document with a table that should be reviewed and filled in monthly with any new dissemination activity (newsletters, social media posts, articles, press releases etc). All partners should be able to access and insert information on the document;
- Usage by all partners of the #IncluMusic Hashtag that will allow easier tracking on all social media platforms;

Quantitative and Qualitative Indicators

Quantitative Indicators for Project Website:	Target:
n. of unique visitors	300 per year
n. of project references in other websites	15
n. of news posted	36 (1 per month)
n. of videos posted	4
Quantitative Indicators for Social media accounts	Target:
FB: n. of followers	200
FB: n. of posts	36 (1 per month)
LinkedIn: n. of group participants	120
LinkedIn: n. of post	36 (1 per month)
Quantitative Indicators for Newsletters	Target
n. of newsletters	6 (2 per year)
n. of newsletters subscribers	100
Quantitative Indicators for Scientific Papers	Target
n. of academic publications (journals, conference papers)	3
n. of Google Scholar's citations	6
Quantitative Indicators for Conferences/Events	Target

n. of Conferences /events organized/participated by HMEI partners at national level	11
n. of International Conferences organized by the Lead Partner	1
n. of total participants to IncluMusic events	400