



Co-funded by
the European Union



IN.TUNE

Innovative Universities in Music and Arts in Europe

IN.TUNE External and Internal Communication and Dissemination Plan

Communication, dissemination & advocacy (WP8)

www.intune-alliance.eu

Document details

Project number:	101124302
Alliance name:	IN.TUNE - Innovative Universities in Music & Arts in Europe
Acronym:	IN.TUNE
Call and topic:	European Universities – Development of new deep institutional transnational cooperation (ERASMUS-EDU-2023-EUR-UNIV-2)
Start / End date:	1 January 2024 / 31 December 2027
Work Package:	Communication, dissemination & advocacy (WP8)
Work Package leader:	Univerzitet umetnosti u Beogradu, Serbia (UAB)
Contributors:	• Norges musikkhøgskole, Norway (NMH) • Universitatea Națională de Muzică din București, Romania (UNMB) • Conservatoire National Supérieur de Musique et de Danse de Paris, France (CNSMDP) • Taideyliopisto, Finland (Uniarts) • Escola Superior de Música de Catalunya, Spain (ESMUC) • Universität für Musik und darstellende Kunst Wien, Austria (mdw) • Stichting Hogeschool der Kunsten den Haag, The Netherlands (HdK) • Univerzitet umetnosti u Beogradu, Serbia (UAB)
Deliverable:	IN.TUNE External and Internal Communication and Dissemination Plan (D8.2)
Due date:	Month 12 (M12)
Type of document:	Document, report
Dissemination level	Public
Version / Status	Final
Date	20/12/2024

Table of Contents

Document details.....	1
Introduction to the Context	3
IN.TUNE.....	3
Work Package 8: Communication, dissemination & advocacy.....	3
Executive Summary	4
IN.TUNE Communication and Dissemination Plan	5
Introduction: Deliverable Description	5
Results Obtained	5
Discussion on Final Outcome	6
Key Messages for IN.TUNE Alliance.....	7
Target Groups, Communication Tools and Channels.....	8
Target Groups.....	8
Communication channels and tools.....	10
IN.TUNE Communication Strategy (Internal and External)	12
Internal communication strategy	12
External communication strategy.....	13
Visual Identity and Branding	16
Templates and Style Guides	17
EU Visibility Rules.....	18
Key Deliverables	19
Monitoring and Evaluation.....	26
ANNEX	27
Annex 1: IN.TUNE Brandbook	28
Annex 2: IN.TUNE Website	33
Annex 3: Templates.....	34
Annex 4: Work Package Colour Coding	36

Introduction to the Context

IN.TUNE

The European University Alliance [IN.TUNE – Innovative Universities in Music & Arts in Europe](#) brings together eight universities across the continent, committed to the development of a joint long-term strategy for excellence in education, research, innovation and service to society. This strategy is built on a shared perspective on our institutions' roles within society, a joint vision and approach towards deep institutional cooperation, and a shared dedication to the European values of diversity, democracy, social and human rights.

Through the establishment of IN.TUNE, we aim to:

- Build an effective, systemic and sustainable framework for deep institutional cooperation, drawing on our previous and existing collaborations to drive transformational change across our institutions.
- Strengthen, through this deep institutional cooperation, artistic and educational innovation and research, not only within our institutions, but also throughout the higher music education sector and the broader cultural and creative sector industries, providing students and professionals unique with educational opportunities that will improve their ability to access, create and maintain sustainable careers.
- Play an active role in shaping the future of our sector and our societies by addressing contemporary educational, professional, societal, technological and ecological challenges. Together, through the joint creation of forward-looking institutional environments, we will empower students and staff to engage with these challenges through their creative work, both at institutional and transnational level.

Work Package 8: Communication, dissemination & advocacy

Communication, dissemination & advocacy (WP8) focuses on enhancing both internal and external communication to support the goals of the IN.TUNE alliance. One of the key activities will be the launch of the IN.TUNE website, which will serve as a central hub for communication and be linked to institutional websites. This will be accompanied by an ongoing internal communication campaign, which includes newsletters, live sessions, and online information updates for students, staff, and teachers to inform them about the alliance's activities and opportunities.

To facilitate collaboration, an internal online mobility and cooperation portal will be developed. This portal will act as both a working space for committees and a resource centre for alliance-related documentation. In addition, IN.TUNE will establish a presence on various social media platforms (e.g., Facebook, Instagram, LinkedIn, YouTube) to engage a broader audience.

Externally, national dissemination conferences will be organised in all eight partner institutions, targeting stakeholders from the higher education and cultural sectors. Additionally, IN.TUNE will collaborate with the Association Européenne des Conservatoires (AEC) for external communication, utilising AEC's extensive channels to share alliance updates. Special efforts will also be made to support higher music education institutions in Ukraine, providing them access to the alliance's activities and exploring opportunities for collaboration in reconstruction efforts post-war.

Finally, IN.TUNE will connect with the International Benchmarking Group (IBG), a global network of music education institutions, to disseminate outcomes and receive feedback from an international perspective, ensuring global relevance and impact.

Executive Summary

The IN.TUNE Communication and Dissemination Plan (Deliverable D8.2) lays the groundwork for effectively sharing the alliance's vision, activities, and outcomes across Europe and beyond. Rooted in IN.TUNE's mission to be a transformative force in higher music and arts education, the it defines key strategies to foster awareness, engagement, and long-term impact.

The Communication and Dissemination Plan is structured to include an introduction outlining the deliverable, a review of results obtained, the applied methodology. Its central part covers key alliance messages, communication strategies (both internal and external), EU visibility rules, key deliverables, and approaches to monitoring and evaluation. The annexes collectively provide some of the practical tools and resources for implementation, including branding guidelines, templates, and visual aids designed to support consistent and effective communication within the alliance.

Its key elements include:

- **Comprehensive Communication Strategies:** Utilizing digital platforms, social media, newsletters, and events to engage diverse stakeholders, from internal staff and students to policymakers and the general public.
- **Dissemination Tools:** Developing a compelling online presence and public-facing materials to amplify results across the sector.
- **Target Groups:** Tailoring communication to address specific audiences, from institutional staff and students, to cultural and creative industries.
- **Sustainability of Impact:** Establishing mechanisms to ensure the alliance's influence and activities continue beyond the IN.TUNE's formal duration.

The IN.TUNE Communication and Dissemination Plan will be periodically updated to adapt to the evolving needs of the alliance, ensuring its outcomes remain relevant and impactful.

IN.TUNE Communication and Dissemination Plan

Deliverable D8.2, WP8: Communication, dissemination & advocacy

Introduction: Deliverable Description

The **IN.TUNE External and Internal Communication and Dissemination Plan (D8.2)** represents a strategic framework for fostering collaboration, visibility, and impact across the alliance and the broader music and arts education sector. This deliverable aligns with the goals outlined in Work Package 8, focusing on communication, dissemination, and advocacy.

Results Obtained

- ✓ **IN.TUNE Communication and Dissemination Framework established:** Defined and operationalized tools, plans, and platforms to facilitate the effective communication of IN.TUNE's activities, including the launch of the alliance's website and social media channels.
- ✓ **Stakeholder Engagement:** Targeted campaigns and events proposed as part of the framework, facilitating the involvement of key audiences, enhancing awareness and support for IN.TUNE's initiatives.

The **methodology** for developing IN.TUNE Communication and Dissemination Plan was collaborative, with its design, structure and content developed based on the input from all partner institutions. It included a thorough review and analysis of existing practices and experiences within partner institutions, guidance from the European Education and Culture Executive Agency (EACEA), and good practices from other alliances and associated partners. This approach was complemented by the active involvement of all partners and stakeholders through consultations and thematic meetings, followed by the development, review, and adoption of the draft plan. The process was inclusive and iterative, ensuring consensus and responsiveness to feedback from internal evaluations and liaison officer from the Quality Assurance Work Package who facilitated quality assurance measures and alignment with alliance objectives.

Dissemination activities are mapped against predefined milestones, ensuring timely execution and alignment with alliance goals for the first year and overall run. Key milestones reached prior to this plan included the launch of the IN.TUNE website and creation of the visual identity (*Figure 1*).

Adjustments made since the original proposal included expanding the social media strategy to address younger audiences and excluding X from the list of social media platforms due to the strategic focus.

Developing the alliance's communication and dissemination framework involved addressing certain challenges and adapting to evolving needs. Among the initial ones was harmonizing communication strategies across geographically and culturally diverse partners, and navigating cultural and institutional diversity. The implementation of new tools for internal communication,

such as MS Teams, presented additional challenges, particularly for partners who had not previously used the platform. This required not only technical adjustments but also capacity building through training and support to ensure effective adoption. Aligning diverse institutional practices and workflows with the new tools further necessitated collaboration and adaptability across the alliance.

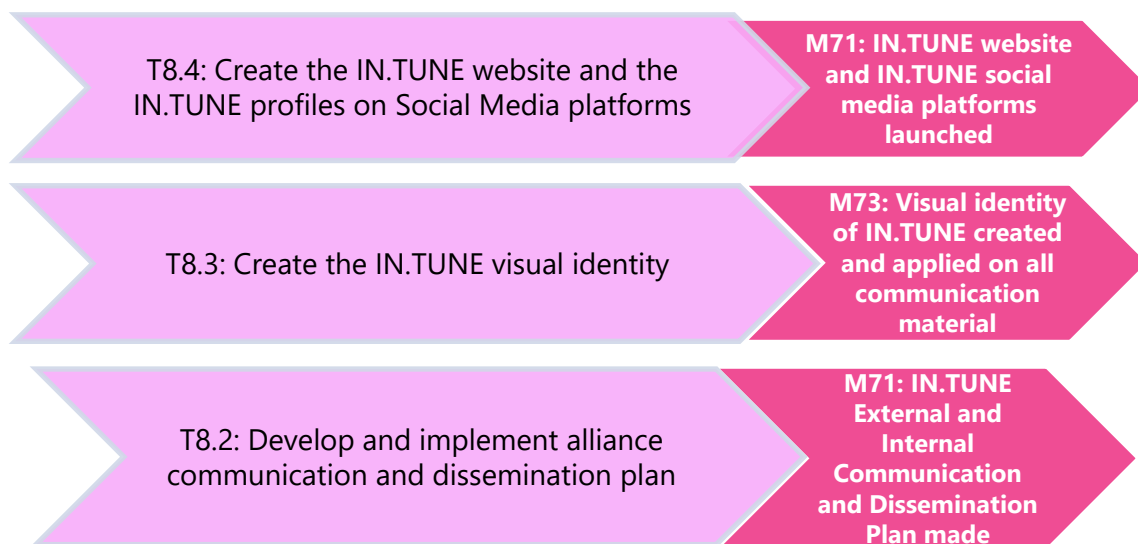


Figure 1. Overview of tasks completed and milestones reached in Year 1, as part of making the Communication and Dissemination Plan deliverable

Discussion on Final Outcome

The IN.TUNE Communication and Dissemination Plan proposes a solid communication framework that:

- ★ Amplifies the alliance's outcomes across Europe, serving as a model for similar initiatives.
- ★ Enhances collaboration among partners by standardizing tools and methodologies.
- ★ Incorporates feedback from quality assurance committee to refine strategies and ensure alignment with the alliance's evolving goals.

This deliverable serves as a flexible plan for IN.TUNE's communication and dissemination efforts. Future iterations will continue to integrate stakeholder feedback and adapt to the alliance's evolving needs. The plan's expected impact extends beyond the project's duration, positioning IN.TUNE as a transformative force in music and arts education and a model for transnational institutional cooperation.

Key Messages for IN.TUNE Alliance

This section outlines the core themes that reflect the IN.TUNE alliance's mission, vision, and values, showcasing what makes it unique within the European educational landscape. These messages align with the broader goals of the European Union, emphasizing collaboration, transformation, and sustainability. In practice, the messages will be adapted for different audiences, ensuring relevance and clarity. The following key messages have been formulated:

- ◆ *IN.TUNE is the only **European universities alliance in music and arts** involving eight arts universities.*
- ◆ *IN.TUNE is a platform to explore new avenues for **collective institutional transformation** and advancement in music and artistic education and research across Europe.*
- ◆ *IN.TUNE focuses on **long-term, deep transnational institutional cooperation**, emphasising the creation of a shared and unified understanding across all levels of the alliance.*
- ◆ *Music and art are seen in IN.TUNE as powerful tools in shaping societal dynamics and **addressing systemic challenges** that are similar across borders, requiring collaborative efforts.*
- ◆ *IN.TUNE provides unique opportunities for students and staff **fostering reciprocal learning and institutional improvement** through shared knowledge.*
- ◆ *IN.TUNE is about **embedding the alliance in daily activities** of education, research and policy-making, aiming for institutional transformation through intensive transnational cooperation.*

Target Groups, Communication Tools and Channels

Engaging target groups, who may have any interest in the IN.TUNE alliance's objectives, activities, and outcomes, is crucial for the success of its dissemination and communication initiative. Identifying the target groups to understand and address their interests, needs, and motivations is the most important task for effective engagement.

This task is a shared responsibility of IN.TUNE as an alliance, and all IN.TUNE partner universities as well as associated partners. Each IN.TUNE partner university will primarily reach out to their own communities (e.g. students and prospective students, staff, and alumni) and partners (e.g. national/regional university networks and associations like rectors' conference) while IN.TUNE as alliance will mainly target European partners and stakeholders, other European university alliances and associated partners. Both will address the general public.

The IN.TUNE alliance utilises a diverse range of tools and channels to effectively reach and engage its target groups as listed below. This approach aims to enhance visibility, foster engagement, and ensure coherent messaging across all channels. Effective communication is fundamental to IN.TUNE, allowing us to disseminate information, interact with stakeholders, and promote our initiatives comprehensively. Our strategy integrates various methods to ensure broad outreach and active engagement, establishing a cohesive and dynamic communication framework.

Target Groups

The various target groups (divided into internal and external) identified for the IN.TUNE alliance with a rough outline of how to reach them using various communication and dissemination tools at different levels presented below (Table 1).

Internal target groups

- ❖ *IN.TUNE Community*: persons in each of the eight universities working full-time, part-time or punctually for the IN.TUNE alliance (including members of staff in the WP Committees, Working Groups and other alliance bodies);
- ❖ *IN.TUNE Alliance*;
- ❖ *IN.TUNE Partner Universities*: (Prospective) Students, staff, and other internal stakeholders of the participating institutions.

Internal/External target groups

Associated Partners of IN.TUNE, such as the International Benchmarking Group (IBG) and the Association Européenne des Conservatoires, Académies de Musique et Musikhochschulen (AEC) with its 304 member institutions and a database of 3500 institutional contacts, play a crucial role in enhancing the alliance's outreach and impact by facilitating connections, sharing best practices, and supporting the dissemination of results across the higher music education sector. A list of all Associated Partners of the alliance is available [on the alliance website](#).

External target groups

- ❖ Alumni of all eight IN.TUNE universities;

- ❖ Students and staff in other Higher Education Institutions in music and arts in the EU, Europe and in the global context, as well as the creative and cultural sector;
- ❖ Policy makers and administrative bodies (ministries, national agencies for Higher Education and Erasmus+, national research funding organisations, European Commission and EACEA units) on regional, national and European levels;
- ❖ Other European Universities Alliances, for example through the Community of Practice within the [FOREU4ALL project](#) and other collaborative initiatives;
- ❖ General stakeholders (e.g. European and international arts and culture organisations, research community, cultural and creative industry, music and art professionals, music audience, secondary schools and other educational institutions, students' national and international associations, local associate partners, associated partners) as well as the general public.

Target Group	Dissemination Level	Communication & Dissemination Tools
Internal target groups	IN.TUNE-Community and the Alliance	Internal communication platform, Internal events and workshops (e.g. WP Committee Meetings), IN.TUNE website, IN.TUNE Newsletter, IN.TUNE Social Media Channels
	IN.TUNE Partner Universities	Institutional websites, Social Media Channels, Newsletters, Print/ Online Magazines/ Blogs (if available), Events (e.g. info events) and workshops
Internal/External target groups	IN.TUNE Alliance	IN.TUNE website, IN.TUNE Newsletter, IN.TUNE Social Media Channels, IN.TUNE events and workshops
	Associated Partners	Websites, Newsletters, Live events, Printed/ Online Magazines/ Blogs, Social Media Channels
External target groups	IN.TUNE Alliance	IN.TUNE website, IN.TUNE Newsletter, IN.TUNE Social Media Channels, Press releases, Public events and meetings (e.g. at international and EU level, meetings of alliances' coordinators, EU forums, etc)
	IN.TUNE Partner Universities and Associated Partners	Institutional Website, Social Media Channels, Newsletter, Print/ Online Magazines/ Blogs (if available), Press releases, Public events and meetings (e.g. within local/regional/national professional networks, conferences, etc)

Table 1. Overview of Target Groups, Dissemination Level and Communication and Dissemination Tools

Communication channels and tools

The selected communication tools and channels are designed to ensure comprehensive coverage of all target groups, providing both breadth and depth of outreach. By combining digital platforms with traditional methods, IN.TUNE can maintain a dynamic and inclusive communication strategy that adapts to the evolving needs of its diverse audiences.

An overview of the communication channels, used by IN.TUNE and its partner universities, including their purposes, content and integration with other channels, and frequency of usage, can be found in the table below (Table 2).

Communication Level	Tool	Purpose	Content	Frequency
IN.TUNE LEVEL	Website	Primary information hub for stakeholders; integrates partner institution updates	Updates on alliance activities, research, events, links to partner websites, and resources for IN.TUNE-Community. Content linked to partner institutions' websites when relevant	Regular updates as needed
	Newsletter	Highlights recent developments, informs stakeholders, and encourages participation in events	Updates on activities, upcoming events, milestones, and announcements	Monthly/Bi-Monthly
	Social Media (Facebook, Instagram, LinkedIn, YouTube)	Raise awareness, engage target groups, provide real-time updates, and facilitate interactive engagement	- Tailored for specific platforms according to their primary audience: photos, videos, updates, stories, testimonials, project highlights. - Coordinated with website updates. - Frequent collaboration postings with partner institutions	Weekly posts
	Events, Meetings, Workshops: online and on-site	Facilitate knowledge sharing, networking, and dissemination of initiatives and results	Conferences, seminars, workshops, public lectures	Annual/Monthly
	Internal Communication Platforms (main tool: MS Teams)	Coordination and communication within the alliance	Meeting minutes, internal reports, collaborative documents	As needed
PARTNER INSTITUTIONS LEVEL	Institutional Websites	Disseminate IN.TUNE activities and updates to institutional communities	Updates on events, open calls, IN.TUNE initiatives, and links to the IN.TUNE website and resources	Regular updates in sync with schedules
	Institutional Newsletters	Highlight IN.TUNE's impact and opportunities specific to each institution	Updates on activities, events, open calls and opportunities, milestones, and announcements	Regular updates in sync with schedules
	Social Media Channels	Amplify IN.TUNE's reach and engagement through institutional channels	Updates on events, open calls, milestones, and announcements. Shared posts with IN.TUNE channels	Regular updates in sync with schedules
	Press Releases and Publications (printed & online)	Reach broader audiences and media outlets	Announcements of milestones, success stories, research findings, and events	Regular updates in sync with schedules.
	Public Events and Meetings: online and on-site	Engage local and national stakeholders	Presentations, discussions, networking opportunities	Regular updates in sync with schedules
	Print & Online Magazines/Blogs	Promote IN.TUNE activities to wider audiences (if available)	News articles on milestones, research findings, and portraits of IN.TUNE-Community	Regular updates in sync with schedules
	Internal Communication Platforms	Coordination and communication between partners and alliance members	Updates on activities, events, milestones, and announcements	Regular updates in sync with schedules

IN.TUNE Communication Strategy (Internal and External)

The IN.TUNE alliance aims to create a cohesive, transparent, and proactive communication environment, both internally among members and externally with key stakeholders. This communication plan outlines the strategies and tools used to promote unity and collaboration within the alliance while engaging and informing external audiences.

Common goals and objectives:

The overarching goals of the IN.TUNE communication strategy are to:

- *Strengthen collaboration*, by promoting knowledge sharing and interaction within the alliance;
- *Enhance transparency*, by keeping all stakeholders, both internal and external, informed about the alliance's goals, progress, and outcomes;
- *Foster engagement*, by encouraging active participation from members and build strong relationships with external stakeholders.

Internal communication strategy

The internal communication strategy focuses on keeping alliance members informed and engaged while aligning communications with IN.TUNE's objectives. It is designed to create a unified vision across partner institutions, streamline communication channels, and ensure continuous dialogue.

Key components:

- ◆ *Establishing a common vision and goals:* Agreeing on a shared mission and values across all partner institutions. This alignment ensures that every member of the alliance works toward common objectives, cultivating a sense of belonging and shared purpose. Regular reminders of these goals reinforce their importance and inspire collective action.
- ◆ *Clear communication channels.* To facilitate effective communication, Microsoft Teams is established as the primary platform for collaboration, offering access to essential resources, updates, and project discussions. In addition, the IN.TUNE website serves as a repository for critical documents, announcements, and news, ensuring members can access information at their convenience.
- ◆ *Regular meetings.* Structured coordination is maintained through monthly or fortnightly meetings, where progress is reviewed, challenges are addressed, and future plans are outlined. Online webinars and specialized conferences provide deeper engagement opportunities, enabling members to participate in focused discussions, receive training, and share insights.
- ◆ *Promoting cross-institutional collaboration* through the establishment of thematic working groups that focus on specific areas of interest. These groups provide a platform for creative exchanges and joint problem-solving. Regular workshops, seminars, and networking events further enhance knowledge sharing and foster professional relationships.

- ◆ *Transparency and information flow.* Continuous updates through newsletters, progress reports, and internal announcements keep members informed about the alliance's achievements, challenges, and ongoing initiatives. This transparent approach ensures that all members feel connected and aware of IN.TUNE's direction and milestones.
- ◆ *Encouraging participation.* Recognizing the importance of feedback, regular surveys and open forums are conducted to gauge member satisfaction and gather suggestions. This dynamic feedback loop allows the communication strategy to evolve and adapt to members' needs, fostering an inclusive and responsive culture.

External communication strategy

The external communication strategy aims to raise awareness of the alliance's activities, strengthen relationships with key stakeholders, and attract future students and partners. A key objective of this strategy is to disseminate IN.TUNE's mission, vision, and successes more broadly across the sector, positioning the alliance as a model for innovation in higher music and art education. To achieve this, various platforms are utilized to effectively reach and engage diverse audiences.

Objectives:

- ◆ *Raising awareness.* The primary goal is to inform external stakeholders – including alumni, prospective students, and the public—about IN.TUNE's mission, goals, and achievements. Through strategic campaigns, press releases, and media outreach, the alliance establishes itself as a role model in innovation within higher music and art education.
- ◆ *Building and strengthening relationships.* Engaging with external audiences such as educational institutions, cultural organizations, professional associations, and governmental bodies ensures ongoing collaboration and support. These partnerships create opportunities for knowledge exchange, funding, and co-creation of projects that benefit all stakeholders.
- ◆ *Promoting transparency and trust.* Maintaining consistent and transparent communication to build confidence in the alliance's work and innovation within higher music and art education. Regular updates about ongoing projects, challenges, and successes highlight the alliance's credibility and commitment to its vision.
- ◆ *Attracting future students.* Highlighting the benefits of studying within the alliance to inspire prospective students, while involving current students in promotional activities. Promotional campaigns highlight innovative educational formats, international collaboration opportunities, and the dynamic cultural environment of partner institutions. Involving current students as ambassadors further enhances authenticity and relatability.
- ◆ *Engaging alumni.* Establishing strong alumni networks fosters long-term engagement with IN.TUNE. Alumni are encouraged to contribute to the alliance by sharing their experiences, participating in events, and mentoring current students, thereby creating a dynamic and supportive community.

Key target groups:

- ❖ *Educational institutions:* Inform them of opportunities for transnational collaborative innovations within music education.
- ❖ *Professional associations, NGOs, Cultural organisations:* Engage these groups in social projects and research initiatives.
- ❖ *Governmental and policy-makers:* Advocate for policy changes in higher education and the arts.
- ❖ *Media outlets and the general public:* Share the alliance's progress through press releases and media campaigns.
- ❖ *Industry partners and professionals:* Collaborate on innovation, research, and student mobility for internships.
- ❖ *Alumni and future students:* Foster long-term relationships with alumni while attracting prospective students.

Communication platforms and methods:

- ❖ *Website:* The central hub for news, events, project outcomes, and opportunities for prospective students. Progress and outcomes of the Alliance activities will be published on the website for policy makers and the general public.
- ❖ *Social media:* Platforms like LinkedIn, Instagram, Facebook, and YouTube will be used to engage different audiences, sharing updates and testimonials.
- ❖ *Press releases:* Major milestones and achievements will be communicated through press releases, targeting media outlets to increase visibility.
- ❖ *Public events:* Conferences, seminars, and concerts will be organised to promote the alliance's work. Open days and webinars will engage current and future students, staff, and alumni. IN.TUNE alliance will also be promoted through the individual members' events.
- ❖ *Newsletters:* Bi-monthly newsletters will be distributed to external stakeholders, with sections tailored to specific groups, including prospective students and industry partners. IN.TUNE news will also be distributed through the individual alliance members' news channels to their respective external networks.
- ❖ *Partnership networks:* Leveraging partner institutions' networks, the alliance will create connections between alumni and current students, promoting mentorship and professional development.

CHANNEL	FREQUENCY	PURPOSE
WEBSITE	Ongoing	Central hub for all alliance information
SOCIAL MEDIA	Weekly	Real-time interaction and promotion
PRESS RELEASES	At major milestones	Generate media attention and publicity
PUBLIC EVENTS	Annually or special events	Direct engagement with stakeholders
NEWSLETTERS	Bi-monthly	Regular updates for internal and external stakeholders
ONLINE EVENTS	Special occasions	Outreach to students, professional partners, staff

Table 3. Communication channels and their frequency

The IN.TUNE alliance's integrated communication strategy ensures that both internal and external communications are aligned with the alliance's mission. Internally, clear and regular communication fosters collaboration, while externally, targeted strategies raise awareness and build trust with key stakeholders. By utilising a combination of digital platforms, public events, and direct engagement, the IN.TUNE alliance will continue to strengthen its presence and achieve its objectives in higher music education.

Visual Identity and Branding

The IN.TUNE alliance's visual identity reflects its mission, vision, and values, while ensuring a consistent and professional image across all communication materials and platforms. By unifying brand elements such as logos, templates, and standardized presentation materials, the alliance strengthens its recognition, reinforces its collective spirit, and enhances its presence and impact within the European educational landscape.

Graphical/Visual Identity

The IN.TUNE logo (Figures 2a and 2b) symbolizes the connection between music, arts, and education, emphasizing both individual contributions and shared goals. Its composition embodies both tradition and forward-thinking values, aligning with the alliance's mission to advance music and arts education across Europe.

The key elements of IN.TUNE logo include:

- ◆ *Eight dynamic lines* representing the diversity and contributions of the partner universities,
- ◆ *A horizontal anchor line* highlighting shared goals, unity, and cooperation,
- ◆ *Three dots on each side* indicating the journey from historical collaborations to future ambitions,
- ◆ *An open space* symbolizing the alliance's openness to creativity and innovation.



Figure 2a. The official IN.TUNE logo example



Figure 2b. Some variants of the logo

The official logo is available [on the IN.TUNE website](https://www.intune-alliance.eu) for easy access by all partners and stakeholders.

Templates and Style Guides

To maintain consistency, the IN.TUNE alliance provides standardized templates (Annex 3), which are available on the internal MS Teams platform. These templates include meeting agendas and minutes reports, presentations for workshops and events, and various reports and promotional material for consistent external and internal communication.

Furthermore, the brand book (Annex 1), also accessible on the MS Teams platform, provides detailed guidance on:

- ~ *Logo usage*: Formats for both print and digital platforms, including variations for light and dark backgrounds;
- ~ *Colour scheme*: A defined palette for visual coherence (Annex 4);
- ~ *Typography*: Use of Myriad Pro in different weights for readability and professionalism.

The Work Package 8 Committee will oversee the proper use of branding elements and templates across all materials. This includes monitoring compliance with the brand book guidelines, ensuring the correct use of templates provided on MS Teams and offering feedback and making adjustments to maintain branding consistency.

This approach ensures that the IN.TUNE alliance maintains a cohesive and recognizable identity across all platforms. By applying the branding consistently, the alliance strengthens its visibility and reinforces its values within the European educational and artistic landscape.

EU Visibility Rules

Several obligations related to communication, dissemination and exploitation are outlined in the project grant agreement. This includes acknowledging EU funding in all communication, dissemination and exploitation activities - such as intellectual property rights (IPR) and standards - as well as on IN.TUNE equipment, infrastructure and significant results financed by the EU using the wording and criteria specified in [European Commission rules and guidelines](#).

All IN.TUNE communication activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement, according to the Article 17 of the Grant Agreement and the [European Commission visual identity](#) rules.

The acknowledgement ensure the visibility of EU funding, set out in [Communicating and Raising EU Visibility](#) – [Guidance for External Actions](#).

All IN.TUNE partner universities must have access to templates, the correct logos, guidelines, and rules for the proper use of such emblems.

To boost visibility and engagement IN.TUNE social media posts should also acknowledge the EU funding, preferably linking to the alliance website and tagging the granting authority's and related programmes' social media when relevant.

Key Deliverables

This chapter outlines the key deliverables of the IN.TUNE project, emphasising their importance in achieving the project's communication and dissemination objectives. Each deliverable is designed to ensure impact, effectively reaching targeted audiences, and facilitating dissemination of project outcomes. The table below details each deliverable, including objectives, target groups, key messages, communication channels, and indicators of progress (Table 4).

This approach allows monitoring of the effectiveness of communication strategies and adjustments to optimise outreach and engagement throughout the project lifecycle. One of the main tasks of the communication and dissemination WP is to communicate indicators.

WP	Number	Name	Duration/Due Date	Year	Main Targets	Key Messages	Channels	Indicators of Progress
1	D1.1	IN.TUNE Governance & Management Framework	12 months	Year 1	IN.TUNE Community: Artistic, academic, and administrative staff	Governance framework ensures transparency and accountability	Newsletters, Website, Social Media	Number of engagements, feedback, framework implementation rate
1	D1.2	Sustainability Plan	36 months	Year 3	IN.TUNE Partners, Funders, Stakeholders	Sustainability is key to long-term project success	Website, Partner Institution Newsletters	Plan completion, sustainability measures implemented, secured long-term funding
1	D1.3	IN.TUNE Future Strategy	48 months	Year 4	Stakeholders, Governing Bodies, Funders	Future strategy ensures growth and adaptation	Website, Newsletter	Strategy approved by stakeholders, secured funding commitments, integration into institutional strategies
2	D2.1	Inventory of Existing Arrangements for Mobility	12 months	Year 1	IN.TUNE Community: Students, staff	Understanding mobility structures is key for enhancing cooperation	Reports, Website	Completion, institutional engagement rates, actionable recommendations
2	D2.2	Advanced Arrangements for Seamless Mobility	36 months	Year 3	IN.TUNE academic staff, external stakeholders	Seamless mobility enhances cross-institutional collaboration	Website, Social Media	Implementation rate, user feedback, reduction in administrative barriers
2	D2.3	IN.TUNE Mobility Framework	48 months	Year 4	Students, staff	Framework ensures standardized mobility processes across institutions	Website, Partner Institution Platforms	Framework adoption rate, user feedback, number of mobility instances
2	D2.4	Inventory of LMS and Digital Low-Latency Systems	12 months	Year 1	Staff, Associated Partners	LMS supports digital learning infrastructure	Reports, Website	Inventory completion, system assessment rates, integration feasibility study

2	D2.5	IN.TUNE eLearning Policy	48 months	Year 4	Internal & External stakeholders: Faculty, Admin, Associated Partners	Standardizing eLearning across institutions ensures effective digital learning	Newsletters, Partner Institutions	Policy adoption rate, user feedback, eLearning platform usage statistics
3	D3.1	Inventory of Cooperation Areas for New Educational Formats	12 months	Year 1	Academic and Administrative Staff	Collaboration across institutions fosters new educational opportunities	Website, Reports	Completion of inventory, establishment of cooperation areas, collaboration impact assessment
3	D3.2	Catalogue of Joint Online/Hybrid Courses	48 months	Year 4	Students, Faculty, Admin	Cross-institutional online courses enhance learning opportunities	Website, Learning Platforms	Number of courses developed, enrollment rates, course completion rates
3	D3.3	IN.TUNE New Educational Format Methodology	48 months	Year 4	Faculty, Admin	Methodology standardizes joint course development across institutions	Website, Partner Institutions communication channels	Adoption rate, course implementation feedback, number of institutions adopting methodology
4	D4.1	Inventory and Comparative Analysis of Research Methods	12 months	Year 1	Researchers, Institutions	Strengthening institutional research capabilities through analysis	Website, Reports	Completion, research methods adopted, increase in collaborative research projects
4	D4.2	Knowledge Hub 1	24 months	Year 2	Researchers, Faculty, Students	Knowledge Hub centralizes shared learning and resources	Website, Partner Institutions, Social Media	Number of users, engagement rate, number of resources accessed
4	D4.3	Knowledge Hub 2	36 months	Year 3	Researchers, Faculty, Students	Knowledge Hub supports cross-institutional collaboration	Website, Social Media, Partner Institutions communication channels	Active users, resources shared, collaborative projects initiated

4	D4.4	Knowledge Hub 3	48 months	Year 4	Researchers, Faculty, Admin	Complete central resource for research and collaboration	Website, Partner Institutions, Social Media	User growth, resource uploads, frequency of cross-institutional engagement
4	D4.5	IN.TUNE Annual Research Conference 1	24 months	Year 2	Researchers, External Stakeholders	Research collaboration across institutions	Live event, Website, Newsletters, Social Media, Partner Platforms	Conference attendance, papers presented, number of collaborative research proposals
4	D4.6	IN.TUNE Annual Research Conference 2	36 months	Year 3	Researchers, External Stakeholders	Continued research collaboration builds on prior outcomes	Live event, Website, Partner Platforms, Social Media	Attendance, research outcomes shared, longitudinal impact assessment
4	D4.7	IN.TUNE Annual Research Conference 3	48 months	Year 4	Researchers, External Stakeholders	Sustained research collaboration across IN.TUNE alliance	Live event, Website, Social Media	Attendance, outcomes disseminated, policy recommendations developed
4	D4.8	IN.TUNE Research Cooperation Framework	48 months	Year 4	Researchers, Institutions	Framework standardizes research collaboration across institutions	Reports, Website	Framework adoption, user feedback, number of joint research initiatives
5	D5.1	Plan for 'Artist as Teacher' Courses	12 months	Year 1	Faculty, Admin, Partner Institutions	Course enhances teachers' ability to effectively transfer artistic knowledge and integrate their practice with teaching	Website, Newsletters, Social Media, Partner Platforms	Completion, adoption by institutions, number of courses delivered
5	D5.2	Plan for Training Courses for Management and Admin	24 months	Year 2	Admin, Institutions	Training enhances institutional leadership	Website, Reports	Attendance rate, feedback from participants, application of training in practice

5	D5.3	Institutional Capacity Building Plan	24 months	Year 2	Admin, Institutions	Capacity building strengthens institutional development	Reports, Website	Plan adoption rate, feedback from stakeholders, capacity growth indicators
5	D5.4	IN.TUNE Policy on Capacity Building	48 months	Year 4	Admin, Faculty, Institutions	Policy ensures sustainability of institutional development	Website, Reports	Policy adoption, feedback from institutions, long-term institutional development impact
6	D6.1	Inventory of Existing Lifelong Learning (LLL) Courses	12 months	Year 1	Faculty, Admin, Institutions	Mapping LLL offerings helps guide future course development	Reports, Website	Completion, LLL course mapping results, recommendations for new courses
6	D6.2	IN.TUNE Policy on Lifelong Learning for Professionals	48 months	Year 4	Faculty, Admin, Institutions	Policy ensures consistent LLL offerings across institutions	Website, Reports	Policy adoption rate, user feedback, number of new LLL programs established
6	D6.3	Comparative Study on Entrepreneurship and Career Skills	12 months	Year 1	Faculty, Students, Institutions	Skills development is key for professional success	Reports, Website	Study completion, recommendations adopted, skills application in the job market
6	D6.4	Plan for Joint Online Courses and Resources for Professionals	24 months	Year 2	Faculty, Admin, Institutions	Online courses will enhance professional development	Website, Partner Institutions	Course creation, enrolment rates, post-course impact evaluation
6	D6.6	IN.TUNE Policy on Employability and Professional Skills	48 months	Year 4	Faculty, Admin, Institutions	Policy ensures graduates are career-ready	Website, Reports	Policy adoption, user feedback, employment rates of graduates
6	D6.7	Comparative Study on Audience	24 months	Year 2	Faculty, Admin, Institutions	Audience engagement enhances cultural participation	Reports, Website	Study completion, adoption of engagement practices, increase in audience participation

		Engagement Practices						
6	D6.13	Comparative Study on Sustainability Practices	36 months	Year 3	Faculty, Admin, Institutions	Sustainability practices ensure long-term environmental responsibility	Reports, Website	Study completion, sustainability practices adopted, reduction in environmental impact
6	D6.14	IN.TUNE Policy on Sustainability	48 months	Year 4	Faculty, Admin, Institutions	Policy ensures sustainable development practices	Website, Reports	Policy adoption, implementation measures, sustainability performance metrics
7	D7.1	Plan for Internal Evaluation Processes	12 months	Year 1	Faculty, Admin	Internal evaluation ensures continuous improvement	Reports, Website	Completion, evaluation adoption, quality improvement actions taken
7	D7.2	Plan for External Evaluation Processes	12 months	Year 1	Faculty, Admin, External Evaluators	External evaluation adds objectivity to institutional assessments	Reports, Website	Completion of plan, external evaluation adoption, integration of external recommendations
7	D7.3	Comparative Study of Existing Assurance Processes	24 months	Year 2	Admin, Quality Assurance Staff	Assurance processes help ensure institutional standards are consistently met	Reports, Website	Completion of study, adoption of findings, quality assurance impact assessment
7	D7.4	IN.TUNE Benchmarking System	36 months	Year 3	Admin, Institutions	Benchmarking allows institutions to compare progress against key performance metrics	Reports, Website	Adoption rate of benchmarking system, feedback from users, progress against benchmarks
7	D7.5	IN.TUNE Quality Assurance Process	48 months	Year 4	Admin, Faculty, Quality Assurance Committees	Quality assurance processes ensure continuous quality improvement in institutional practices	Reports, Website	QA process adoption rate, feedback from stakeholders, quality improvement metrics

8	D8.1	IN.TUNE External and Internal Communication and Dissemination Plan	12 months	Year 1	IN.TUNE Stakeholders, Partners, Funders, General Public	The C&D plan ensures effective communication of project outcomes and activities	Website, Newsletters, Social Media, Partner Platforms	Number of communication activities, engagement levels, feedback from stakeholders, reach of communication efforts
8	D8.2	IN.TUNE Internal and External Communication & Dissemination Report	48 months	Year 4	IN.TUNE Stakeholders, Partners, Funders, General Public	The report evaluates the success of communication strategies and provides insights for future dissemination efforts	Website, Reports, Social Media	Completion of report, engagement metrics, feedback from stakeholders, actionable insights for future strategies

Table 4. Key deliverables

Monitoring and Evaluation

One of IN.TUNE's main communication objectives is to secure a "whole-institution" level of commitment to the alliance in each partner institution. The aim is for everyone at each institution to be "aware" of IN.TUNE and to "understand" what it has to offer. Therefore, regular monitoring of communication at both institutional and alliance level is prioritised.

Partner institution-level

Evaluation at the institutional level will provide insights into outreach efforts within the university's communities and ecosystem. Some partners already have an evaluation strategy or regularly assess their communication measures in ways that best suit their institution's reality and communication culture. WP 8 will serve as a forum for sharing these practices and will help partners develop and establish an evaluation strategy for their communication agendas, or at least raise awareness and develop key points for a regular survey.

An editable monitoring template is available in MS Teams so that all partners can track their specific project communication and dissemination activities, like website & blog posts, social media postings, internal & external e-mails (newsletter), press coverage, etc.

IN.TUNE-level

Key performance indicators will be identified for each IN.TUNE communication and dissemination tool and channel, with potential measurable aspects listed below. It is our goal to closely monitor and evaluate the development of these indicators.

Communication Tool/ Channel and possible measurable aspects

- ✓ *IN.TUNE Website*: Number of visitors and where visitors are from, page view, session duration and other relevant metrics (if possible)
- ✓ *IN.TUNE Social Media Channels*: Number of followers, reach (Number of people who have been exposed to the information or message), engagement rate
- ✓ *IN.TUNE Newsletter*: Number of subscribers, click-through and opening rate
- ✓ *Events*: Number of events and number of participants for each event, gathering feedback from the participants.

It is crucial to highlight that while monitoring digital performance using these indicators is essential, we will also assess the impact of our communication based on enrolment in activities (such as joint online courses, joint intensives, joint modules, joint programmes). Another important indicator for measuring the success of our communication strategy and its implementation is the effectiveness of exchange between the different work packages. This could be done in a qualitative report format, for example, where WP8 members describe satisfaction and opportunities for improvement.

This structured approach ensures that IN.TUNE's communication efforts are both impactful and aligned with the strategic objectives, fostering a cohesive and engaged community across the alliance.

ANNEX

Annex 1: IN.TUNE Brandbook

(Excerpts)

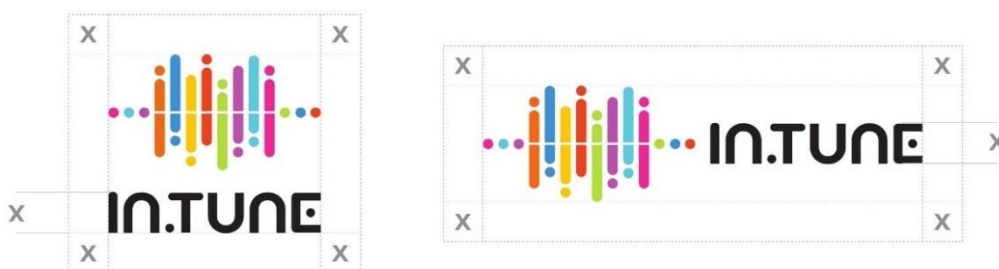


COLOR PALETTE

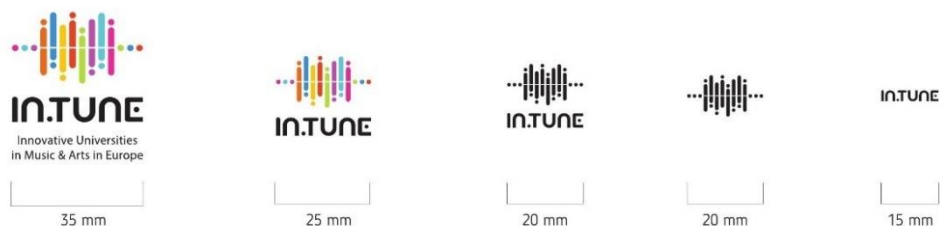
HEX #000000	HEX #FFFFFF	HEX #EF4D94	HEX #41C4DC	HEX #BD5AAB	HEX #F47920	HEX #0091D0	HEX #FFC805	HEX #F05325	HEX #BDD753
RGB 0, 0, 0	RGB 255, 255, 255	RGB 239, 77, 148	RGB 65, 196, 220	RGB 189, 106, 171	RGB 244, 121, 32	RGB 0, 145, 208	RGB 255, 203, 5	RGB 240, 83, 37	RGB 189, 215, 83
CMYK 0, 0, 0, 100	CMYK 0, 0, 0, 100	CMYK 0, 85, 5, 0	CMYK 63, 0, 12, 0	CMYK 25, 70, 0, 0	CMYK 0, 65, 100, 0	CMYK 80, 30, 0, 0	CMYK 0, 20, 100, 0	CMYK 0, 83, 98, 0	CMYK 30, 0, 85, 0



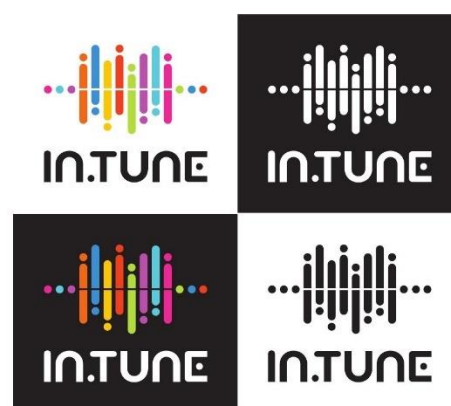
LOGO / CLEAR SPACE



MINIMUM PRINT SIZE



VERTICAL LOGO / BACKGROUND VARIATIONS



HORIZONTAL LOGO / BACKGROUND VARIATIONS



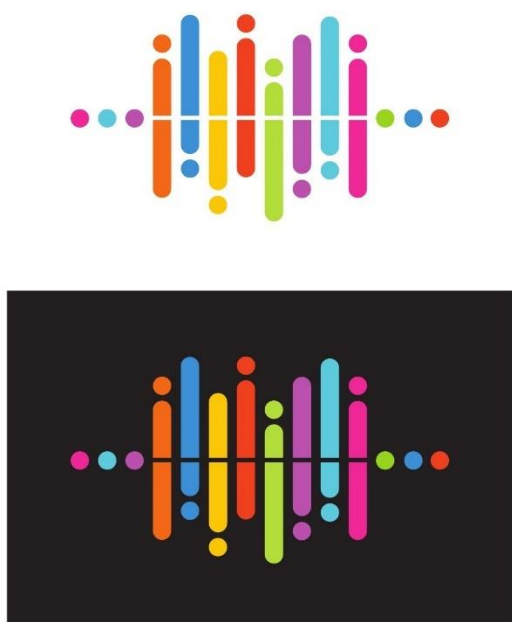
WORDMARK / BACKGROUND VARIATIONS

IN.TUNE

IN.TUNE



LOGOMARK / BACKGROUND VARIATIONS



PRIMARY AND SECONDARY TYPOGRAPHY

Myriad Pro

light

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,:;?@!&@*%)

regular

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,:;?@!&@*%)

semibold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,:;?@!&@*%)**

bold

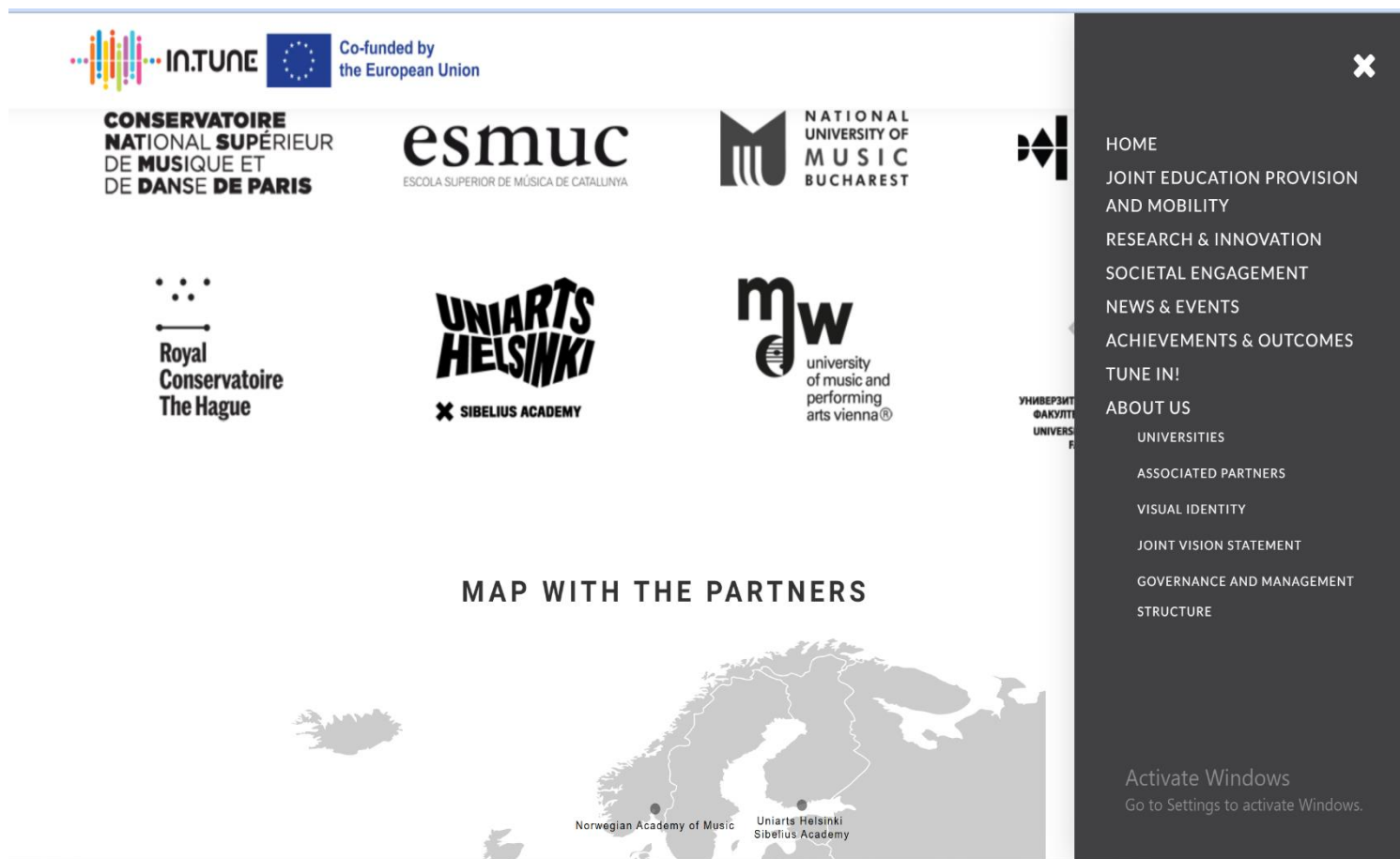
**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,:;?@!&@*%)**

condensed

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvwXxYyZz
1234567890(.,:;?@!&@*%)

Annex 2: IN.TUNE Website

Excerpt of the Front page and the Main Menu: www.intune-alliance.eu



Annex 3: Templates

Some examples

Meeting minutes template

IN.TUNE WP8 COMMITTEE
Communication, dissemination & advocacy
Meeting Minutes Report

Subject of the Meeting:	
Date:	
Time and Location:	

Attendance at Meeting		
Name	Position	Institution

www.intune-alliance.eu

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.

Meeting agenda template

IN.TUNE WP8 COMMITTEE
Communication, dissemination & advocacy
Meeting Agenda

Date:	
Time	
Location / Link:	

Invited to the meeting		
Name	Position	Institution

www.intune-alliance.eu

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.

Agenda		
Agenda item	Attachment no.	Presented by

Attachments (documents/handouts to bring, reading material, etc.)	
Attachment number	Description

www.intune-alliance.eu

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Education and Culture Executive Agency (EACEA). Neither the European Union nor the granting authority can be held responsible for them.

Annex 4: Work Package Colour Coding



Work Package 1:
Effective Management & Joint
Strategy Development

NMH – Oslo



Work Package 2:
Seamless mobility
for students and staff

UNMB – Bucharest



Work Package 3:
Deep cooperation through new
educational formats

CNSMDP – Paris



Work Package 4:
Strengthening our research dimension

Uniarts – Helsinki



Work Package 5:
Capacity building and innovation in
learning & teaching

ESMUC –
Barcelona



Work Package 6:
Strengthening our engagement
with society

mdw – Vienna



Work Package 7:
Quality Assurance

HdK – The Hague



Work Package 8:
Communication, Dissemination &
Advocacy

UAB – Belgrade