










## Communication Plan

Project information	
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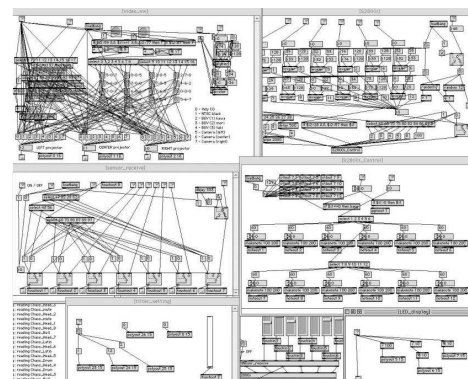
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## 1. INTRODUCTION AND OVERVIEW



The sound produced and shared through digital technologies. The sound that cross the net and creates links and contamination of different and so far cultures. The sound, accessible and reproducible. And, again, the school, the didactics of music and the didactics of technology, the creative expression on the net: all these elements are only a part of those that characterize the field of research and educational research-action of the OPEN SoundS network.

OPEN SoundS and the virtual territories just mentioned constitute a hybrid laboratory for the European education systems, they constitute an opportunity to reflect more consciously upon a new concept of education, closer to the technology and consistent with a living cognitive reorganization, pulsing and interconnected.

Since the beginning, the electronic media have been characterized by their ability to create shared dimensions and to being instrument of social engineering. From being channels of information and innovations, they have been transformed into livable dimensions of thoughts and human actions, real settings in which act. We can observe it with internet, we have seen it with the television and the radio, we will see it more and more with smartphones and PDAs, genuine engines for communication, work, love.

Made free from social and spatiotemporal constraints, man colonize the media that he produces, and he/she use them as infrastructures through which circulate new ways of thinking.

This is the challenge, this is the learning space proposed by OPEN SoundS: the creative use of the musical technologies and the network in Education.

This is the “*limes*” where it is possible to immerse themselves between real and virtual, where it is possible to mix different languages and media, to hybridize knowledge and practices both formal and informal, where the knowledge and competence sharing becomes standard procedure, and where the creative and emotive expression is the essence of the identity development. This is then the “frontline” on which the European educational systems might start to rethink themselves, and to begin a conscious and consistent path of change.

The main objective of OPEN SoundS is to transfer to the students, present in different educational contexts where digital technologies are used in creative and vocational function, a very advanced model of training on the Net: the possibility to produce and share music in remote mode inside of the virtual and transnational learning communities.

The project intends to contribute to transform, modernize and adapt the education and training systems in e-learning, creating an European network of students, fans of music and technology, that inside the educational system (school, conservatories, vocational training) experience the use of virtual working environments dedicated to the shared and transnational creation of musical projects.

More precisely, the project outcome *is to test the extension of an informal learning model, that use new technologies in their most innovative applications, to help students acquire key competencies in compliance with the EFC and in prospective of the transfer in the labour market.* The possibility to benefit such models will allow us to integrate them in educational processes in line with the requirements of the knowledge society as well as the individual and vocational needs of students

The prospective of the projects, in terms of **expected results**, is allowing students, especially those potential early school leavers, to:

- a) build the first, structurally, European educational network that use the Musical TD in creative and collaborative key*
- b) develop digital and technology competence;*
- c) strengthen the active citizenship through a collaborative practice which is going to involve a large number of youths who love music in the partners countries;*
- d) improve and to increase the opportunities, quality and fields of transition in market labour.*

The **expected changes in the system** concern:

- the possibility to develop training strategies which are able to transfer key competencies in VET;
- a new educational perspective to build appropriate training courses to access the labour market; a better skill to recognize and evaluate non formal and informal knowledge acquired by students.

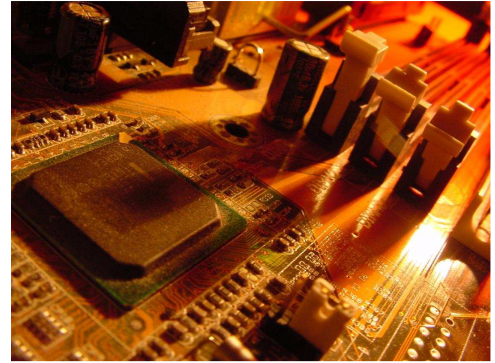
The development and the success of an European Network of students as OPEN SoundS , is based firstly on the ability to involve all the players in a integrate system of actions that will have the duration of three years and that will be distributed across the partners' countries.

The communication among all the 'knots' of the net, the features, the tools, and the forms of communications become indicators of quality and achievement, and they express themselves in the frame of reference frameworks that are reliable, consistent and shared, as the communication plans.

This document presents the communication plan among the partners of the OPEN SoundS project (internal communication). Obviously it is closely related to the dissemination plan (external communication), already defined in structure and general content.

These plans will have to be considered as documents in progress: further adaptations and changes during the three years of project development will be possible in respect of the needs of project partners and stakeholders, and the achievement of the project objectives.

## 2. OBJECTIVES OF THE COMMUNICATION PLAN



In order to build a communication flow with/among partners, with the National Agency and with all the other involved parties, it will be necessary to ensure knowledge and sharing of processes, products, projects, actions linked to the project development.

For this reason, the plan is conceived as a systematic reference frame to reach a consistent and efficient management of the communication flows, by establishing procedures, tools and communication forms, well defined and structured. Therefore, the plan ensures the quality of the project thank to common and specific elements, like:

- Identification and transparence of the actions
- Fluidity, punctuality, speediness and interactivity of the tools and of the communication forms
- The attention to the relational dimension, and the interest for the quality of human (as well as professional) exchange among the involved partners/stakeholders. This aspect will be considered central element of the whole process, and key indicator of all the initiatives involving different players.

In detail, the aims of the present communication plan are the following:

- to establish the communication procedures within the consortium in a consistent and understandable frame of reference
- to establish the communication procedures with the National Agency in a consistent and understandable frame of reference
- to ensure continuously and in a transparent way all the partners to be informed about main actions put in place, key shared decisions, proposal for new actions, any potential problem linked to the project development
- to share, after a proper supervision of the scientific coordinator of the project, the key documents/outputs of every workpackage
- to ensure harmony and quality of human and professional exchange among partners
- to ensure quality to the project results.

### 3. METHODOLOGY



**The communication plan belongs to is an integral part of the project management,** conceived as a service to the whole project – network building, research, and administrative/financial activities. Project management is built and act in order to ensure the fulfillment of the project results and to guarantee the propriety of procedures.

**The management will be supported by a Steering Committee established in the first phase of the project activities.** This Committee will be responsible for the project coordination, any decision on management issues, quality principles, review criteria, administrative/financial procedures, communication procedures, dissemination strategies.

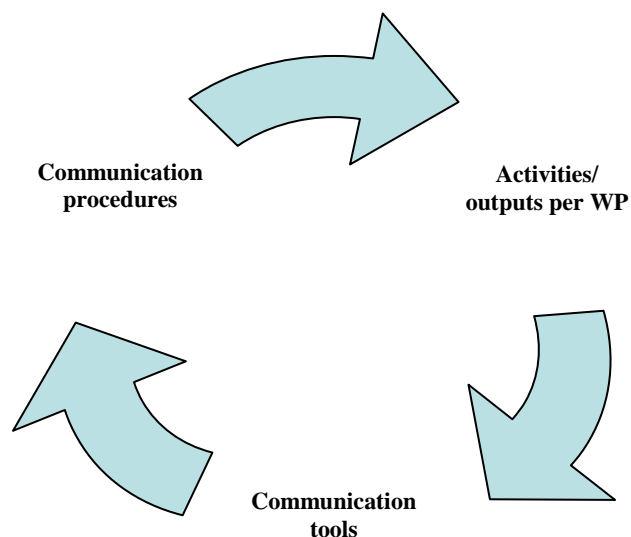
The consistency between activities/outcomes and project objectives, given the expertise of the coordinating institution (coming from 8 years of research at European level in this specific field of innovation) will be ensured by the scientific coordinator of the project, in agreement with the Steering Committee.

The communication procedures will be established in order to ensure an efficient information flow among partners. The working communication will take place through e-mail, audio-conference and web based collaborative environments (accessible from the project website). It will be integrated with regular face-to-face meetings.

The communication tools, and the procedures for the circulation of documents will be described more in detail afterward (see next table).

In general, the communication plan includes the following steps:

- 1. Identification of the main activities/outputs to be shared among the partners, and between the project coordinator Ist. Deffenu and the National Agency***
- 2. Identification of the communication procedures***
- 3. Identification of the communication tools***



### 3.1 Main activities and outputs

During the two years of the project, the focus of the communication process among partners, and between the project coordinator Ist. Deffenu and the National Agency is the realization and the sharing of the tasks/outputs foreseen in the frame of the project, here below summarized:

**Table 1** Main activities/outputs

<b>MEETING CONFERENCE WORKSHOP</b>	<b>WORK PLANS, REPORT, OTHER WORKING TOOLS</b>
Kick off meeting, Partners meeting, final meeting  National Seminar addressed dedicated to disseminate and exploit the content and activities of the project and its main results . The seminars will be addressed to teachers, students and responsible persons of educational policies  Partecipation to external	<ul style="list-style-type: none"> <li>- Communication Plan</li> <li>- Quality Plan</li> <li>- Tools and criteria to identify good practices,</li> <li>- Survey on good practices related to the use of virtual learning environments in music in the European education and training context</li> <li>- Good practices data base</li> <li>- Study Sector</li> <li>- Plan of Transfer</li> <li>- Tools to support the transfer process</li> <li>- web portal of the project</li> <li>- Implementation on the OPEN SoundS web site of the Collaborative environment for music production</li> <li>- testing of the functionality of the Collaborative environment for music production</li> </ul>



events in the field	<ul style="list-style-type: none"> <li>- Dissemination plan</li> <li>- Tools and materials to support the dissemination and exploitation activities</li>   <li>- Identification and implementation of the European networks of students for the testing activities</li> <li>- Testing Plan of the Transfer</li> <li>- Check of protocols to support the transfer and testing activities</li> <li>- Tools to support implementation and transfer activities on small and large scale</li>   <li>- Final Report on the results of the testing of transfer activities</li>   <li>- Final book which presents the theoretical and methodological reflection on the experience conducted by Open Sounds and the results achieved</li> <li>- Agreements between policy makers, key actors and other sector stakeholders to consolidate the use in the VET system of the virtual learning environment to create music and related learning tools</li> </ul>
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In the project proposal the deliverable list is already designed, and contains the general deadlines for each of the activity/output per work package: those deadlines are expected to be modified and adapted according to the needs and the operational decisions adopted during the project lifespan.

The present Communication plan aims at establish the procedures of internal communication among the members of the consortium, also in order to carry out the project tasks and to reach the foreseen objectives. Also, it will contribute to make easier, punctual, consistent the whole project action toward the relevant stakeholders. Finally, it will contribute to make relevant from a scientific and educational point of view the planned outcomes and outputs, by embedding them in the broader strategy of innovation and integration of European educational systems.

The efficient and on-time realization of the activities/outputs will be then in charge of the communication action, well organized and consistent, that will take place among partners and between the coordinator and the National Agency .

Following are listed the main project workpackages and the list of main product phase to be achieved through the project activities

#### Project Work Packages

- WP 1 Preparatory phase - Definition and sharing of project work plan
- WP 2 Survey on good practices related to the use of virtual learning environments in music in the European education and training context
- WP 3 Implementation of the OPEN SoundS web portal and processing of the Transfer Plan

- WP 4 Reorganization of the MODEM platform according to the transfer activities and their integration into the OPEN Sounds web portal
- WP5 Definition of the Dissemination and Exploitation plan
- WP6 Development of Testing Plan and its main tools Integration of the testing networks of different target groups involved in the project partner countries
- WP 7 Testing of the Transfer
- WP 8 Integration in the System

**table 2. Deliverables List**

<b><u>WP</u></b>	<b>Deliverables</b>	<b>Deadline</b>
<b><u>WP1</u></b>	<ul style="list-style-type: none"> <li>- <b>Start up meeting and seminars</b></li> <li>- <b>Detailed work plan</b></li> <li>- <b>Communication Plan</b></li> <li>- <b>Quality Plan</b></li> <li>- <b>Support Committee</b></li> </ul>	<b>mese 1</b>  -
<b><u>WP2</u></b>	<ul style="list-style-type: none"> <li>- <b>Research Report</b> on the presence of learning environments for music remote production, with special reference to those aimed at the education and training systems of the partner countries</li> <li>- <b>“Sector study”</b> on the prospects of the use of TD in music production and creation in education and training</li> <li>- <b>Database on Good Practice - Structure and Functioning-</b></li> <li>- Operative plan of the OPEN Sounds web portal</li> </ul>	<b>mese 4</b>
<b><u>WP3</u></b>	<ul style="list-style-type: none"> <li>- Detailed <b>Plan of Transfer</b> activities</li> <li>- Planning of specific <b>tools to support the implementation and transfer of innovation</b></li> <li>- Creation and development of the <b>project web portal</b></li> <li>- <b>II° Partners meeting</b> and Seminar at the CSC of Padova</li> </ul>	<b>mese 7</b>
<b><u>WP 4</u></b>	<ul style="list-style-type: none"> <li>- <b>Implementation and integration of the new platform for music production</b> into the OPEN SOUNDS web portal. (Reorganization of modem platform for its use within the VET system of the partner countries)</li> <li>- <b>Test to verify the platform functionality</b> and the potential users acceptance and satisfaction</li> </ul>	<b>mese 10</b>
<b><u>WP 5</u></b>	<ul style="list-style-type: none"> <li>- <b>Disseminatio and Exploitation Plan</b></li> <li>- <b>disseminations materials</b> ( news, newsletters, etc)</li> <li>- creation of the <b>project pages in the main networks web 2.0</b> ( Facebook You tube etc)</li> <li>- creation of the <b>You tube channel of Open Sounds</b></li> </ul>	<b>Tutta la durata del progetto</b>
<b><u>WP 6</u></b>	<ul style="list-style-type: none"> <li>- <b>Identification and implementation</b> of the <b>European networks of students for the testing activities</b></li> <li>- <b>Testing Plan of the Transfer</b></li> <li>- <b>Check of protocols</b> to support the transfer and testing activities</li> <li>- <b>Tools to support implementation and transfer activities</b> on small and large scale</li> </ul>	<b>mese 12</b>

	<ul style="list-style-type: none"> <li>- 3 rd partners Meeting and Seminar on the issues raised by the transfer testing and validation of results organized by Earmaster in Copenhagen (DK)</li> </ul>	
<b>WP 7</b>	<ul style="list-style-type: none"> <li>- <b>Tools to support implementation and transfer activities</b> on small and large scale</li> <li>- <b>Final Report on the results of the testing of transfer activities</b></li> <li>- Partners Meeting and seminar in Rome and London</li> </ul>	<b>mese 20</b>
<b>WP 8</b>	<ul style="list-style-type: none"> <li>- <b>Final book which presents the theoretical and methodological reflection on the experience conducted by Open Sounds</b> and the results achieved (Italian and English)</li> <li>- <b>Agreements between policy makers, key actors and other sector stakeholders to consolidate the use in the VET system of the virtual learning environment to create music and related learning tools</b>, as well as, for the exploitation of the innovative methodologies developed through OPEN Sounds</li> </ul>	<b>mese 24</b>

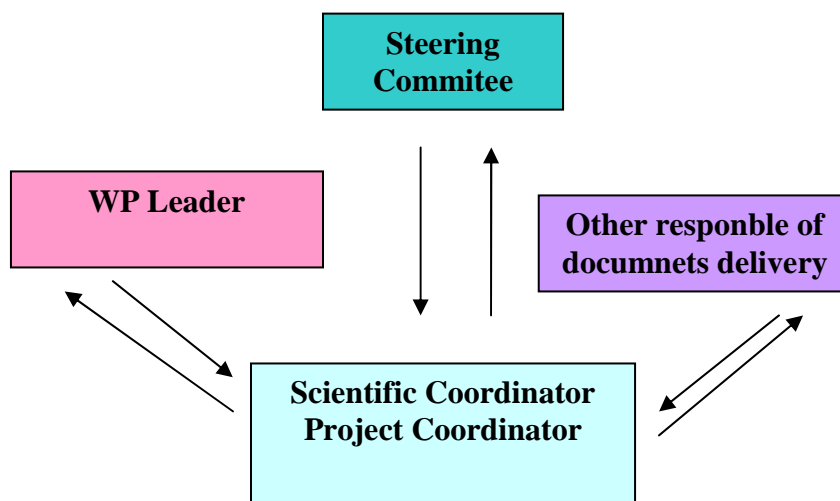
### 3.2 Communication procedures

The communication flow will be circular, and it will include the project coordinator, the scientific coordinator, the Steering Committee, all the partners responsible for delivery of outputs, and the National Agency with regard to the management tasks (administrative and financial documents, reports, any modification from the original plans, etc.)

All the documents (working papers, deliverables of each activity, proposals for the organisation of meeting, conferences, etc) **will be sent from the WP leader** and anyone who will be in charge for delivering outputs/outcomes according to the workplan, **directly to the project coordinator and to the scientific coordinator.**

**The scientific coordinator of the project**, after a first analysis to check the consistency of the documents, will send the document to the Steering Committee and to the other partners, **for the common review toward the final version.**

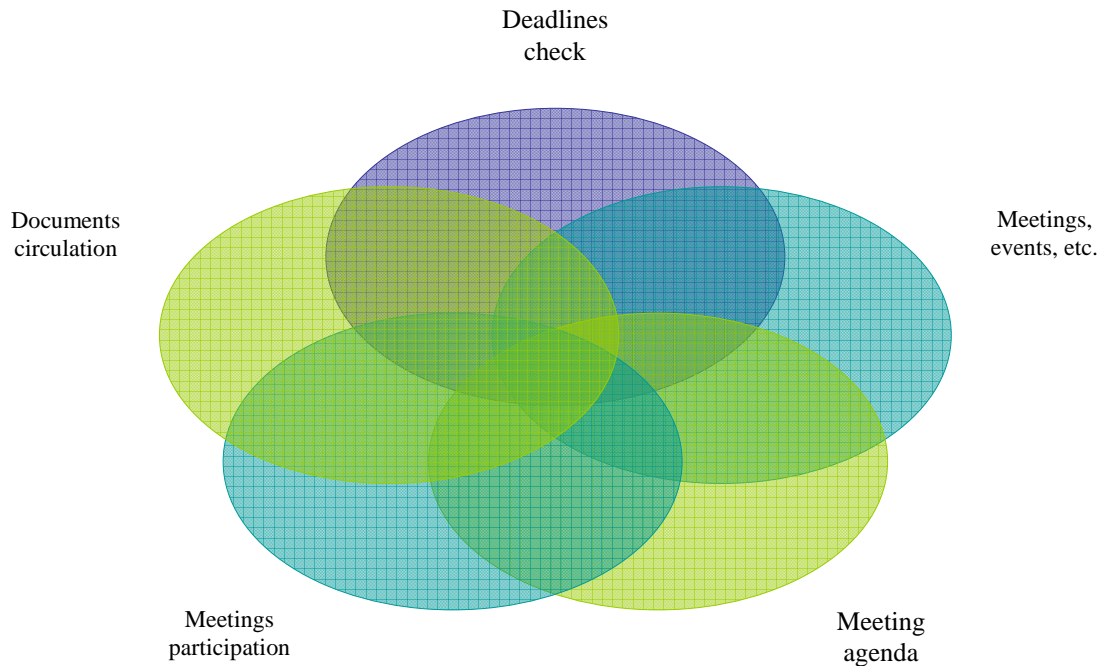
With regard to the **administrative/financial documents**, **the project coordinator will ensure the circulation of information** about costs and any other administrative/financial issue. The project coordinator will also ensure the sending of the interim and final reports to the National Agency.



The activities of project management will be carried out consistently with a Quality frame

The communication procedures established by the present communication plan are linked to the project lifespan and to the main activities of the project. Therefore, they state basically the ways in which the communication will be exploited in the main activities foreseen by the project, namely:

- a) *check of the deadlines*
- b) *circulation of documents*
- c) *organisation of meetings,*
- d) *template of the meeting agenda*
- e) *participation to the meetings*



**a) Check of the deadlines**

The scientific coordinator and the project coordinator will be in charge of

- Check the work plan and the deadlines agreed with the partners during the meetings
- Remind the partners with due advance the deadlines for the organisation of activities (conferences, seminars, workshops), and for the delivery of the documents on time.

**b) Circulation of documents:**

The three main types of documents that have to be circulate and carefully verified in order to ensure their consistency with the project objective are:

- **Working papers**, presenting results and inputs for further development, will be sent for information and for additional contribution of the Partners;
- **the deliverables of each Activity** will be sent by the WP Leader to the Project Coordinator, Scientific Coordinator and the other members of the SC for final review;
- **Management documents**, such as the minutes of the project meetings, which are to be issued by the Project Coordinator, and the revised Action Plan will be circulated among all the Partners and uploaded on the Partners workspace (on project web-site). Also, the Project Coordinator will be responsible for circulating the relevant cost statements and other administrative information among the members of the Project Consortium.

**The project coordinator and the scientific coordinator are in charge of:**

1. Ensuring a prompt feedback to mails and received documents
2. Ensuring the deliverables to be sent on time
3. Proposing documents format and standards
4. Designing the project logo and the templates for the documents
5. Realizing a first verification of the consistency between outputs/documents and project objectives
6. Advising the WP leaders on the modifications (if any) on the documents
7. Facilitating the Steering Committee in the common review of the documents toward the final version
8. Ensuring the delivery of the revised and approved documents to the national Agency
9. Ensuring the circulation of the administrative/financial documents among partners and to the National Agency

**WP leaders are in charge of:**

1. Ensuring a prompt feedback to mails and received documents
2. Ensuring the delivery of the documents at least 5 days before the deadline
3. Informing the scientific coordinator and the project coordinator potential delays in the delivery of the outputs/documents
4. Collecting the feedback from the partners within five days from the delivery of the document
5. Ensuring the quality of the outputs/documents sent, reviewing the partners' proposal, integrate the reviews in the documents, and provide the final draft of the document, to be sent to scientific coordinator and to project coordinator

All the project documents/outputs will be provided in Italian and English.

***c) Organisation of conferences, seminars or workshops in the frame of dissemination activities***

The scientific coordinator and the project coordinator will be in charge the organization and the management of conferences or other project external events, in close cooperation with the WP leaders, who are in charge to take care of the operational realization of them.

The scientific coordinator and the project coordinator are in charge to check and verify:

- the consistency of the events with the project objectives
- the results in terms of participation, quality of the content, satisfaction of the target group
- the respect of the deadlines
- the planning of corrective actions, if needed, to be applied to future events;
- the assignments of new tasks in order to implement the guidelines of the project.

***d) Meeting agenda***

The partners meetings should be aimed at debating and solving the problems of specific activities related to the project development. The agenda should be therefore planned in order to address

- the consistency of the outputs/activities realized (or proposed) with the project workplan
- the quality of the outputs/activities developed (or proposed)
- the needed adjustments (or integrations)
- the time of delivery of new outcomes/activities
- the dissemination and valorization activities
- the presentation of the project on the web (communicative impact)
- etc.

The scientific coordinator and the project coordinator will be in charge of providing the agendas of the meetings, in close cooperation with the partner responsible for the organization of the meeting.

### ***5) Participation to meetings***

The meetings have a twofold objective:

- to offer opportunities of common work, in order to involve all the project partners, and enable the sharing and the joint evaluation of the project outcomes;
- the planning, organization and adoption of shared decision on further activities.

All the meeting are to be held regularly. All the invited partners are expected to participate.

The project partners are expected to participate:

- the transnational meetings
- the kick off and the final meetings
- the annual conferences on music didactic trough the ICTs and the internet
- any other coordination meeting.

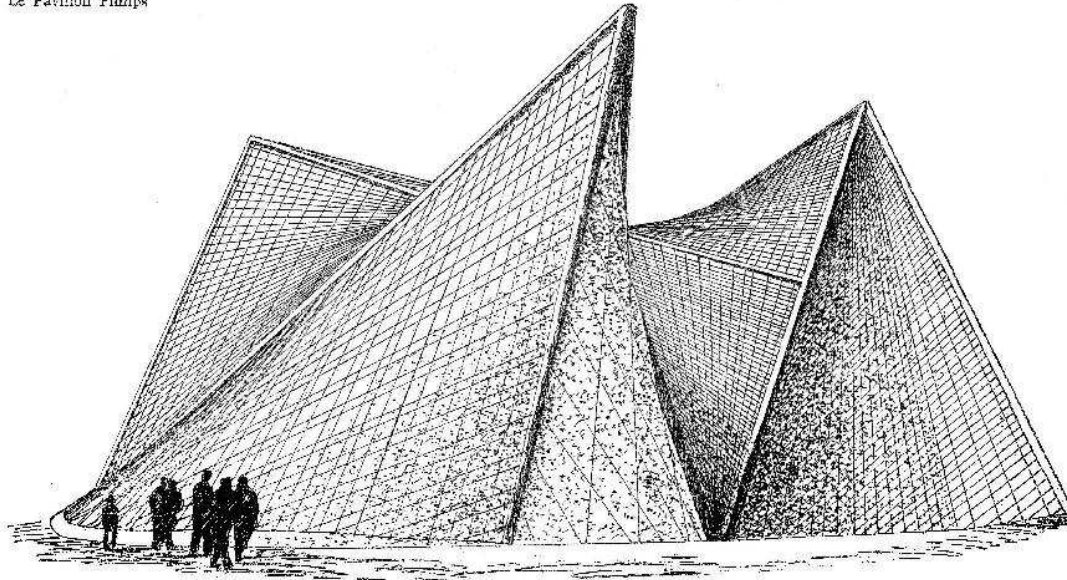
Each WP leader is supposed to participate the meeting: in case of missed participation, they are asked to inform in a due time the project coordinator and the scientific coordinator. In any case, they should provide a replacement able to act on behalf of them.

The meeting minutes, provided and distributed time to time by the project coordinator, will be a reference for the formative evaluation of the project.



### 3.3 Communication Tools

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The present Communication Plan integrates the description of the main communication tools, that will be used to facilitate the communication and the sarin within partners. As *communication tools* we refer to Media used

Aside to the contents of the documents (or outputs, or activities) object of communication, the media used for the exchange, the format homogeneity and the standard used to structure the documents, as well as the Templates graphic, contribute to the quality of the process and of the impact of the activities results on the involved actors

#### a) Used Media

Media	Use
Mailing list	The mailing list will be used to send material or communication to multiple recipients, to reach all the members of the partnership
Net Sounds Platform	<p>The Net Sounds platform will provide a public area and a private access area for the actors directly involved in the project.</p> <p>The private area will contain information on the development of the project Work Packages, official documents from the meetings and key documents (official templates, administrative and financial documents).</p> <p>The description of public area will be included in the</p>



<b>Media</b>	<b>Use</b>
	dissemination plan.
Conference Call	Conference calls will be used for communications among several partners in crucial moments in the life cycle of the project. The conference call allows a direct dialogue among partners, but avoiding the costs of a face-to-face meeting
Web-based collaborative environments (to be made available via the project website);	Online environments for collaborative work among partners will be integrated to the platform: these interactive tools will allow real time communication about integration/suggestions in an agreed form.
regular face-to-face meetings	Meeting organized regularly will allow partners to work together on to discuss all issues related to the development of the project

Anyway, the communication tools will be chosen with regard to the different needs related to the project development.

### **c) Templates**

The following document are here in annex:

- 1)Template of the Report

The Partners will agree also on the documents formats and standards, being designed the logo of the project and the templates for work documents.

# ANNEX I

## Report Template



# open sounds

## Document's title

Project information	
<b>Project title:</b>	OPEN SoundS – Peer education on the internet for social sounds
<b>Programme:</b>	Sectoral Program Leonardo da Vinci.. Transfer of innovation (TOI) - 2011
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P6	UK	BRIGHTON ART	BAL	
P7	UK	Institute of education UNIVERSITY OF LONDON	IOE	