Dissemination and Exploitation plan (7.1)

WP7 Dissemination and Exploitation

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2	18/11/2019	Olivera Gračanin (P2)	Developed dissemination activities
3	24/07/2020	Ivana Perković (P1)	More detailed planning and changes to accommodate new circumstances in the situation of the pandemic.
4	11/08/2020	Olivera Gračanin (P2) Ivana Perković (P1)	Final detailed dissemination and exploitation planning for second half of the project.

Disclaimer
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Executive Summary

This document provides an overview of planned dissemination and exploitation activities within the DEMUSIS project *Enhancing the digital competencies and entrepreneurship skills of academic musicians in Serbia for culturally more engaged society*. It is a compulsory document that CBHE projects are required to create and submit to EACEA. This plan summarises the consortium's strategy and explains chosen strategies and communication tools.

Due to the fact that capacity building is the core goal of the DEMUSIS project, it is essential to disseminate and exploit project results, to insure the sustainability of the project. This deliverable, D7.1 (Dissemination and Exploitation Plan) was and will be updated every 6 months, to adjust to project development.

The plan provides details of the following dissemination aspects:

- Key target audiences for dissemination
- Dissemination channels and frequency of communication
- Organising meetings and workshops, open info days and round tables
- The project website (www.demusis.ac.rs)

The key dissemination outputs will be included in the appendixes.

The main potentially exploitable results are:

- New and reformed study programmes
- New and reformed study courses
- Guidelines, textbooks and guidelines for new courses
- LLL courses
- On-line courses
- Newly established connections between enterprises and universities

Dissemination activities aim to address the main project stakeholders and key audience. The main objective is to maximise awareness of DEMUSIS objectives and activities and to ensure the sustainability of the project results.

Introduction

This document presents the DEMUSIS dissemination and exploitation plan. The plan states the main dissemination activities and events that are planned, as well as the main expected avenues for exploitation of project results to promote the continuation of the project's impact beyond the formal project duration period.
This deliverable, 7.1: *The dissemination and exploitation plan*, is linked to WP 7 task 1. The publication of this plan at the DEMUSIS project website presents an important milestone in the project.
The dissemination and exploitation plan serves to:

- define our understanding of key terms
- recognize opportunities, as well as methods and tools for dissemination (website, social networks, presentation modules, etc.)
- identify main target groups
- provide a schedule for dissemination and exploitation activities
- describe actions and measures necessary to guarantee the highest possible recognition of project objectives and results within defined target groups.

This plan is a "living document" that will be updated throughout the project, as required.

Project objectives

Entrepreneurship, digital media and eLearning have until now only played a minor role in higher education in music, despite the ongoing digitalization and the need to adapt to these changes. Current music studies in Serbia, prior to the DEMUSIS project, have failed to introduce the necessary novelties in artistic methodology and practical learning up to the present.

Having that in mind, the DEMUSIS project was designed to develop knowledge, solutions and capacities that will result in improvement of higher education in the field of music.
The wider objective of the project is to develop digital competencies of academic musicians in Serbia for raising HE capacities, better employability and socially more responsible music professionals.

The specific objectives are:

- Modernization of curricula: introduction of new master programme „Music in Digital Environment", with strong entrepreneurial dimension and modernization of the first and second cycle of studies through introduction of new digital, technical and entrepreneurial skills
- Continuous professional development of employees in music sector in Serbia through creation and implementation of certified LLL courses
- Development of digital competencies as tool for artistic self-expression through entrepreneurship, to promote more engaged and culturally responsible musicians committed to the civil society

The project proposes an innovative and sustainable approach to curricular reforms in music in Serbia. It will overcome the gap between higher education's reluctance to transformation and job demands in industry, new funding schemes, fast-changing technology and liquid society (Z.Bauman)

Main innovations:

1. Curricular innovation. New/modernized curricula/syllabi will result in new outcomes and affect students' learning at different levels: digital skills (such as digital content creation, problem solving, etc), entrepreneurship skills (such as time/financial/resource/project management, social skills, etc.), discipline specific skills (basic music recording and production, music related software, on-line music relevant resources, creative use of digital technologies, music digitalization, etc.)

2. Change at institutional level. Adoption of new digital platforms will introduce a novel methodological approach in the realization of curricula. The institutional shift will ensure sustainability of curricular innovation.

3.Paradigm shift. Most highly educated academic musicians in Serbia think that the „business approach" will mean that they will be „selling out" and compromise their art. Through the project, they will learn that creating a career, especially in the digital environment, is a creative extension of the art itself, and not something corruptive.

4. Student-centered approach in order to motivate students to develop their own ideas and enhance problem solving skills using new technologies. Our music students are independent in creating/performing music, but lack entrepreneurial attitude in terms of initiative, innovation, etc.

5.Continuing professional education through courses and delivery method that arenew at the national level.

6. Development of socially engaged music professionals, that have the knowledge and skills to promote public participation in music as well as appreciation of music by presenting a wide range of aspects of music in digital environment. This will contribute to the growth of a culturally-engaged society.

Project indicators

The key indicators related to the wider objective that the project aims to reach are that:

- music graduates will be equipped with innovative professional skills capable of being (self)employed in changing and digitized job market
- the institutional capacity for cutting-edge forms of artistic/musical expression will be increased, and that
- the rates of public participation in musical events and education will increase after three years of the project

The key indicators related to the specific objectives of the project, that the project aims to reach include:

- Creating new courses on musical entrepreneurship and music-related digital technology developed and introduced into curricula
- Developing and accrediting a new study programme
- Developing new learning outcomes (problem solving, music project writing, communication and planning skills, fundamental knowledge of digital electronic tools and contemporary audio recording and processing software, understanding of on-line resources for music teaching, research and performance, expanded cultural understanding through musical study, etc.)
- Engaging more than 300 students in reformed and new study programmes and courses
- Engaging at least 500 participants of LLL courses
- Providing new, mostly digital equipment
- Establishing an on-line platform
- Engaging the LoLa system for distance music performance
- Publishing student projects using digital technologies

In order to achieve objectives, realise the planned indicators and ensure the long-term success of the DEMUSIS project, project partners need to engage a number of target groups.

WP7 - Dissemination work package

The leader of the work package 7 (Dissemination and Exploitation) is P2, Academy of Arts, University of Novi Sad, and the chair of WP 7 is Olivera Gračanin, who is in charge of leading dissemination actions and consulting partners in formulating important decisions regarding dissemination and exploitation of each DEMUSIS project outcome. The task of the WP7 leader is to communicate closely with all consortium members and to ensure effective and smooth communication and dialogue with target audiences. The WP chair is responsible for regular and timely dissemination documents. The main goal will be to keep track of project's achievements and to secure that dissemination and exploitation aims of the DEMUSIS project are reached.
All project partners play vital roles in dissemination and exploitation activities, all the while working together to ensure the future sustainability of the project. All project partners are responsible for their respective dissemination and communication activities and for reporting and teamwork with the WP7 lead organization.

Table 1: Engaged partners and responsible persons

P1	University of Arts Faculty of Music (UAB)	Dušanka Jelenković Vidović	dusankajv@fmu.bg.ac.rs
P2	University of Novi Sad, Academy of Arts (UNS)	Bojana Borković	akademijaumetnostinovisad@gmail.com
P3	University of Kragujevac, Faculty of Philology and Arts (UKG)	Neda Srećković	neda@filum.kg.ac.rs
P4	University of Arts The Hague – Royal Conservatoire (RC)	Nynke van Ketel	n.vanketel@koncon.nl
P5	New Bulgarian University (NBU)	Milena Shushulova	mshushulova@gmail.com
P6	Lithuanian Academy of Music and Theatre (LMTA)	Giedre Antavičiene	giedre.antanaviciene@lmta.lt
P7	National Broadcasting Company Radio Television of Serbia (RTS)	Ljiljana Pantović	ljiljana.pantovic@rts.rs
P8	MAD HEAD GAMES		
P9	The Association Européenne des Conservatoires, Académies de Musique et Musikhochschulen (AEC)	Paulina Gut	paulinagut@aec-music.eu

All project partners will take part in dissemination and exploitation activities by:

- using their network to support the dissemination of the DEMUSIS project information;
- including the logo of the European Union funding body to make proper reference to this body in all dissemination materials (printed or electronic)
- presenting the project at relevant events (meetings, workshops, consultations for future students, other targeted events)

- engaging stakeholders (this is particularly important for academic partners P1, P2 and P3), to keep them regularly informed and to ensure the visibility of the project;
- submitting to the WP 7 leader the proofs of dissemination activities (links, printed material, photos, videos, presence sheets, etc.);
- identifying and informing about dissemination opportunities – by sending information relevant for updating of this plan.

Project partners will document their dissemination activities in a consistent manner, in order to achieve a better overview of dissemination activities, target groups reached and audiences engaged.

Table 2: Template for recording dissemination activities

No.	Type of activity	Project partner	Date/ period	Place	Type and approximate size of audience

Key terms

According to the ERASMUS+ Programme Guide (ver. 2/2020), following key terms are defined to minimize any potential misunderstandings or misinterpretations of their use in the DEMUSIS Dissemination and Exploitation plan (DEP).

Dissemination is a planned process of providing information on the results of the project and key activities. In the framework of the Erasmus+ Programme dissemination involves spreading the word about the project successes and outcomes to as many stakeholders, organisations and persons as possible. Raising awareness about the project has the potential to create an impact on other organisations in the field (thus generating a developmental change in them as well) and will improve the profiles of project partners. To effectively disseminate results, an appropriate plan needs to be designed. The dissemination plan should cover why, what, how, when, to whom and where the dissemination of results will take place, both during and after the funding period.

Exploitation is (a) a planned process of transferring the successful results of the project and initiatives undertaken within the project, in order to engage decision-makers on the local, regional, national or European level, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of project actions, on the other hand. For Erasmus+ this means maximising the potential of funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Therefore, the results

should be developed in such a way that they can accommodate future needs and new tendencies, they can be transferred to new areas and they can be sustained after the project funding period is finished through changing (during the funding period) practices, policies and capacities.

Dissemination and exploitation are therefore distinct but closely related to one another.

Results of activities are achievements of the project. The type of the result will vary depending on the type of project, but they may be classified as tangible and intangible results.

Examples of **tangible** results that will be produced in the framework of the DEMUSIS project are:

- newly developed courses and study programmes;
- teaching materials, such as handbooks and e-learning tools;
- the on-line learning platforms;
- newly purchased and installed equipment;
- certified LLL courses;
- analysis and research reports;
- evaluation reports;
- lists of students enrolled in courses, study programmes and LLL courses;
- promotional materials and announcements.

Examples of **intangible** results that will be produced in the framework of the DEMUSIS project are:

- knowledge and experience gained by participating teaching staff;
- knowledge and experience gained by participating non-teaching staff;
- knowledge and experience gained by students and professionals who will undergo training;
- raised awareness in key stakeholders (media production companies, music schools etc.)
- improved international profiles of partner institutions;
- improved cultural awareness.

Intangible results are, as stated in the Programme guide, often more difficult to measure. The use of interviews, questionnaires, tests, observations or self-assessment mechanisms may help to record this type of result.

Impact measures to what extent the activity has been carried out and the results it has on people, practices, organisations and systems. Dissemination and exploitation of results plans can help to maximize the effect of the activities being developed so that they will impact the immediate participants and partners for years to come. Benefits to other stakeholders should also be considered in order to make a greater difference and get the most out of the project.

Sustainability is the capacity of the project to continue and use its results beyond the end of the funding period. The project results can then be used and exploited in the longer-term, perhaps via commercialisation, accreditation or mainstreaming. Not all parts of the project or

results may be sustainable and it is important to view dissemination and exploitation as a progression that extends beyond the duration of the project, and into the future.

Multiplication is the planned process of convincing end-users to adopt and/or to apply the results of the project, in this case to enrol in new study programmes, study courses, or LLL courses, to adopt new methods of work and new knowledge and to use new platforms.

DEMUSIS General dissemination and exploitation strategy

The dissemination strategy defines clear guidelines for dissemination activities including all operational elements of dissemination. The central goal of the strategy is to maximise opportunities to promote, communicate and disseminate research results and project outputs during the lifetime of DEMUSIS and beyond. This will ensure that key stakeholders can contribute to, and act on the findings in a timely fashion.

The dissemination strategy of the DEMUSIS project consists of the following core components:
- **Objectives of dissemination**: identifying project dissemination objectives;
- **Target groups**: identifying crucial target groups and bodies that are interested in the project;
- **Key messages**: identifying core project messages for specific target groups;
- **Dissemination levels**: identifying dissemination levels, tools and activities;
- **Dissemination methods**: identifying dissemination methods, tools and channels;
- **Dissemination activities:** designed to reach dissemination objectives;
- **Detailed dissemination time plan**: identifying a timetable of dissemination activities.

Objectives of dissemination

In defining dissemination objectives for each activity, output, or event, we need to ask ourselves: what do we want to achieve, who do we want to reach, and how do we reach the target group most effectively.
The project aims at enhancing entrepreneurial abilities of academic musicians to use digital technologies artistically, creatively, knowledgeably, critically and responsibly (both toward self and others) in a general and cultural context. The objective is to introduce forward-looking curricula that will offer sustainable career development for musicians and provide them with knowledge, skills and understanding how to work alone and manage their own careers. DEMUSIS aims to ensure capacity development of HEIs to educate culturally engaged professionals willing to participate in civil society.

To reach the project goals in a most effective way, dissemination will be mainly targeted towards students and future students in the field of music, young professionals and educators in the field of music, and companies that employ musicians.

The main objective of dissemination is to build awareness about:

- new and reformed study programmes
- improved education goals
- contemporary developments in the field of music
- events organised in the framework of the DEMUSIS project
- publications created in the framework of the DEMUSIS project

Dissemination, communication and exploitation activities in DEMUSIS pursue nine main aims, namely to:

1) raise interest and awareness about new methods in music education;
2) raise interest in new study programmes, study courses and LLL courses in target groups;
3) encourage staff in partner institutions, but also in other similar institutions to adopt new methods in music education;
4) encourage musicians and students of music in Serbia to engage more actively in social and cultural activities, by taking entrepreneurial actions and becoming more visible in the society;
5) communicate the changes in programmes and subsequent student competences to the prospective employers;
6) disseminate results in strategic and targeted ways to decision makers;
7) build a community around the project including all relevant stakeholders, ensuring long-term impact and use of outcomes;
8) establish an easily recognisable project identity; and
9) to raise awareness about DEMUSIS on national and international level.

Effective dissemination, communication and exploitation of results is essential to achieving successful, high-impact project implementation, in particular whenever the project involves multiple groups of academic and non-academic partners and audiences.

Target groups

Within the WP7, partners will strategically utilise existing local, national and regional connections that DEMUSIS consortium members are already involved in and make efforts to engage organisations that can provide support. The supporting organisations include governmental bodies, cultural institutions, media businesses, local, regional and national bodies and their related networks and events.

Recognising the importance of building a significant and responsive community around the DEMUSIS project, its communication and dissemination strategy involves stakeholder mapping, creating social networks channels and connecting them with the channels of the stakeholders.

Project partners have identified the main target groups at which the dissemination activities will be aimed and those are:

1. teaching staff
2. students (current and prospective)
3. non-teaching staff (librarians, administrative, technical staff)

4. project staff
5. music teachers
6. professional musicians (not within the consortium)
7. decision makers at regional and national level
8. media organisations and production companies (potential employers)
9. general public

Each of these groups requires an approach that is somewhat tailored. Even though the channels of communication are basically the same for all, not all bare the same importance for each group. For example, social media announcements are the communication tool of highest importance for the communication with students, but decision makers will need to be addressed more directly, through scheduled meetings and presentations.

Attention is paid to all target groups mentioned, but not in the same way and to the same degree. Special attention is paid to dissemination and communication with students, teaching staff at partner institutions, as well as to music teachers and music professionals working outside the consortium.

One possibility for further dissemination will be the availability of recorded, or live on-line classes. Since the on-line classes are still in development, the possibility of this dissemination channel is not entered in the Table 3 (bellow). Upon the finalisation and evaluation of the majority of on-line courses, partners will discuss the possibility to make them openly available to the interested parties and the general public. This possibility will be open in the Phase 3 of the dissemination plan.

Table 3: Main target groups for DEMUSIS project and ways to reach them

Dissemination and use of results for different target groups									
	teaching staff	students	non-teaching staff (librarians, administrative, technical staff)	project staff	music teachers	professional musicians (not within the consortium)	decision makers at regional and national level	media organisations and production companies (potential employers)	general public
Aims	Raising awareness about updated curricula; Informing staff about ways their courses could be further developed and modernised; Informing staff about student placement opportunities: Engaging staff for sustainable development of project goals.	Raising awareness about updated curricula; Presenting new study programmes to prospective candidates; Evoking interest and subsequent enrolment to updated curricula; Enrolment in new elective courses; Getting students interested in professional placement opportunities and in further entrepreneurial education.	Raising awareness about updated curricula; Improving capacities and collaboration between teaching and non-teaching staff; Informing librarians about new teaching materials and ways to access them.	Informing staff about project activities and results; Informing staff about developments partners have made; Communicating with staff about further possibilities of development.	Raising awareness about the importance of new competences; Raising interest in LLL courses and subsequent enrolment.	Evoking interest in new LLL courses (enrolment); Raising awareness about the importance of new competences; Communicating with music professionals about further possibilities of development.	Raising awareness about updated curricula and about employment opportunities connected to music related professions; Raising awareness about entrepreneurial potentials connected to music professions; Engagement in sustainable project development.	Raising awareness about updated curricula and about employment opportunities connected to music related professions; Raising awareness about entrepreneurial potentials connected to music professions; Provoking feedback and debates, Raising interest in LLL courses (for current employers).	Raising awareness about the potentials of music education and new developments in the field; Evoking interest in music studies, music professions and info-days and consultations.
Main measures and channels	Info-days; Information given at council meetings; Promotional materials; Brochures; Project website; Public debate.	Social media: Facebook, Twitter, Instagram; Consultations (for enrolment); Promotional materials (brochures, posters, pens).	Info-days; Staff meetings; Promotional materials; Project web-site.	Staff meetings; Info-days; Project web-site; Social media.	Social media; Traditional media; Promotional materials (brochures, pens, posters); Info days; Project web-site.	Social media; Traditional media; Promotional materials (brochures, pens); Info days; Project web-site.	Meetings with decision makers; Promotional materials (brochures, pens); Traditional media; Social media; Public debate.	Meetings with representatives of media; Promotional materials (brochures, pens); Project web-site; Social media; Public debate.	Social media; Traditional media; Project web-site.
Additional measures and channels	Social media: Facebook, Twitter, Instagram; Traditional media.	Traditional media (TV, radio, newspapers); Public debate.	Traditional media; Social media: Facebook, Twitter, Instagram.	Social media; Traditional media; Public debate; Promotional materials; brochures etc.	Public debate	Public debate	Project web-site		Promotional materials (for those who come to consultations and other events at partner institutions)

Key messages

The core messages conveyed through the dissemination activities highlight the main overall objective of the project: *developing digital competencies of academic musicians in Serbia for raising HE capacities, better employability and socially more responsible music professionals* and the activities performed aim to achieve this objective.
The expression of the core messages needs to be positive, persuasive, clear, simple and focused. In order to meet the specific needs and to adjust to each target group, messages also need to be adjusted, by previously assessing to which extent the message should be expressed in scientific, technical, non-technical, professional, artistic or explanatory language.

In its simplest form, the key message will be: *the curricula of music studies are being modernized in order to provide more contemporary relevant knowledge that will raise the professional profiles of young musicians and this modernisation is available also to professionals through LLL courses.*

Other important messages will contain information about the specific events and results of the project, namely the information about the enrolment possibilities to new study programmes and courses, newly accredited study programmes or LLL courses, information about the content of the reformed programmes, information about the new publications and on-line available materials and information about public debates and info days.

Less important messages will contain information that are not specifically connected to project activities, but are relevant to the topic of the project and the objective of the project. This information will be shared to build up the following on social networks and to get the wider audience more interested in the ideas of digitalization and entrepreneurship in music. These less important messages could be interesting stories about music technology, information about interesting science papers that relate to the topic, about conferences that are not directly connected to the project, but are also relevant to the topic and other events of that kind.

Dissemination levels

Dissemination levels used in the project will be tailored according to target audiences. The target audiences were grouped based on their impact and interest factors on the actions as well as the impact the actions may have on them. By assessing this information, the consortium gets a clearer view on how the interests of those stakeholders should be addressed in the project communication and dissemination plan and relevant activities.

The dissemination activities will be aimed at target groups (as shown in Table 3) in order of the level of interest and level of power, in relation to the type of results and activities that need to be communicated. A specific plan of communication will be updated every 6 months, upon a short review of the effectiveness of activities thus far.

Table 4: Dissemination levels according to power and interest

Power ↓ / *Interest →*	High level of stakeholder interest	Low level of stakeholder interest
High level of stakeholder power	**A** Key players -engage directly -consult regularly -include them in the decision-making process	**B** -engage and consult in specific interest topics -try to increase the level of interest -try to move them in the category to the left ←
Low level of stakeholder power	**C** -communicate regularly -show consideration -keep them informed	**D** -communicate occasionally and when necessary

The relevant target groups for the DEMUSIS project are:

- teaching staff (group A)
- students, current and prospective (group A)
- non-teaching staff: librarians, administrative, technical staff (group B)
- project staff (group A)
- music teachers (group C)
- professional musicians not within the consortium (group C)
- decision makers at regional and national level (group C)
- media organisations and production companies (potential employers) (group B)
- general public (group D)

Dissemination methods, tools and channels

At the very beginning of the project, a general visual identity of the project was established, providing the project logo and the colour palette that will be used consistently during the project. The idea was to establish a recognisable brand as soon as possible using a design that will reflect the main themes of the project: music, digitalisation and entrepreneurship. This visual identity was implemented on several types of project documents: project report, meeting minutes, memorandum and presentation template, so that the outcoming documents of the project would be unified.
The same visual identity was connected to the project website, social media channels and it will be used in the project videos and for online lectures. An animated version of the project logo is being created, and it will be used in all the audio-visual products that will be created during the project.

Project logo

Image 1: Project logo

Along with the project logo, the European Union emblem with the exclamation of support will be used, as per the visual identity guidelines by EACEA:

Where appropriate, the documents and promotional material (printed, or on video) will include the standard disclaimer:

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

The final version of the project logo was designed and proposed by P2, along with a detailed book of standards that shall be used for further publications (Annex 1), with all the possible versions of the logo:

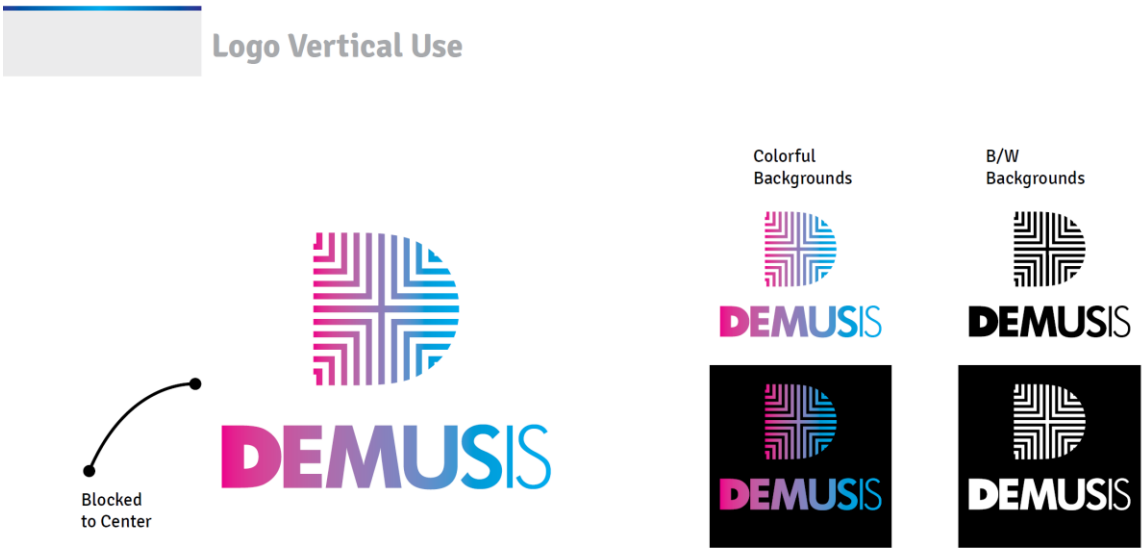


Image 2: Possible versions of the project logo

The project logo will be used along with the Erasmus+ programme visual identity signs and obligatory elements in every project publication.

The examples of the use of the project can be seen in the proposed forms for project documents:

Image 3: Document template

The same visual identity was used for the Power Point presentation template, which was later used for all the project presentations. The template was created so that it is simple, clear, but always reminiscent of the project visual identity:

Image 4: PowerPoint presentation slide 1

Image 5: PowerPoint presentation slide 2

Project website

Early on in the project, P3 established the project website: www.demusis.ac.rs
The website is the main public repository of information about the project and it includes all the relevant information about the project itself, about project partners, project outputs and outcomes and planned events. The website also includes a section of project related announcements in traditional media and a library of project documents.
A separate section of the website is designated to the communication of project partners and is visible only to the logged-in project staff. This section is used as an additional communication tool and as a repository of draft documents that are still in the process of creation.
Since the web-site contains all the relevant information about the project, it should always be referenced to in project documents, printed materials, media announcements and even in social media (whenever appropriate). The design of the website is compatible with the project visual identity.

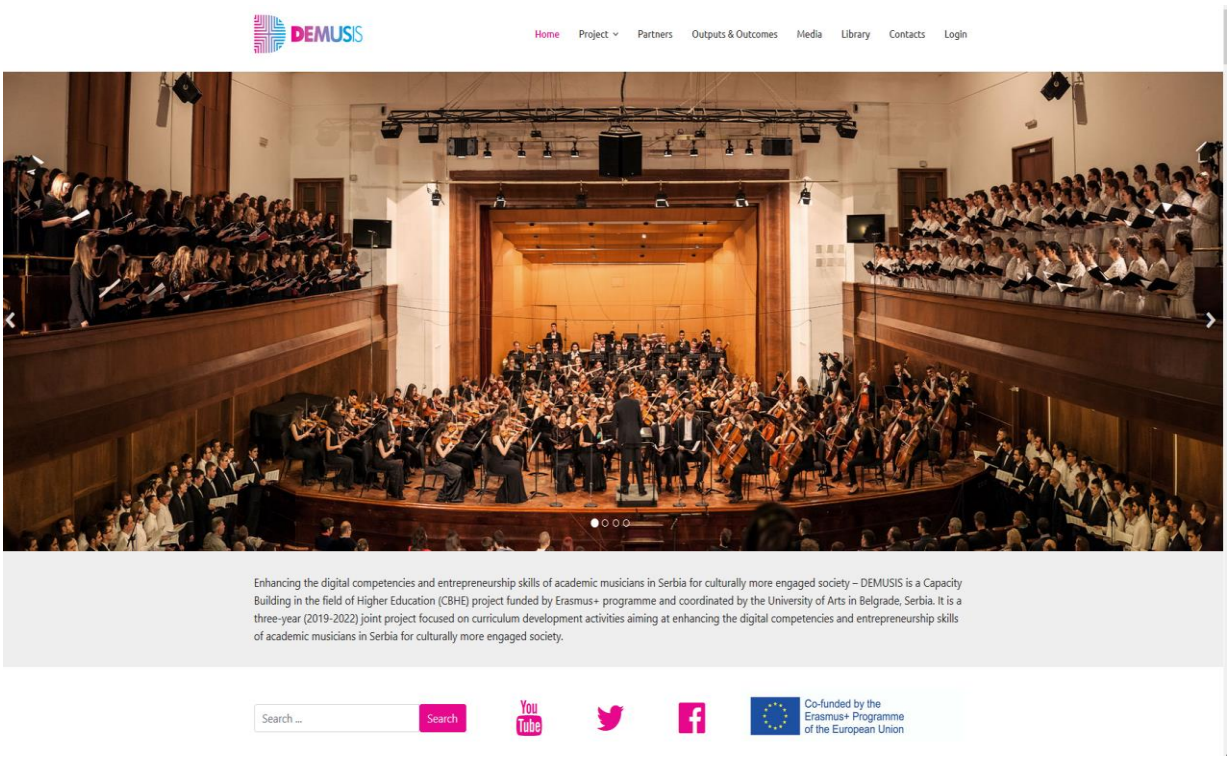


Image 6: DEMUSIS website homepage

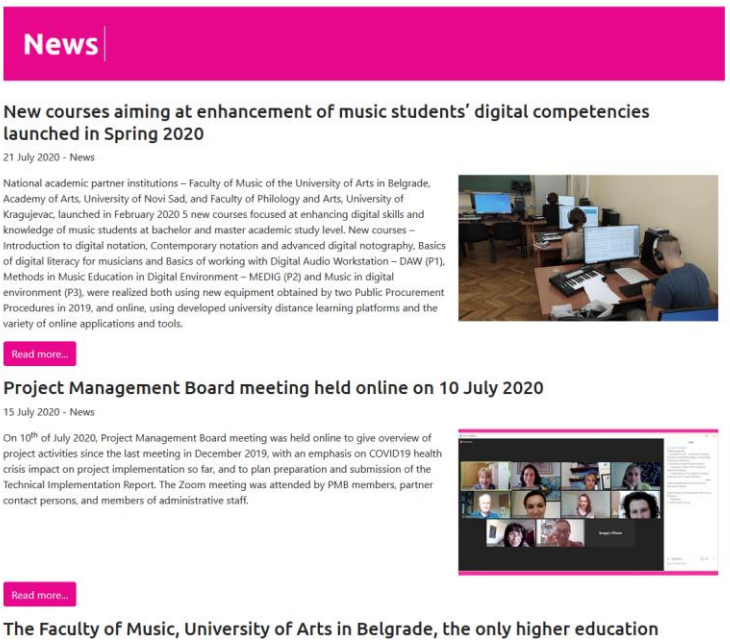


Image 7: DEMUSIS website news

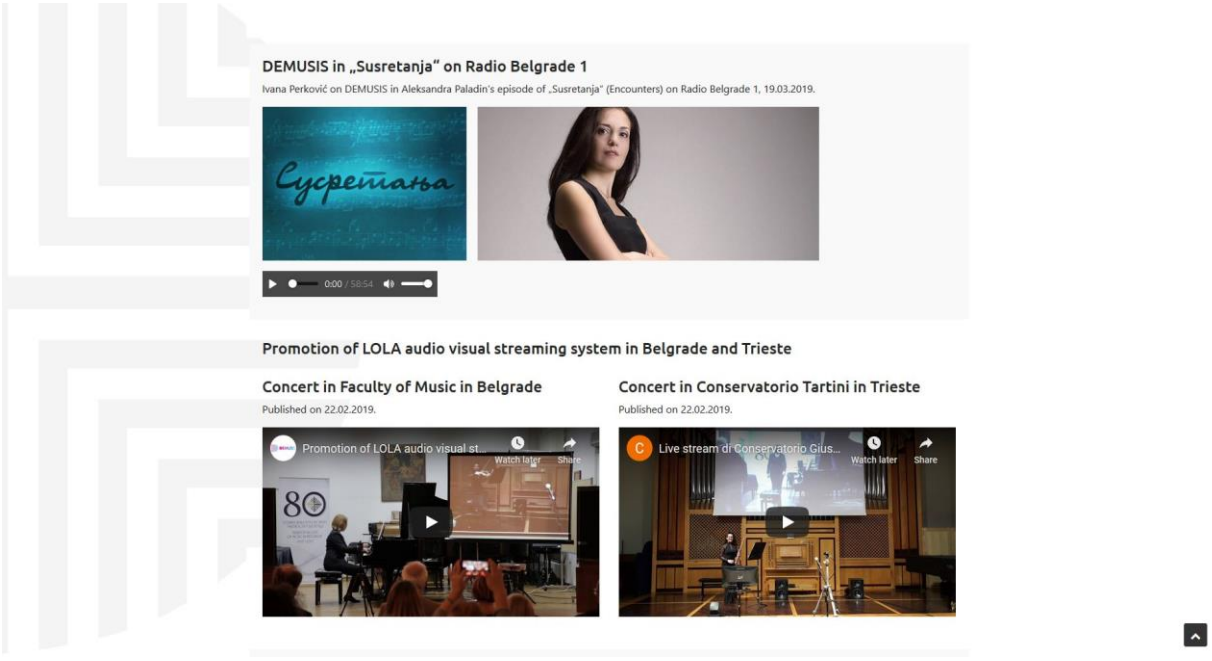


Image 8: DEMUSIS website media

The project website will be further developed, especially in the Media and Library section, where the testimonials of project partners, students, media production professionals and prospective students will be posted.
A number of short recordings of student works, parts of video lectures, and recordings of events (done mostly by P2 engaging the students of music and audio-visual media in joint work) will also be posted on the project website.

The project is also presented at project partner websites, usually at the *current projects* section:

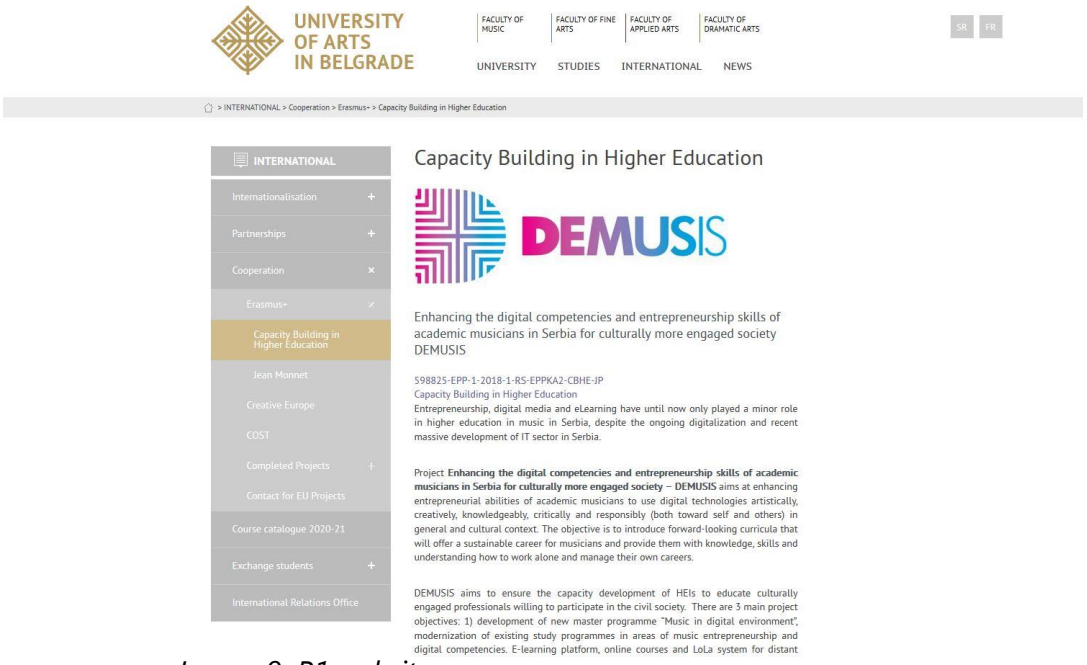


Image 9: P1 website

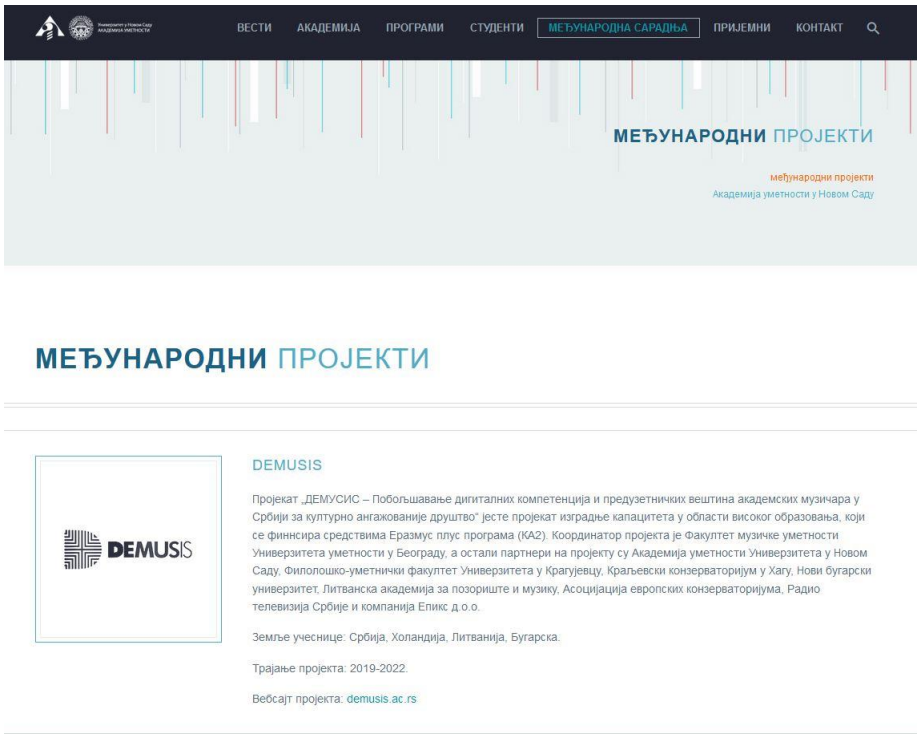


Image 10: P2 website

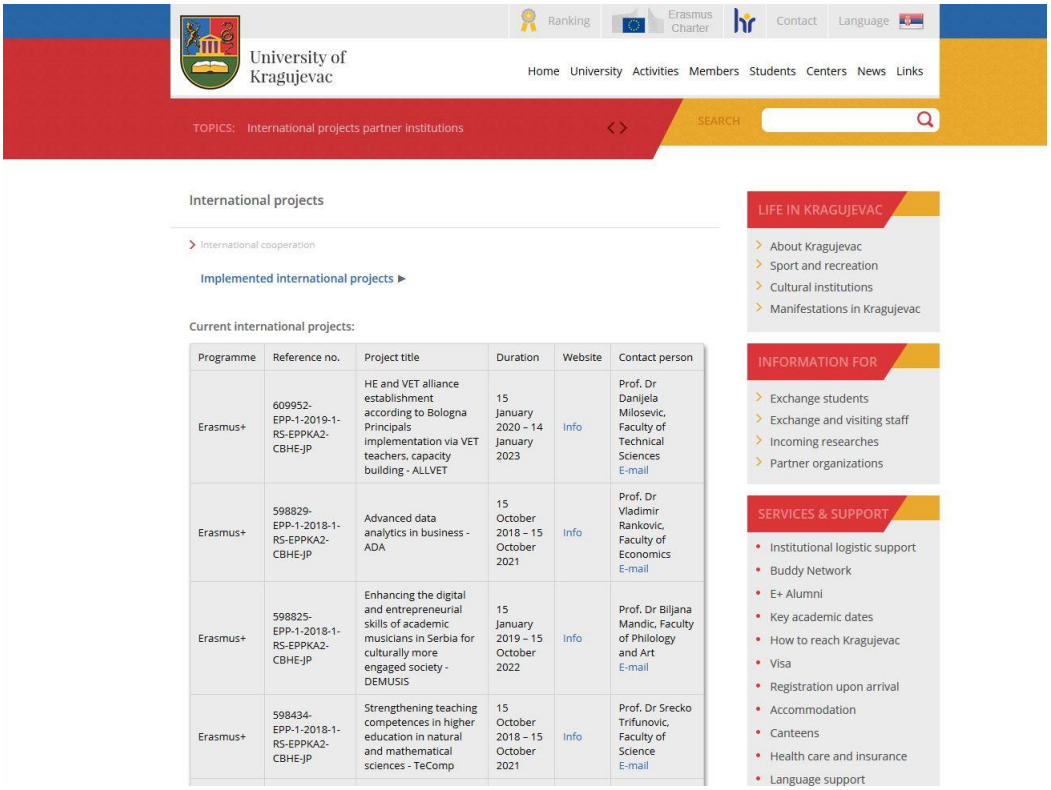


Image 11: P3 website

Image 12: P9 website

DEMUSIS project social network channels

Project social media channels are especially important, since they are the key channel for fast and effective communication with students, prospective students and music professionals. Project social media channels are:

- Facebook: https://www.facebook.com/Demusis-2557142847693690/
- Twitter: https://twitter.com/DEMUSIS1
- YouTube: https://www.youtube.com/channel/UCPTl47Az97vMmEBZoK7ciXg/featured
- In the second half of the DEMUSIS project, an Instagram account will also be made active

Following information pertaining to the DEMUSIS project will be shared via social media:
- news on upcoming events, meetings, etc. where the project is directly involved
- updates on project status
- updates on the publication of DEMUSIS official documents and deliverables
- updates on partner events that might be relevant to the project topic

At the beginning of the project, the Facebook DEMUSIS profile was the most active social media channel that was used. This level of engagement on the Facebook channel will remain, but the consortium plans to also invest into boosted (paid adds) for more critical announcements about consultation days at P1, P2 and P3 for new and updated study programmes, about new LLL courses and about public events, like the Open debate. Members of the DEMUSIS consortium hope to reach a more targeted audience through targeted adds that can be seen in the West Balkans area without age limitations, so that both the prospective students and the parents of students (who are more likely to frequently visit Facebook) may see them.
P9 is also continually supporting the project through its social media channels and through regular updates about the project in the AEC newsletter.

The DEMUSIS project YouTube channel will be used to post parts, or entire video lectures and DEMUSIS promotional videos. Also, in the second part of the project, student video projects will be uploaded to the project channel. All these uploads will be connected to the project website and project social media channels.

The DEMUSIS project Twitter channel will be used to promote the project mostly by reposting similar content as on Facebook. The target groups that can be reached on twitter in the WB area are a slightly older, but also include professional audiences, as well as media representatives.

One of the primary goals of the dissemination actions is to reach a very wide audience, and that is why multiple channels across multiple platforms might be useful. The consortium members are also considering to register a project account at TicToc, in order to reach the youngest audiences, but this is still under consideration, since it would be probably best if it was run by a student that is involved in the project and this would then have to be valorised through ECTS credits.

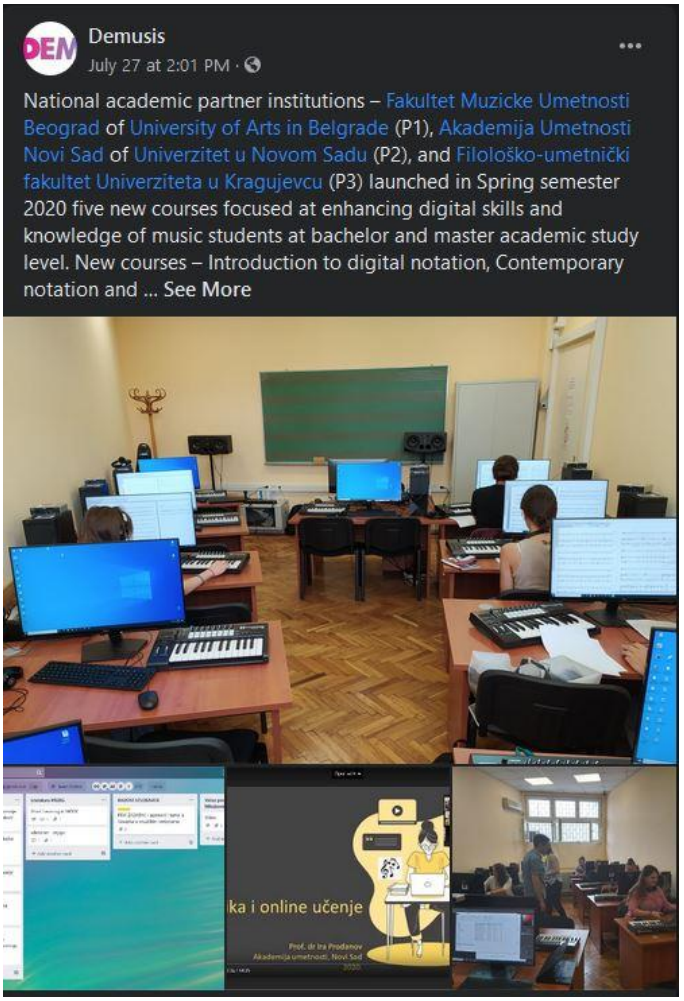


Image 13: An announcement at the project FB channel

Image 14: An announcement at the project Twitter channel

Printed promotional materials

During the course of the project, some promotional materials will be printed. The initial plan was to print them at the beginning of Phase 2 of the dissemination plan, but this was postponed due to the pandemic, since it was initially planned to distribute these printed materials at project related events. Since there have not been any project related events that involved the gatherings of large groups of people (info-days, promotions, debates) for months, the scheduling of the printing is delayed.
The planned materials that will be printed are:

- project posters that will be displayed at national HEI's and if possible, at stakeholder facilities (music schools, production enterprises)
- project brochures containing important information about updated curricula and LLL courses
- printed flyers
- promotional USB drives with a printed project logo and web address, containing audio-visual materials produced within the project (video lectures)
- promotional pens
- promotional reusable foldable nylon bags (if available at the printers)
- post-it notes blocks

These printed materials will be distributed at meetings with key stakeholders (potential employers of graduate students), to music professionals interested in the project at the Open debate, during consultations with prospective students and at music schools in Serbia. The project partners are hoping to raise awareness about the project, its outcomes and new possibilities in music education. The key goal is to get people interested and to engage them to visit the project web-site and/or project social media channels, so that they could get more information about the project and new developments at partner institutions.

Dissemination activities

Dissemination activities are aimed at providing information on the key activities in the DEMUSIS project and the key results. It is the goal of project partners to spread the word about the project successes and outcomes to as many stakeholders, organisations and persons as possible. Raising awareness about the project has the potential to create an impact on other organisations in the field and will improve the profiles of project partners. For that reason, project partners will invest significant efforts in publicizing as much information as possible to as many relevant groups as possible.

Publication in relevant professional journals, newspapers, magazines and social media

The consortium members will regularly disseminate project outcomes achieved at each stage of the project considering every opportunity that appears. The project partners will draft and submit informative articles to professional and/or scientific journals or newspapers and magazines. Also, they will present project results at the proper academic and/or artistic events, as scientific/professional papers, oral presentations or in the form of poster and brochure presentations.
Social media will be employed also in dissemination with regular posts on dedicated pages. This task will be reviewed every six months.
The above-mentioned papers will be published as intermediate outputs aimed at encouraging a broader understanding of and debate on the themes of the project. It will be ensured that all publications produced in the DEMUSIS project will be subject to international scrutiny and validation according to highest standards. By presenting the internal changes in curricula and methodology, project partners are hoping to inspire change in other institutions in the field, especially in the WB region.

Dissemination events with relevant stakeholders

Dissemination events (workshops, consultations and info days) will be organised at each Serbian academic partner. P1, P2 and P3 will organise at least 8 dissemination events combined (if the pandemic situation allows it). These dissemination events will start to be conducted after the completions of key activities for preparation and development phase and more often during the last 12 months of the project. Participants on these dissemination events will be academic staff, potential students of the new study programme, undergraduate students and industry representatives. EU partners may also participate in some of these events with the aim to share good practices from EU institutions. In order to enable their presence, P1, P2 and P3 will organise some events in the periods when representatives from EU partners are visiting Serbia.

One of major dissemination events will be the Open debate (7.7). The Open debate will be organised at the University of Novi Sad, by P2 and will involve academic staff, students, administrative staff, policy makers, non-academic sector and relevant authorities in the country. Representatives from all participating institutions as well as a number of relevant stakeholders from Serbia will take part in this event. Universities that are not directly involved

in the project activities will be invited to participate in the public debate. The Open debate will be organised to fulfil two aims:

- to disseminate information about project results and present the sustainability measures to develop the DEMUSIS project achievements after the ending of the EU financing
- to encourage a public debate about the possibility of future development in the field

During the event all project achievements and the foreseen sustainability measures will be presented together with the impact of the project on consortium universities. Students will present their experiences and possible projects conducted within the master programme. This will be the final step taken in order to promote the project outcomes. A dissemination booklet with all project results will be edited and published.
To ensure the sustainability of the project and the further development of partner institutions, participants in the Open debate will be incited to share their experiences and to share their views (especially the potential employers and decision makers) on the future developments on the job market in the field.

Establishing a sustainable network between project partners and industry

A cooperation network between the project partners and the enterprises that engage musicians will be created and a cooperation agreement will be signed in the third year of the project. The network will persist after the project ending and the project sustainability will be ensured through the network. At least 2 companies will be included in this network and project partners are working on expanding the network. The network will present its activities on the DEMUSIS website. This network will be used to ensure the dissemination of project activities, but it also serve as an important sustainability tool. New project proposals will be created through the network. Members and activities of the network will be continuously updated. Enterprises engaged in the network will be encouraged to become hosts for student placement for professional practice, which will be beneficial for HEI, for students and for the enterprises.
Furthermore, the communication with industry representatives will enable that their inputs are considered in the process of creation and update of study courses. Also, it will enable the development of the entrepreneurial elements of study courses. This cooperation will be continued through the DEMUSIS website, by sharing teaching materials, e-learning courses and other.

On-line dissemination activities

The DEMUSIS project on-line dissemination activities will primarily be performed through the project web-site and through project social media channels. In order to generate interest in the DEMUSIS social media channel and to build up a larger following, especially among students and young music professionals, the social media channels will feature not only the information about the project, but also announcements about interesting events, persons, or facts related to the topics that are close to the topics of the project. The key goal is to get people interested in the topics of the project, even if the stories do not derive strictly from the project activities.

The frequency of communication activities was not very high in the initial stage, until initial analysis was finalised and further targets were set. It picked up in pace when first results appeared and will be especially frequent from the start of the school year 2020/2021, since there are already new courses to be talked about, there is new equipment that is being used and the new study programmes and further developments are near to completion. On average, there will be one announcement per week (minimum) but announcements might be more frequent in periods when major events are to be announced.

The announcements for major events, for the info-days and consultation dates at P1, P2 and P3 will be additionally supported as paid adds, aimed at the WB region with no restrictions on age, since the partners believe that it is important to reach the students and prospective students, but also parents of prospective students and music professionals.

Starting from the school year 2020/2021, a project Instagram channel will also be registered and the consortium is considering registering a Tic-Toc account, in the effort to reach the youngest generation, namely teenagers that could be prospective students.

Planned results

The planned results of the dissemination activities are as follows:
7.1.The dissemination and exploitation plan developed
7.2. Project web site set up, social media engaged
7.3. Academic and financial sustainability plan created
7.4. Promotional material prepared
7.5. Promotional activities held
7.6. Student projects made public
7.7. Public debate in Novi Sad, European capital of Culture 2021 held

The desired impact of the dissemination activities carried out in the framework of the DEMUSIS project is:

- Raised awareness, particularly in the student population, at universities and in media production enterprises, about the new curricula developed within the DEMUSIS project and awareness of the progress introduced by the project;
- Involvement of target groups in project activities;
- Enhanced visibility and attention focused towards the introduction of new study programmes and related concepts and principles in the higher education;
- Knowledge gained and shared with professionals of the field;
- A sustainable network connecting project partners and media production enterprises.

Detailed dissemination time plan

The project dissemination results will be performed in 3 yearly phases.

Phase 1 (M1 – M12) – Generate interest and awareness of the project in colleagues and students at partner universities

In the first year of the project, while the partners were still dealing with analysis, preparing changes in curricula and purchasing equipment, the goal was to inform colleagues and students about the project objectives, partnership and activities. This was done through info days, on regular meetings of faculty staff, in classes and on project and partner social media channels.

The key dissemination activity in Phase 1 was the design of the project website, as the central data base and information point in the project.

In this phase, the aim was to build up the following of project social media channels, to facilitate further dissemination of information about project activities, results and events.

A number of dissemination activities and events were held during the Phase 1, namely:
- Internal project presentations at the Faculty of Music in Belgrade and Academy of Arts in Novi Sad;
- Digital Humanities programme at Oxford Summer School;
- Entrepreneurship Projects – presentation of the Capacity Building Project "DEMUSIS" by Dušanka Jelenković Vidović, University of the Arts in Belgrade and discussion moderated by Payam Gul Susanni, SMS WG3 on Entrepreneurship;
- Regional Cluster Meeting CBHE projects' impact in the Western Balkans;
- Re-imagining Entrepreneurship: presentations by DEMUSIS and RENEW Projects, the Entrepreneurship, Leadership and Innovation Programme at Reina Sofia and the SMS Entrepreneurship Working Group, with Ivana Perković, University of the Arts in Belgrade, Serbia, Esther Viñuela, Escuela Superior de Mùsica Reina Sofia, Madrid, Spain, Renee Jonker, Royal Conservatoire The Hague, The Netherlands and Payam Gul Susanni, Yasar University of Music, Izmir, Turkey, member of the SMS Entrepreneurship working group:
- DEMUSIS project on Radio Television programme: *How to enhance the position of musicians and more engaged society*:
- Guest appearance of Nikoleta Dojcinovic on Radio Belgrade 1
Morning programme about the meeting Dialogue with stakeholders and new master study programme within DEMUSIS project;
- Guest appearance of Nikoleta Dojcinovic on Radio Belgrade 1
on media stakeholders' needs and DEMUSIS answer to them;
- DEMUSIS Team awarded Acknowledgment for exceptional merits and contribution to the work of the Faculty of Music;
- Guest appearance of Ivana Perkovic on RTS1 Morning programme, Radio Television of Serbia;

Phase 2 (M13 – M24) – Enhance interest and encourage participation in the DEMUSIS project

In the Phase 2 (which is currently on-going), partners started implementing some newly developed and updated curricula and they started using the newly procured equipment. Information about this was partly communicated to the target groups.
Shortly after the beginning of the Phase 2, the lockdown due to the pandemic started and many planned activities were postponed. Some of the new equipment was installed, but never got to be used in live classes.
The partners tried to turn this situation into a positive development of the project, through testing new on-line platforms and options for on-line classes. The first half of Phase 2 was quite exciting, but it left the whole consortium with an understanding that planning might be difficult, especially regarding live events. To accommodate for the "new normal" and to adjust the project activities, project partners changed their plans for the rest of the Phase 2 somewhat.

Dissemination time-line for the Phase 2

- February 2020 – Promotion of the distance learning platform at P2
- February – June 2020 –consultations at all national HEI's (P1, P2, P3) about updates curricula were held mostly on-line
- May 2020 – presentation at the LATIMPE (Learning and Teaching in Music Performance Education) conference – P2
- May 2020 – presentation at the online conference Teaching Music Online in Higher Education – P1
- September 2020 – on-line info days at P1, P2, P3 promoting new teaching materials and on-line courses (if on-line, then organised by P2 and if the situation permits, these events might also be held live organised by P1, P2, and P3)
- September 2020 – paid FB adds (organised by P2) about the updates in curricula
- October 2020 - short project presentation at national and regional media (RTS, RTV) – P1, P2 and P3
- November 2020, printed promotional materials (P2) will be produced and they will include:
  - project posters, that will be displayed at national HEI's and if possible, at stakeholder facilities (music schools, production enterprises). P1, P2 and P3 will print 5 posters each to put up at the partner facilities and in music schools in the area
  - project brochures, containing important information about updated curricula and LLL courses. P2 will prepare the template for a brochure (6 columns on one A4 page) and P1, P2 and P3 will enter their own specific information about the updated curricula. P2 will print 100 brochures for each partner
  - project flyers, containing basic information about the updated curricula and LLL courses, as well as references to the project website as the main information tool. P2 will prepare the template for the flyer) and P1, P2 and P3 will enter their own specific information about the updated curricula. P2 will print 500 flyers for each partner
  - promotional USB drives (180 pcs to be divided equally among P1, P2 and P3), containing the project logo and web address, with audio-visual materials produced

within the project (video lectures) by 3 national partners (P1, P2, and P3), printed by P2

- promotional pens (600 pcs to be divided equally between P1, P2 and P3), printed by P2
- promotional reusable foldable nylon bags (90 pcs to be divided equally between P1, P2 and P3), printed by P2
- post-it notes blocks (120 pcs to be divided equally between P1, P2 and P3), printed by P2
- small writing pads (120 pcs to be divided equally between P1, P2 and P3), printed by P2

These printed promotional materials will be given to visitors of public events (consultations, info-days, Open debate), as well as to the management of music schools, attendees of LLL courses, decision makers and industry representatives in order to raise awareness and visibility of the DEMUSIS project. The printing is postponed to November 2020, because P2 hopes to be able to estimate, in cooperation with other partners, to which extent the public (contact) events will be held in the Phase 3 and for which number of people. This estimate will be the basis for the possible adjustment of the planned quantities of printed materials.

In Phase 2, the social media channels will be updated once a week on average. In case specific information related to the project cannot be posted (because of the project progress), some interesting facts related to digitalization in music, music entrepreneurship, music education and music business could be presented. These posts will be done by P1 (once a month), P2 (twice a month), and P3 (once a month). This will serve to keep the channel "alive" and to build up the following of the channel. Paid adds will be vital announcements, for greater visibility.

Both in Phase 2 and Phase 3, P9 (AEC) will regularly update the Higher Music Education sector during its annual events. Through a mixture of plenary presentations, break-out discussions, side seminars and workshops, a large audience of AEC members (and some delegates from outside the Association) have become acquainted with important developments in higher music education. With around 300 delegates attending its annual Congress, 200 its meeting for International Relations Coordinators and 60-120 each of its three specialist Platforms (in Pop & Jazz, Early Music and Artistic Research in Music) AEC provides opportunities for face-to-face connection between over 750 individuals annually. Project coordinator will be able to present the project during various AEC events

Phase 3 (M25 – M36) – informing the general public and presenting results

In the last phase, the fully developed project results will be communicated to the general public and to music professionals in order to ensure the adoption and further exploitation of ideas and results of the DEMUSIS project.
Project partners hope that the full range of planned dissemination events will be possible in Phase 3 of the project. If not, partners will focus more on live broadcasting of smaller events. In any case, the major events will be announced through traditional media (RTS, RTV) using

the posters when appropriate (e.g. posters for promotional consultations and enrolment to LLL courses put up in music schools) and using paid social media adds.

Dissemination time-line for the Phase 3

- January 2021 – Promotion of the distance learning platform (1 info day at each national HEI – P1, P2, P3)
- February – June 2021 – regular consultations at all national HEI's (P1, P2, P3) about updates curricula, for prospective students (in vivo, or on-line), organised by project staff as a part of the regular consultation activities each spring
- March 2021 – short project presentation at national and regional media (RTS, RTV) promoting new curricula, the distance learning platform and new LLL courses – P1 P2, P3
- February – November 2021 – presentations at scientific conferences, professional and artistic events (minimum 2)
- April 2021 – promotions of LLL courses at music schools (representatives of P1, P2 and P3 visiting local music schools). In case that this is not appropriate, due to the pandemic, more efforts will be made to contact music teachers on-line, through designated teacher and school Facebook groups
- September 2021 – info days at P1, P2, P3 promoting the new teaching materials and on-line courses
- October 2021 - short project presentation at national and regional media (RTS, RTV), including the promotion of student projects and the public debate
- Holding a public, open debate and promoting the public debate results, with short video clips from the debate posted on social media accounts and the project website (responsible partner P2).

The public debate, initially planned for 02/10/2021, will be devoted to music relevance for civil society and channels for broader social participation in arts/music. Digital coverage of different means of interaction through music will be explored. Representatives from academia, culture, media, governmental and non-governmental organizations will participate. At this event, student projects (produced by students from P1, P2 and P3) specifically chosen for their social and cultural relevance will be publicly presented.
The event will be held in Novi Sad, because Novi Sad will be one of the European capitals of Culture in 2021 which means that the issues of social and cultural relevance of music could be raised with a greater visibility.
The public debate (as well as the whole European Capital of Culture) project in Novi Sad could be postponed to 2022 due to the pandemic, but at the moment of writing of this version of the dissemination plan, this issue was still under the advisement.

In the time period of the Phase 3, student projects will be created and recorded. These recordings will be used to promote both the project itself and the students and their work. At the point of the creation of this version of the Dissemination plan, partners are still not sure if the project duration will be extended and for how long (due to the pandemic), but it is certain that the prolongation of the project will enable the partners to more effectively promote the project allowing them to include more student works, from a longer period of time, in the project cycle.

Project exploitation

Exploitation is associated with the use of project results at different levels, during and after the implementation of the project. Planning efficient exploitation means planning necessary actions that will involve the target groups and key stakeholders to actually use the project results in adequate ways.
Exploitation is closely associated with the sustainability of the project after its conclusion, since the successful exploitation activities during the project provide grounds for the successful and sustainable use of project results after the duration of the project. Good exploitation, combined with good dissemination of project activities and results can entice broader target groups into engagement and possibly help the results to be transferred to other contexts (e.g. other countries; other pedagogical areas, other sectors, etc.)
A very good opportunity to disseminate the project results is the organisation of joint short-term courses based on the new curriculum. This is also a form of exploitation of project results, which can and will generate a change for the future.

Exploitable results

The DEMUSIS project exploitable results are the new and improved study programmes, the new and improved courses, traditional teaching materials, on-line teaching materials and, above all, improved methodologies. The central objective of the exploitation plan is to maintain the main project tangible (master programmes, reformed courses and LLL courses) and intangible outputs (new and improved knowledge, experience and skills of students, teaching staff and participants, mindset changes) after the end of the DEMUSIS project funding.
Some of these results are still in the process of preparation, but some are already developed and they are being exploited in the form of newly developed courses. Newly developed courses and study programmes, become a part of the regular curricula and they do not depend on the project financing anymore, which means that their development is sustainable, since they are further supported by the institution.

Individual partner exploitation plans were somewhat postponed, due to the pandemic. For example, P2 had a problem engaging new staff, because the staff election procedures were stopped for several months and this delayed the accreditation of the new master study programme that is partly connected to the DEMUSIS project. P1 and P3 have similar problems. For this reason, the part of the plan referring to individual exploitation plans will be updated in November 2020, when the situation will be much clearer both in terms of institutional and national administrative procedures and in terms of the plans for the duration of the project.
The detailed description of the exploitable results will be added to this plan regularly (at least once a year).

Project sustainability

To ensure that the DEMUSIS outputs and outcomes have a sustainable impact even after the project is finished, the following conditions need to be fulfilled:

- High quality of curricula and courses based on an in-depth assessment of needs of the target groups and based on the analysis of long-term labour market trends in order to achieve the effectiveness, but also the attractiveness of the new curricula;
- Continuous, complementary and well-balanced involvement of each partner;
- Involvement of students and target groups in project activities;
- The new curricula and courses institutional sustainability is guaranteed through the process of accreditation of study programs by appropriate academic and national bodies (National Entity for Accreditation and Quality Assurance in Higher Education (NEAQA);
- Teachers trained in using updated methodologies and technologies that shall be integrated in daily activities, which will insure the sustainable use of new tangible and intangible resources within the partner institutions in the years after the project;

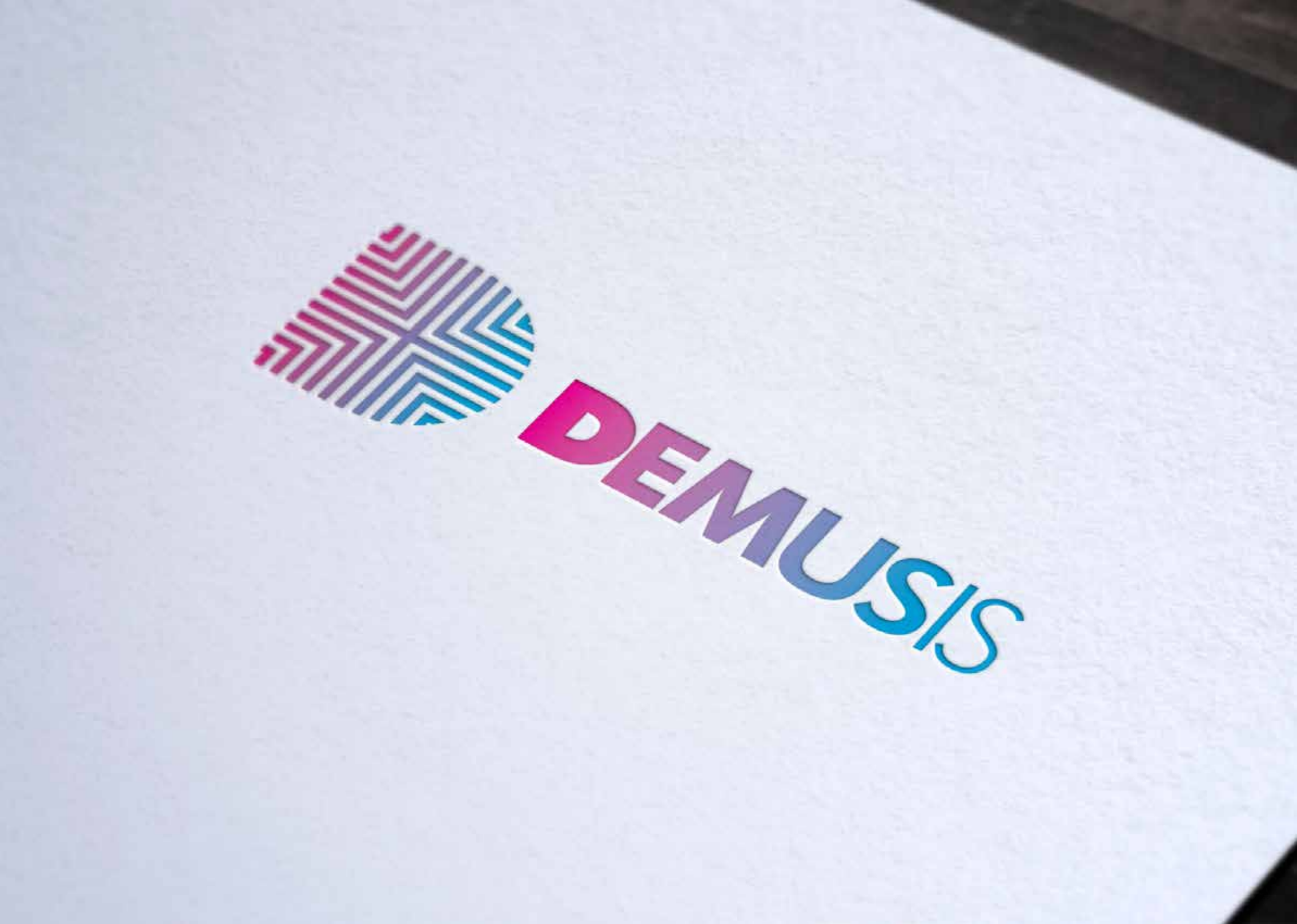
The sustainability of the master programmes and updated courses will be based on three main sustainability principles:
1. Active engagement within the DEMUSIS project, especially after the COVID-19 crisis has begun;
2. Project operational capacity through the cohesion and involvement of partner HEIs. Serbian HEIs will maintain the newly equipped laboratories and studios. Staff trained in using updated methodologies will be integrated in daily activities of P1, P2 and P3;
3. Financial sustainability will be assured by financing the programmes through student fees and by sponsored grants as well as through highly possible commercialization of some project products/results which are entrepreneurially oriented.
The sustainability of the LLL courses will be based on the cooperation with the Institute for the Improvement of Education (ZUOV Zavod za unapređivanja obrazovanja i vaspitanja) that certifies the courses.

Project results that will have sustainable use after the duration of the project are the newly developed curricula and courses, which also include teaching materials (a textbook and video materials), newly installed equipment, the project website that will serve as the network webpage, LLL courses for music education professionals, new knowledge and the raised awareness about the new trends in music education. One of the results that will also be sustainably used not only for the courses related to the project, but also for others in partner institutions, are the on-line platforms developed for on-line classes. This result was shown to be of immense value in the times of the pandemic. Since this situation has practically forced all the teachers and students to get used to the new platforms, it is evident that they will be used to a great extent even after the pandemic is over.

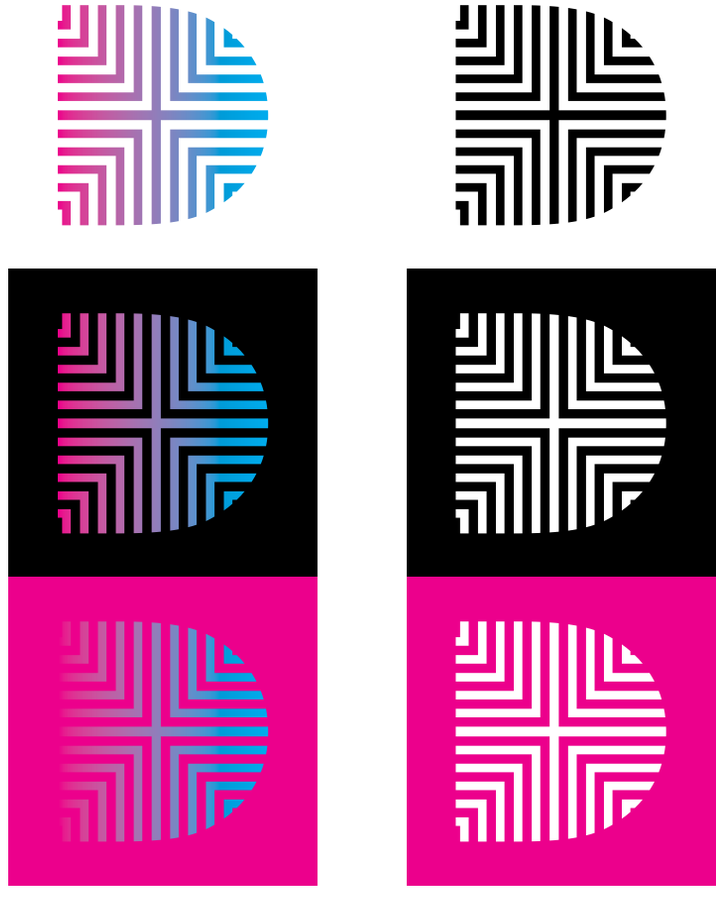
Post project visibility

The project results will remain to be visible after the duration of the project. The project website: *demusis.ac.rs* will serve as a depository of project related materials, videos with lectures, teaching materials, professional papers and lists of recommendations. Project social media accounts will remain to be active and they will be maintained by the P1 and P2 staff, while the P3 staff will continue maintaining the project website.

CORPORATE IDENTITY CATALOG


DEMUSIS

Emblem

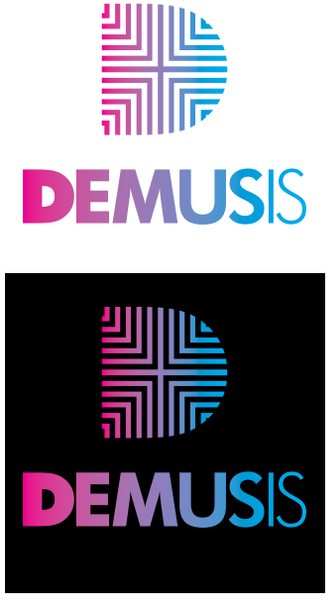


DEMUSIS

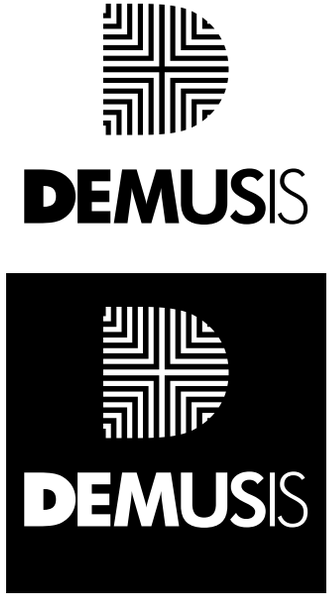
Logo Vertical Use

Blocked
to Center

Colorful
Backgrounds

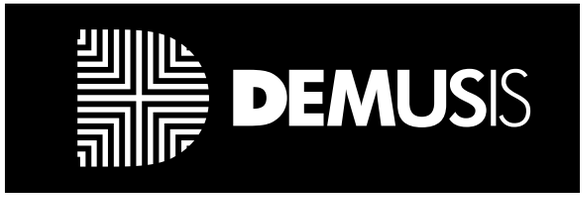


B/W
Backgrounds

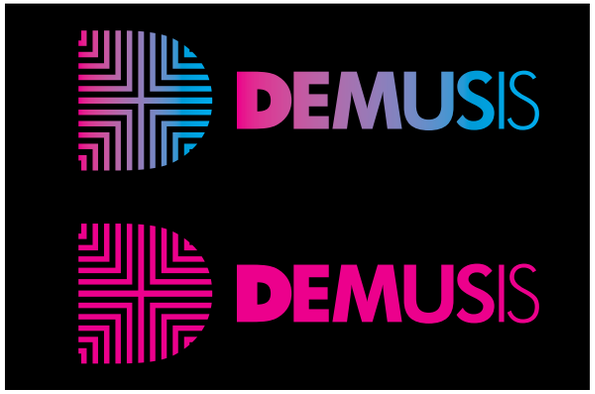


Logo Horizantal Use

B/W
Backgrounds

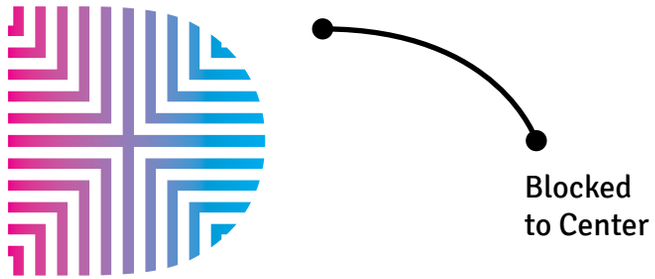


Colorful
Backgrounds

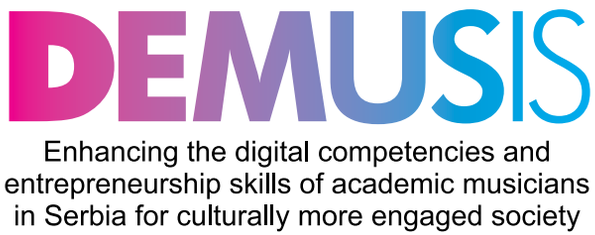


Logotype

Horizantal Using Logo Type



Vertical Using Logo Type



Corporate Colors

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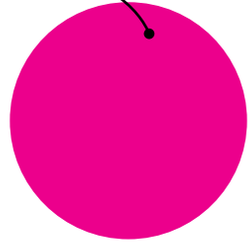
Y.0
K.0



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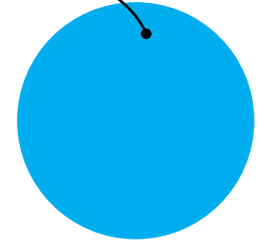
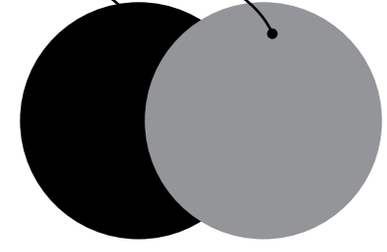
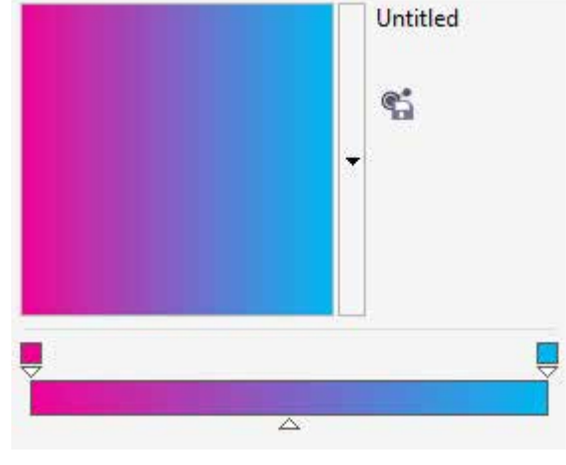


C.0
M.0
Y.0
K.100

C.0
M.0
Y.0
K.40





gradient

Helper Font : Myriad

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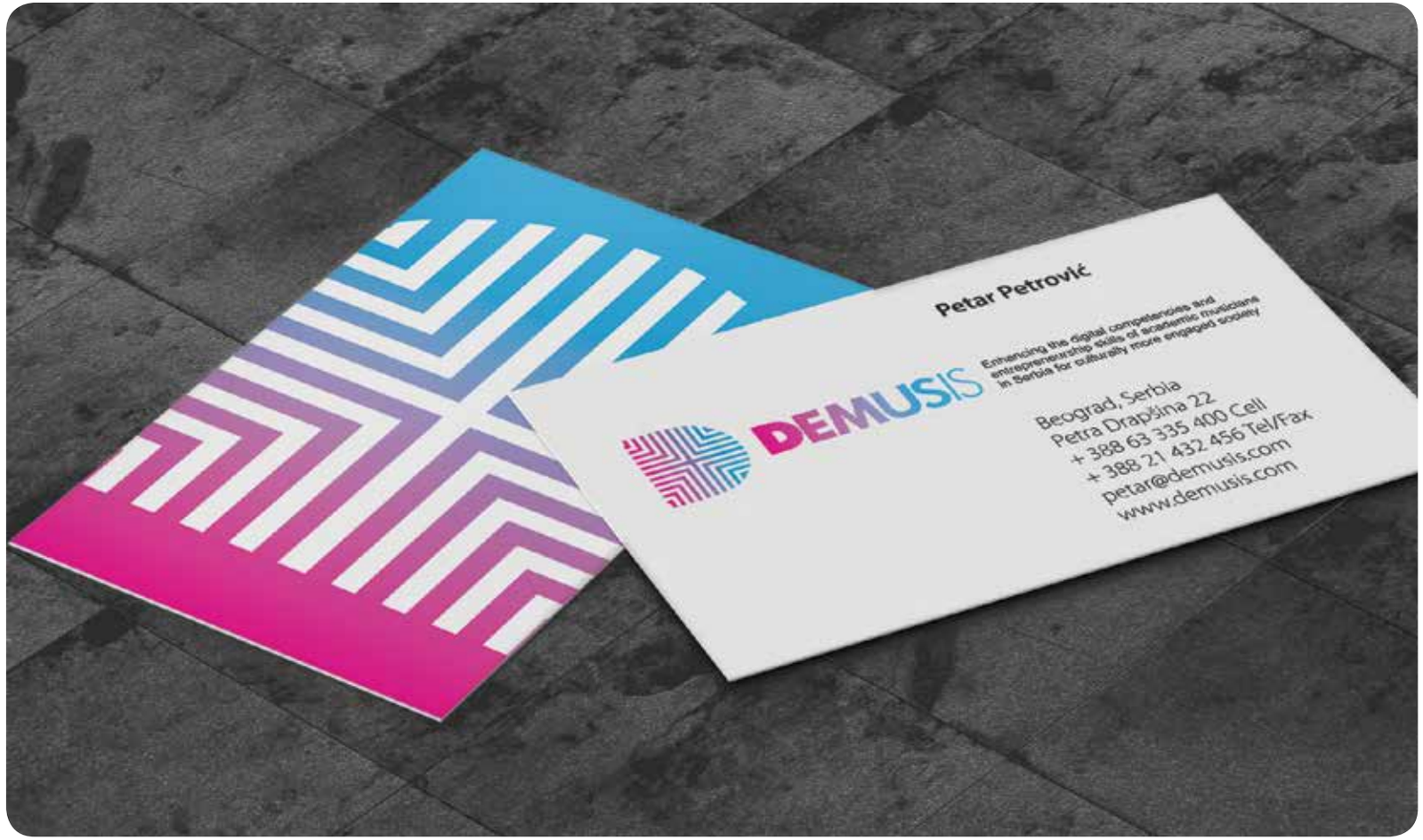
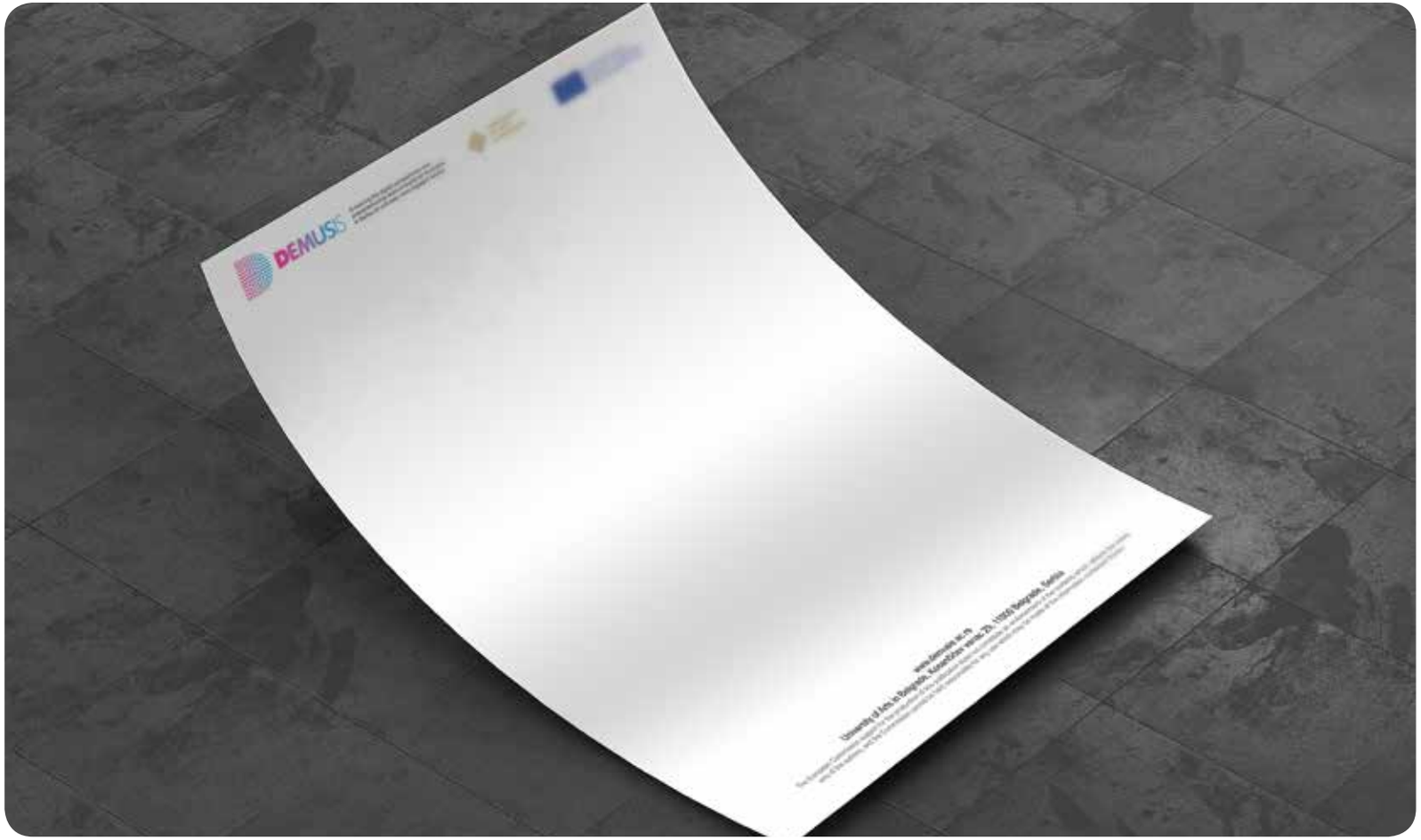
Business Card



Letterhead



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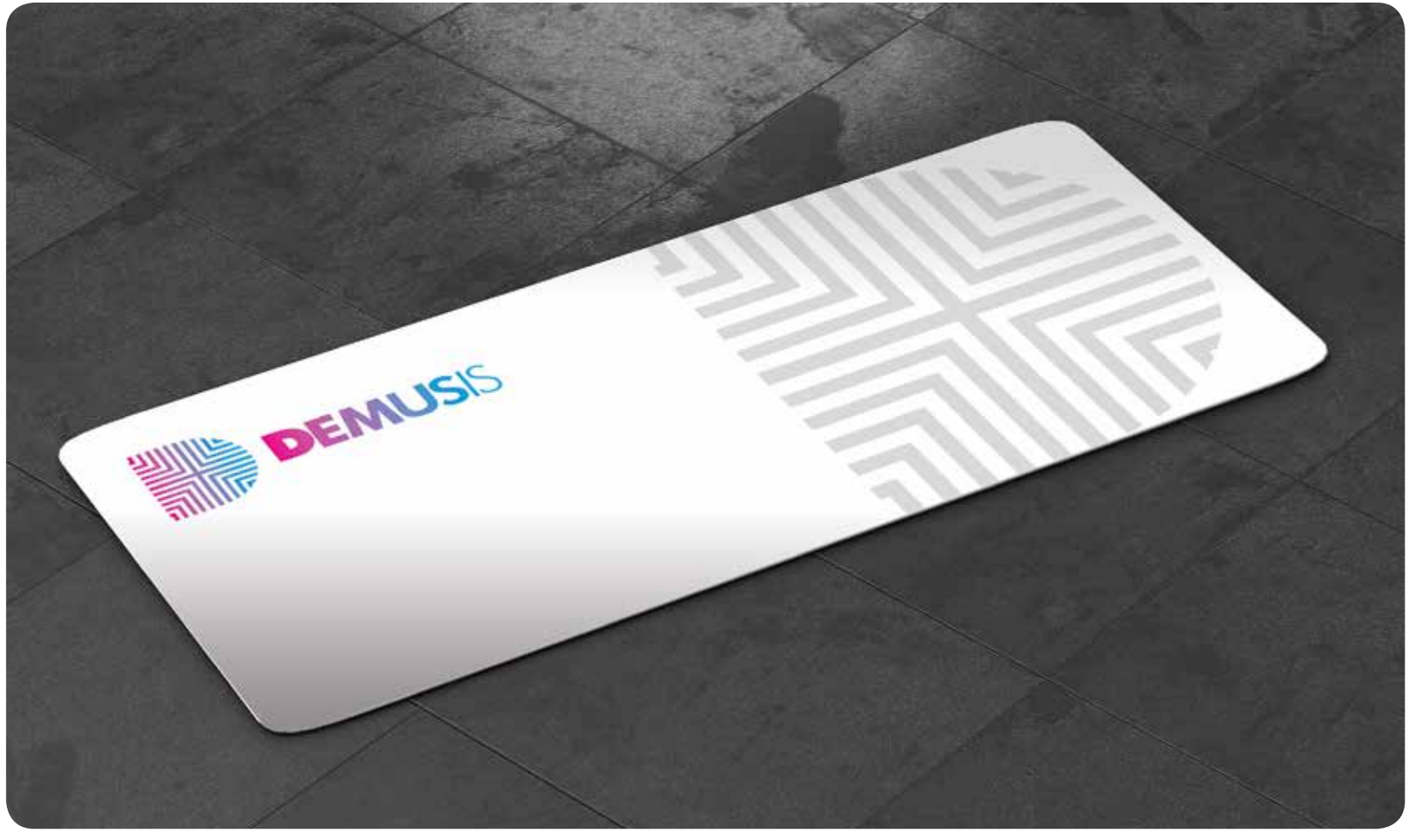


Presentation Folder

Roll up

Staff ID Card

Billboard

City Light Poster

Outdoor Sign

Indoor Sign

Bag

Office Branding

Office Branding

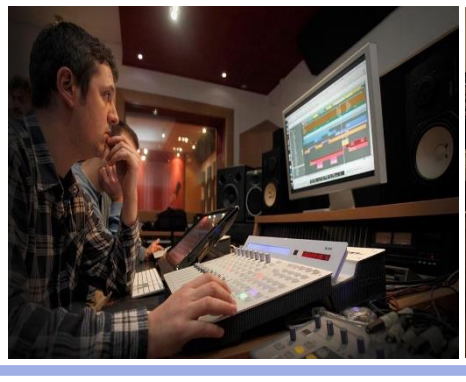
T-Shirt

Cup

Hat

Usb Flash Disc

Wallpaper



DEMUSIS: Enhancing the digital competencies and entrepreneurship skills of academic musicians in Serbia for culturally more engaged society

entrepreneurship in music |digital media | eLearning

DEMUSIS is a Capacity Building in the field of Higher Education (CBHE) project funded by Erasmus+ programme and coordinated by the University of Arts in Belgrade, Serbia. It is a three-year (2019-2022) joint project focused on curriculum development activities aiming at enhancing the digital competencies and entrepreneurship skills of academic musicians in Serbia for culturally more engaged society.

Insert the following information:

- partner institution
- description of focus in the project
- description and some pictures of project related actions
- status of project implementation

You can rearrange the pictures and general texts, but please don‘t skip any logos or information.

Please use **Myriad Pro** or **Segoe UI**
Colours of text, lines and boxes predefined as:
Blue, Light Blue, Pink

Co-funded by the Erasmus+ Programme of the European Union
This project has been funded with support from the European Commission.

www.demusis.ac.rs

(logos of relevant partners)

Live activities

No.	Type of activity	Project partner	Date/ period	Place	Type and approximate size of audience
1	Internal presentation of the DEMUSIS project held at the Faculty of Music, University of Arts in Belgrade	P1	16.01.2019	Belgrade, FMU + webiste	partner staff ≈ 40 persons
2	DEMUSIS Info Day held at the Academy of Arts, University of Novi Sad	P2	14.03.2019	Novi Sad, AUNS + website	partner staff ≈ 20 persons
3	DEMUSIS project presented at the Digital Humanities Summer School in Oxford (poster)	P1	22–26 July 2019	Natural History Museum Oxford + website	cca 100-150 participants
4	AEC Annual Meeting for International Relations Coordinators	P1	19 to 22 September 2019	Academy of Performing Arts in Prague, Czech Republic + website	
5	Regional Cluster Meeting CBHE projects' impact in the Western Balkans (project poster)	P1, P3	22.-23. October 2019	Durres, Albania + website	cca 30-50 participants
6	46th AEC ANNUAL CONGRESS and GENERAL ASSEMBLY	P1, P9	7.-9. November 2019	Turin, Italy + webisite	More than 500 participants?
7	DEMUSIS on RTS	P7	27. June 2019	Serbia + website	
8	DEMUSIS on Radio Belgrade 1	P7	01. July 2019	Serbia + website	
9	DEMUSIS on Radio Belgrade 1	P7	16. October 2019	Serbia + website	
10	DEMUSIS Team awarded Acknowledgement of the FMU	P1	21. November 2019	Serbia + website	
11	DEMUSIS on RTS	P1, P7	21. November 2019	Serbia + website	

On-line activities

No.	Type of activity	Project partner	Date/ period	Platform (social network, website)	Type and approximate size of audience
	info about live activity No.1	P3	March 2019	project website	
	info about live activity No.2	P3	March 2019	project website	
	New DEMUSIS logo	P2	March 2019	Facebook, Twitter	
	Infor about the Kick Off meeting + photos	P1		Facebook, Twitter	
	info about the study visit to the New Bulgarian University, Sofia, Bulgaria + photos	P2	May 2019	Facebook, webiste	
	infor about the project meeting in Svilara, Novi Sad + photos	P2	July 2019	Facebook	
	info about the activity No. 3 (Digital Humanities Summer School in Oxford)	P1	July 2019	Facebook, website	1495 people reached
	Announcing the DEMUSIS PMB meeting	P1	November 2019	Facebook, Twitter, Website	
	trivia about music technology (PadMu)	P2	November 2019	Facebook	76 reached
	shared a talk about on-line learning	P2	November 2019	Facebook	62 reached
	shared a video, P1 on RTS talking about DEMUSIS		November 2019	Facebook, Website	1787 reached

	12	DEMUSIS at the virtual conference "Teaching Music Online in Higher Education"	P1	15. May 2020	Global + website					info about acitivity No. 6	P1	November 2019	Facebook	71 reached
	13	DEMUSIS at the LATIMPE (Learning and Teaching in Music Performance Education) conference	P2	22. May 2020	WB area, on-line					shared a connection to AEC	P1	November 2019	Facebook	72 reached
	14									Info + photos regarding new courses at P1, P2, and P3	P1	December 2020	Facebook	807 reached
	15									2 posts about the PMB meeting in Novi Sad + photos	P1, P2	December 2020	Facebook, Website	2619 + 150 reached
										Christmass card	P1	December 2019	Facebook	58 reached
										trivia about music technology and info about new equipment procured		January 2020	Facebook	54 reached
										Info about the activity No.12	P1	May 2020	Facebook	54 reached
										Info about an undertaking of music students at P2	P2	June 2020	Facebook	44 reached
										Infor about the on-line PMB meeting	P1	July 2020	Facebook	224 reached
										Info about the positive review of FMU by MusiQuE	P1	July 2020	Facebook	6991 reached
										Info + photos regarding new courses at P1, P2, and P3	P1	July 2020	Facebook	62 reached

Appendices

Appendix 1 – List of DEMUSIS key messages

Primary key message: the curricula of music studies are being modernized in order to provide more contemporary relevant knowledge that will raise the professional profiles of young musicians and this modernisation is available also to professionals through LLL courses.

Specific events and results: enrollment possibilities for modernized courses, enrollment possibilities for new courses, enrollment possibilities for new study programes, enrollment possibilities for LLL courses. Information about new publications and on-line available materials.

Appendix 2 - Checklist for partners

General provisions
P2 and all partners at the DEMUSIS project are responsible for dissemination activities at national and European level. Partners will provide necessary information from their work to the WP7 chair for the website, social media, etc. Partners are will engage to disseminate the produced knowledge, results and processes of DEMUSIS to the key groups at the national level, and where relevant, at the EU level.

Documenting the dissemination acitivities
Please make sure to communicate and disseminate all DEMUSIS related information in the templates developed in WP7 and available at the project website (library section).

Document your work
It is important that all partners document their work in DEMUSIS:
•for documentation of all dissemination activities please use the table/template provided in appendix 3. (also available at the project website for download in a library section)
•pleasetake pictures at all important project events, prepare attendance lists for meetings, study and training visits etc. and forward them to the WP7 chair who will forwar them to the project coordinator..When taking pictures, please notify the participants and please obtain their consent.

Website
Present DEMUSIS at your institutional website and link to the project website. Maintain and regularly update your Serbian sub-website or webpages.

Social media
Follow the DEMUSIS accounts with your organization's Twitter and Facebook accounts and also with your private onesif relevant and if you use themfor work-related purposes
Media contact
•Target the press releases at the national media, translate and adapt them from the English version provided by Dissemination and exploitation plan if needed.
•Involve national media in national level activities whenever possible.

Dissemination to policy makers
•Disseminate results from the project to stakeholders and policy makers at the national level.
•Please register dissemination activities in the format provided in Appendix 3.

Appendix 3 – Template for recording dissemination activities

No.	Type of activity	Project partner	Date/ period	Place	Type and approximate size of audience

Appendix 4 – Template for recording exploitable results

Work package	Exploitable result type	Exploitable result name (direct link)	Exploitable result brief description	Partner	Date (Period)