EU4ART_*differences*

Deliverable 5.1

Deliverable 5.1.: Common Communication Strategy	
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Description:	This document details the communication strategy and plan. It outlines the key messages to be communicated, communication channels to be applied, visual identity, target groups to be reached, tools to be used and individual communication plans for each partner.

Versioning and Contribution History

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v.01	30/06/2021		First version
v.02	17/08/2023	Claudia Reichert	Changed from "confidential" to "public" dissemination level based on amendment
v.03			

Glossary

Abbreviation	Meaning
AB	Advisory Board
ABAROMA	Academy of Fine Arts of Rome
CA	Consortium Agreement
CCS	Common communication strategy
CM Team	Content Management Team
Co	Confidential
DFG	Deutsche Forschungsgemeinschaft
EC	European Commission
GA	Grant Agreement
LMA	Art Academy of Latvia
M	Month (e.g. M1, M18)
MKE	Hungarian University of Fine Arts
NGO	Non-governmental organisation
PMM	Project Management Manual
Pu	Public
R	Report
RP	Reporting Period
SC	Steering Committee
WP	Work Package

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Table of Content

Executive Summary

This document describes the Common Communication Strategy (CCS) of EU4ART_differences. With the help of this strategy, the aim is to achieve a high visibility of the activities carried out in the project among those universities, NGOs and PhD students who value artistic research practices and exchanges between artists and different groups of society, both for their artistic development and for the promotion of social change through art. The primary objectives of the of the communication strategy are:

- To give the project high relevance and visibility to create awareness of its actions and objectives;
- To encourage open dialogue with relevant non-scientific communities about the project's aims, methods and outcomes;
- To communicate with other similar or complementary projects and initiatives;
- To support the establishment of the project's position in the European field of innovative Artistic Research & Innovation Labs implementation;
- To establish the project's visual identity and a common repository.

The communication efforts are addressed to these key target groups:

- Members of the project consortium
- Faculty members and the academies' alumni
- Students and PhD candidates
- Artists and artist-researchers
- Scientific Community (Higher Education, Scholars, Research)
- Variety of societal, artistic, and academic partners
- Policy makers (public authorities and foundations in charge of supporting culture)
- Research partners
- General public
- Press and media

The communication strategy will be carried out by use of various communication tools, channels and activities, all further described in this document. The activities include:

- Website implementation and updating
- Editing of press releases and publication of articles
- Organisation of and participation at non-scientific seminars and other events
- Liaison with other relevant initiatives
- A common data repository (a common research and innovation database)
- Social media updates and network building
- Production of printed and online material as well as project merchandise at some point
- Face-to-face meetings

The communication strategy is carried out on behalf of the EU4ART Alliance and shall support all project partners' local communication activities. For this purpose, a communication toolbox has been developed containing a core set of specific communication but also dissemination materials and guidelines.

1. INTRODUCTION

1.1. Project overview and purpose of this document

The project "EU4ART_*differences*" focuses on the notion of artistic research (with its sub-fields of practice-based research and research through the arts) as a topic that has become highly important for art academies and universities in recent years. For art academies, in their diversity, it can make highly relevant contributions to the connection between art and research in science and humanities, but also to the interfaces between artistic practice and social issues. In the current discussion about the multiple connections of art and research many terms with different meanings have been introduced, such as "practice-led artistic research", "art-led", "research in the arts" or "research for/through the arts" to characterize these connections. Although European arts universities are already dealing with this topic, several fundamental aspects still need urgently to be discussed in respect of their historical and cultural contexts. The aim of "EU4ART_*differences*" is to explore these open fields and, with the help of a common platform, to make them effective for artistic and academic discourse, but also for society as a whole.

Funded by ERASMUS+ pilot program, the European alliance of four Universities of Fine Art, EU4ART Alliance has seized the opportunity to bundle resources, identify synergies, vitalize knowledge, expand networks, and document diversity. Alliance members share an integrated, long-term joint strategy for higher art education with links to research and innovation and society at large, that goes beyond existing bilateral and multilateral cooperation. EU4ART is meant to be a role model of good practice within and beyond the European Union. While following the university approach, where European networks seek to harmonise teaching methods or curricula, in the EU4ART programme as well as in the H2020 plans, the alliance highlights learning together through difference.

The objectives for EU4ART_*differences* are:

1. Raise the research profiles of Dresden University of Fine Arts (HfBK), Hungarian University of Fine Arts (MKE), Academy of Fine Arts of Rome (ABAROMA) and Art Academy of Latvia (LMA) and their early stage/experienced artists and researchers involved in the domain of art-science-related research and development and boost opportunities for artistic and research collaborations with the partnering institutions.
2. Promote a culture of research, project development & management and entrepreneurship in the community of postgraduate students and early-career researchers of the alliance partners via dedicated virtual (online) training.
3. Leverage the academic excellence and strengthen the cooperation of departments of all alliance partners, as well as synergies between cooperation partners, certain strategies, infrastructure, etc. of the four countries involved.
4. Create twinning groups and strengthen department collaboration regarding R&I centres as Fine Art & Research Labs for innovative activities, artistic and research collaborations, shared platforms and resources of joint actions.
5. Execute outreach to society in order to raise knowledge, empower artists in society and make artistic practice and results visible.

For the project to be successful, the communication and dissemination of its efforts, experience and results are crucial and will influence the short term and long-term impact of the project. The purpose of this document is to describe the communication strategy and plans envisioned to increase the impact of the project.

The EU4ART_*differences* project aims to disseminate a common research and innovation agenda of the EU4ART project partners among all partner institutions, not only to transform partner institutions, but also to involve associated partners, professional and civil communities, implement new models of research in the art education institutions, and provide new forms of research, Open Artistic Research and Citizen Artistic Research among them.

This project distinguishes between communication and dissemination activities, although acknowledging and insisting on the two being closely linked. The distinction is described in section 1.2.

1.2. Communication versus dissemination

Understanding the concepts behind communication and dissemination will help to create successful and targeted action plans. The European Commission describes the communication and dissemination activities as follows[1]:

"*Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.*"

Source: EC Research & Innovation Participant Portal Glossary/Reference Terms

"*The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.*"

Source: EC Research & Innovation Participant Portal Glossary/Reference Terms

Communication and dissemination aim is to help maximise the impact of awareness and high visibility of the activities carried out in the project. What differentiates them from one another are the objectives, focus and target groups they address.

Table 1: Communication vs. Dissemination

	Communication	Dissemination
Objective	Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges	Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research

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[1] EC Research & Innovation Participant Portal Glossary/Reference Terms

Focus	Inform about and promote the project AND its results/success	Describe and ensure results available for others to use (focus on results only)
Target Audience	Multiple audiences beyond the project's own community including media and the broad public	Audiences that may take an interest in the potential use of the results (e.g. scientific community, industrial partners, policymakers)

1.3. Structure of the document

The present document consists of six chapters followed by six appendices:

Chapter 1: Introduction. The first chapter provides a brief introduction to the project and describes the structure of the document.

Chapter 2: Communication strategy. This chapter presents the communication strategy to be implemented in EU4ART_*differences*, specifying the communication objectives, target audiences, key messages, and channels.

Chapter 3: Communication channels and activities. In this chapter, the communication plan is outlined by a description of the channels and activities foreseen to carry out the communication strategy.

Chapter 4: Communication toolbox. This chapter provides an overview and descriptions of the communication tools employed in the project. All tools have been gathered in a communication toolbox which gives an easy access and one-point-of-entry to all communication but also dissemination materials.

Chapter 5: Communication Matrix. This chapter visualizes the communication plan as it pairs target groups and communication means.

Chapter 6: Partners' individual communication plans. In this chapter together with appendix 6, all partners, including EU4ART Alliance website, outline their individual communication plans elaborated to promote the project.

Appendices:

Appendix 1: List of conferences, events and journals relevant for the EU4ART Alliance
Appendix 2: The project's visual identity
Appendix 3: Presentations and templates

2. COMMUNICATION STRATEGY

The communication activities must be founded on a set of overall objectives and address relevant stakeholders in a strategic and targeted way to maximise the effect of the communication efforts. A first step is therefore to develop a strategy, identifying the objectives and key messages, as well as the key stakeholders to be targeted along with the overall communication lines. This chapter outlines the strategy.

A second step is to operationalise the strategy, planning which communication tools and activities to deploy in order to reach which stakeholders. This is described in the remaining document, also including the partners' individual communication plans.

2.1. Communication objectives

As described in section 1.2, the overall communication objectives are to reach out to the broader public including decision and policy makers, scientific community (Higher Education, Scholars, Research), variety of societal, artistic and academic partners etc., in order to promote project actions and impact. More specifically, the communication activities have the following objectives:

- To give the project high relevance and visibility in order to create awareness of its deployment;
- Promote a culture of research project development & management and entrepreneurship in the community of postgraduate students and early-career researchers of the alliance partners via dedicated virtual (online) training;
- To communicate with other similar or complementary projects and initiatives;
- To encourage open dialogue with relevant, non-scientific stakeholders about the project's aims, methods and outcomes;
- To support the establishment of the project's position in the European field of art-science-related research and development and boost opportunities for artistic and research collaborations with the partnering institutions; and
- To establish the project's visual identity and voice.

2.2. Target audiences

In order to optimise communication and dissemination efforts, it is important to identify and define the target audience interested in the project. The term *target audience* implies all stakeholders/ groups of people that could have an interest in the activities and results of EU4ART_*differences* project. The reasons for their interest may vary, and may be personal, professional, or scientific. In this project we are focussing on first level target groups and second level target groups. First level target groups are to be addressed non-public.

Communication activities shall focus on the target audiences listed below, mostly non-scientific stakeholders relevant to this project, but overlaps to the main target audiences for dissemination will occur, especially in the project's online presence (website and social media).

For communication purposes, the key target audiences have been identified as follows. To make sure that all respective and important audiences are addressed and that the dissemination of the results of the project resonate with needs and expectations of European society, the stakeholder groups have been identified as follows:

2.2.1. First level target group

Operating on the first level all remain confidential and non-public. This comprises all kinds of working documents, reports, minutest, etc.

Members of the project consortium

As members of the project consortium are directly involved in the deployment of EU4ART_*differences* project, they are a very important stakeholder group for the project. It is necessary to raise their awareness across various levels of the organisation about the potential benefits of new forms of delivering art-science-related research and development, as well as potential benefits of tailored implementation strategies in Riga, Dresden, Budapest, and Rome. Members of the project consortium are directly involved in the project through the WP and arts education practice. On local level EU4ART_*differences* project partners will be developing a university-wide shared understanding of the diversity and value of artistic research practice, sharing insights and best practice across the institution and beyond. In addition, as all the project partners are Higher Arts Education Institutions with art professionals (practitioners), they academic staff will promote the project through their extensive networks.

Steering Committee

The Steering Committee (SC) was formed for EU4ART as the ultimate decision-making body, which lays the main basic principles of the cooperation. Its body is identical for the extended project EU4ART_*differences*. It is responsible for deciding strategic matters, giving final approval for all key contractual, content as well as financial and administrative issues. It approves both interim and final report as well as all project deliverables and contractual documents before submission to the EU. All partner organisations will actively participate in the SC. The SC will meet at least once every 12 months (plus ad-hoc meetings if necessary). The SC is the highest-ranking body. Via a spokesperson, it is regularly informed about the work steps in the individual work packages. The SC will oversee innovation, communication and dissemination procedures. As to the Advisory Board, it will appoint the members and regularly seek dialogue. The Rector of the Dresden University of Fine Arts convenes the SC meetings. The Steering Committee will usually meet on a virtual platform. A personal meeting at least once in the project period is being considered. The SC receives a three-monthly report from each WP via the Speaker and the Project Manager.

Table 2: Steering Committee Members

Name	Institution
Matthias Flügge	HfBK - Dresden University of Fine Arts
Jochen Beissert	HfBK - Dresden University of Fine Arts
Eszter Radák	MKE - Hungarian Academy of Fine Arts
Zsoltán Sárik	MKE - Hungarian Academy of Fine Arts
Cecilia Casorati	ABAROMA - Academy of Fine Arts of Rome
Tiziana D'Acchille	ABAROMA - Academy of Fine Arts of Rome
Kristaps Zarins	LMA - Art Academy of Latvia
Andris Teikmanis	LMA - Art Academy of Latvia

Advisory Board

The Advisory Board is a purely consultative external ad hoc quality control body. It provides unbiased peer reviewing of results, extra quality control of the deliverables and suggestions to the Project Manager and Speaker on how to improve the quality of the results and deliverables. The Advisory Board prerequisites are detailed in the Consortium Agreement. All members are selected according to quality criteria that are interesting for our project and the approach of artistic research.

European Commission and Project Officers

The project manager and the Speaker are in regular contact with the EC Project Officer and inform her or him on updates, changes and about events. Questions for the respective EC Project Officer are collected and sent out via the Project Manager or the Speaker.

2.2.2. Second level target group

Operating on this second level all information that is published is double checked and release is agreed on as forwarding cannot be avoided or is even intended.

Faculty members

Even though the project's overall goals are focused around implementation strategies, a spin-off of the project is that more faculty members will potentially be exposed to innovative artistic research practices at art academies in Riga, Dresden, Budapest and Rome. Thus, faculty members, who are not yet aware of these practices, are also a target group for communication activities of the project. For this group of stakeholders, it is primarily important to inform them about the new artistic research options offered by EU4ART_*differences* project. Faculty members represent a relevant target group, as they constitute an expedient communication channel to the art students, understand their demands, and can inform them about the benefits of the research for the arts and artistic research practices deployed in EU4ART_*differences* project during their regular consultations with students. Faculty members will be included via the project partners (see the partners' individual communication and dissemination plans in appendix 6).

Students and doctoral students

When pursuing a doctoral thesis, each individual student (PhD candidate) who are working in the same field, e.g. in the methodological sense and/or in the ways their research is explained and documented, benefit greatly from communicating and sharing their experiences which can lead to important synergies. EU4ART alliance existing doctorate training program in the field of fine art, including painting, sculpture, graphics, graphic design, intermedia, as well as stage and costume design, and restoration will be exploited as an effective communication channel to interested and interesting doctoral students.

Alumni

Alumni networks are not yet established at all universities, but there are universities within the alliance that have already been maintaining contact with their alumni for several years, not only at the faculty level, but centrally managed. An alumni network is not only necessary to inform alumni about activities and new developments, but also to bind them to their own institution in the long term. Only when the

bonding effect has occurred can alumni be relevant for the academy; e.g., as speakers, multipliers, mentors, and last but not least, as donors. The HfBK Dresden has already established an [alumni network](#) very closely linked to a Career Service. Also the LMA is about to open their own alumni network connected to a Career Service. They already invite experts and had first alumni meetings. Our universities are positioned differently when it comes to alumni relations and career services. We are planning an intensive exchange on these topics as well, in order to give them as much relevance as possible.

Artists and artist-researchers

The work of EU4ART_*differences* project is interesting for the artists, postdoctoral academics and artist-researchers. It points out the different ways in which art and research can be intertwined. The approach of practising artists to research differ in many ways from more traditional research concepts in the sciences and humanities. Here, the framework in which the research process takes place is also important for the artists' view on their scholarly investigations – as basis for a freely developed and fact-related artwork or as a central part of the overall artistic process.

EU4ART_differences creates an opportunity to learn about new innovative approaches and solutions, to follow the discourses and actual state of the contemporary art scene and/or to develop a new partnership that may even create business opportunities to reach new audiences and to develop further skills needed in the digital age. New opportunities can create growth, which is one of the overall goals for EC funding programs. EU4ART_*differences* project will develop forums for discussion and exchange of ideas on themes, issues, or problems. Furthermore, with seminar program, the EU4ART_*differences* project will help the artists and artist-researchers to define their research topic, develop critical attitude towards their artistic practice, methods and research.

Scientific Community (Higher Education, Scholars, Research)

The scientific community is located in the periphery of target audiences for communication purposes. The communication efforts will not focus directly on scientific community, as this group will be targeted by the dissemination activities, including presentations and posters at scientific conferences and events. Nevertheless, the Artistic Research is practice-based, practice-led research in the arts which has developed rapidly in the last twenty years globally and is a key knowledge base for art education in Higher Arts Education Institutions. Artistic Research is validated through peer review covering the range of disciplinary competences addressed by the work. Quality assurance (QA) is undertaken by recognised independent, international QA bodies and assures the standards described in the European Standards and Guidelines (ESG 2015) for Quality Assurance in the European Higher Education Area. EU4ART_*differences* project activities will support and work towards the establishment of Artistic Research as an independent category within the *Frascati Manual*, establishing the opportunity for harvesting research data and statistics from the Artistic Research field. Thus, the EU4ART_*differences* messages will be spread at non-scientific events, where Higher Arts Education Institutions, scholars and research will be present.

Variety of societal, artistic and academic partners, public research institutions (museums, galleries, libraries and archives)

Local, national and international opportunities will be communicated, including information on seminars, training, partnerships and activities/events with variety of societal, artistic and academic partners (museums, galleries, libraries and archives). EU4ART_*differences* project team is committed to making artistic research and practice come to life in the world, engaging a broad range of publics in a positive, mutually beneficial exchange of ideas in a socially conscious way. Thus, the EU4ART_*differences* will be cultivating a reputation for innovative public engagement outside of higher art education and becoming a partner of choice for prestigious organisations in other sectors.

Potential partners for further fundraising

In a long-term perspective, our project will require further funding. Either we find businesses supporting out aims through a sponsoring, or we find foundations, private donors, ask in ministries, public authorities and federal institutions. It is crucial to build a platform for discourse with policy makers. In several national contexts (in Germany, Hungary and Italy at least), artistic studies are still excluded from science funding opportunities like the German DFG. Therefore, a focus of the project partners will also be set on stimulate this discussion locally and nationally.

In general, our communication shall be to the point, clear and feasible regarding transmitted information.

Research partners

The Art Academy of Latvia, represented by Janis Gailitis (Head of Project Management and Development Department) and the Hungarian Academy of Fine Arts, represented by Prof. Balázs Kicsiny (professor of artistic research at the Doctoral School) participate in the COST Action CA18136, European Forum for Advanced Practices (https://advancedpractices.net). Objective of this COST action is to initiate and expand a network of researchers, practitioners, and theorists from across Europe who are actively shaping innovative and transformative forms of practice-based research across and among many artistic and academic fields, industry, the private sector, and civil society. By partnering with COST Action CA18136 European Forum for Advanced Practices, the EU4ART_*differences* collaborate toward achieving a shared goal of strengthening the artistic research endeavour across the Europe and supports global knowledge exchange.

COST is an intergovernmental framework for European Cooperation in Science and Technology, allowing the coordination of nationally funded research on a European level which finances networking programmes among researchers to promote and reinforce the potential of research and innovation at European level.

The networks funded under COST are divided into:

- Cost Actions (networking activities regarding a joint research topic)
- Cost Targeted Networks (networking activities on issues regarding research project management or research policies)

The table "Key Stakeholder provide a list of potential and elaborated connections.

Table 3: Key Stakeholders

Level	Institutions
EU/ international	European University Association European Academy of Sciences and Arts European Network of Science Centres and Museums Manchester Metropolitan University (MMU) Glasgow School of Art (GSA) Zurich University of the Arts (ZHDK) Academy of Fine Arts Vienna (Akademie der bildende Künste Wien) Slade School of Fine Arts University College London (UCL) FOREU COST
Italy	National Research Council of Italy (CNR) Agency for the Promotion of European Research (APRE) Universities and Public Research Organizations Other research centres and consortia in relevant fields Vatican Museums Galleria Nazionale di Arte Moderna ICG Instituto Centrale per la Grafica Università la Sapienza di Roma Università di Firenze Italian universities that are part of European University initiative
Germany	Bauhaus University Weimar Technische Universität Dresden Non-university research institutions in the national and local context within the DRESDEN-concept alliance (e.g. Fraunhofer, Helmholtz) German Rector's Conference Peter und Irene Ludwig Stiftung Aachen Dresden State Art Collection (SKD) The City of Dresden, Culture and Monument Preservation Office Jugend- und Kulturprojekt e.V. National Funding Institutions like), German Academic Exchange Service (DAAD), German universities that are part of European University initiative Ministry for Science, Culture and Tourism of Saxony Artists Board of Saxony Schaufler Lab of Technische Universität Dresden
Latvia	Ministry of Education and Science Ministry of Culture Latvian Rectors' Council Latvian Academy of Science Latvian University Association Latvian Centre for Contemporary Art (LCCA) The Latvian Academy of Culture (LAC) Jāzeps Vītols Latvian Academy of Music (JVLMA) Latvian universities that are part of European University initiative
Hungary	Budapest History Museum (BTM) Museum of Applied Arts (IM) Museum of Fine Arts (SZM) Hungarian National Gallery (MNG)

	Hungarian National Museum (MNM) Ludwig Museum – Museum of Contemporary Art Peter and Irene Ludwig Foundation (LA) Corvinus University of Budapest (BCE) Doctoral School of the Faculty of Arts, University of Pécs (PTE) Eötvös Loránd University Art Theory and Media Studies Department of Aesthetics (ELTE BTK) Hungarian Academy of Sciences Library (MTAK) Liszt Ferenc Academy of Music (LFZE) National Doctoral Council (ODT) University of Physical Education (TE) C³ Center for Culture & Communication Foundation(C3) Budapest Puppet Theater (BPT) Jurányi Production Community Incubator House (JURÁNYI)

Press and media

The press and media are linked to the above "general public" target group and represent an important stakeholder group as they play a key role in shaping public opinion and informing the public about new initiatives in European cultural and creative sectors. Press and media are also the channels through which the project will communicate how EU funding contributes to for a research dimension of European Universities and helps in tackling Research and Innovation challenges of Higher Arts Education Institutions.

General public

EU4ART_*differences* project activities focus on promotion of culture of research, strong knowledge community, across languages, borders, disciplines and sectors, all of them highly prevalent in European countries, and as the aim of the project is to support the emergence of innovative initiatives from the artistic research field and empowering engaged and active citizens to transform the way we live and work, the general public form a relevant stakeholder group for the project. During their lifetime, many people in Europe will go to the art galleries, look at a painting, listen to a symphony, or know someone who is involved in e cultural projects that reinforce European solidarity. Therefore, it is in their interest to know more about professional creative artists from different European countries and deployment of new artistic research practice in Europe, that are in line with the education strategies from the Erasmus+ pilot EU4ART Alliance. To welcome, listen to, trust in and collaborate with the full range of public, EU4ART_*differences* project will be securing a permanent, public space (art gallery) located in our local community (Riga, Dresden, Budapest and Rome) to act as a hub for engagement activities of all kinds (seminars, traveling exhibitions, events etc.).

In order to give access to the interested public to the processes, discussions, developments, exhibitions and other formats that will be the outcome of the project, visibility has to be given in every partner city. This can be done in different spaces or events, and the artistic labs that will be developed within the project have the potential to serve also as places of public discourse.

3. Communication Channels and Activities

This section allows an overview of a common strategy including communication tools for unlimited inter-academic, intra-academic and extra-academic discourse among associated institutions, partners, experts and civil communities. The outreach of all out projects and actions shall include first and second level target groups. The main language on all levels is British English. On local webpages and in Social Media the project content can be published both in English and the national language. Internal and external communication pursues a clear language, taking into account that language levels are different as well as the comprehension of complex contents from non-experts. We are expecting a high level of acceptance in public using simple language. In support of comprehensible language the alliance will also support content with visualizations. Therefore, online tools for visualizations are used for presentations, road maps and meetings/ workshops.

3.1. First level communication

The EU4ART project teams have agreed on monthly written internal reports. Taking over the frequency of these reports, the focus is to be placed more strongly on personal exchange, also across borders. Regular video conferences of the Content Management Team (team leaders from all Work Packages) are organised in order to share information from the teams.

Some communication rules (e.g. 48-hours feedback rule) for meetings and minutes were set out in the beginning of the project. Each member is in constant communication with his or her team about the CM Team discussions. Every three months the CM Team hands in a report for the Steering Committee (SC). The SC is meeting at least annually, the meetings are prepared by the CM Team.

The project management under WP1 is responsible for project management. All team members agreed on minutes after the online and offline meetings, those are shared among all and stored for documentation. All WP team members are in close contact with their respective communication managers responsible for the academy's communication.

The Project Manager and/ or the Speaker are responsible for the communication with the EC.

All information about roles and rules are to be found in D1.1.

Among WP teams and among the consortium on operational level, password-restricted areas in MS Office 365 help to share documents, information, events, meetings, project ideas, etc.

3.2. Second level communication

Using clear and simple language and suitable communication media, the scope and coverage should be as big as possible. While detailed planning of the communication and dissemination activities and the selection of the target events will be part of project activities (WP5), it is anticipated that main dissemination channels will be:

- National and international conferences
- Interest groups in social networks, e.g. LinkedIN, Facebook, etc.
- Papers in specialized art-related journals

Through regular communication, interested parties will stay informed and feel involved. At best, through good communication, essential content will be retained and an inspiring exchange with the community or the public outside the community will be created.

Our channels:

- Online and real meetings on alliance level 1st
- Project webpage – regular updates 2nd
- Institutional webpages – regular updates 2nd
- Social Media (Facebook, Instagram) – regular updates 2nd
- Broadcast and newspaper on national level – regular press information 2nd
- Conferences national and EU-wide, events – regular search, involvement 2nd
- Meetings on EU level, other E+ and H2020 initiatives – meeting involvement 2nd

Our activities:

During the first six months of the project, it was only possible to see each other on a virtual platform. We have used either Teams or Zoom in order to get to know each other and talk about the project and work packages. There have been countless online meetings so far, surely more exchange than we would have had without the acceptance of digital tools before the pandemic. At this point, we all got a glimpse of each other, but at the same time, we are looking forward to meeting each other in person first time in July 2021.

All our activities and plans will be made visible on our SharePoint and in the common calendar.

These major events have happened until now:

Virtual Kick-off meeting 29th January 2021: first encounter of all possible consortium members and EC project officers including brief presentations and Q&A session
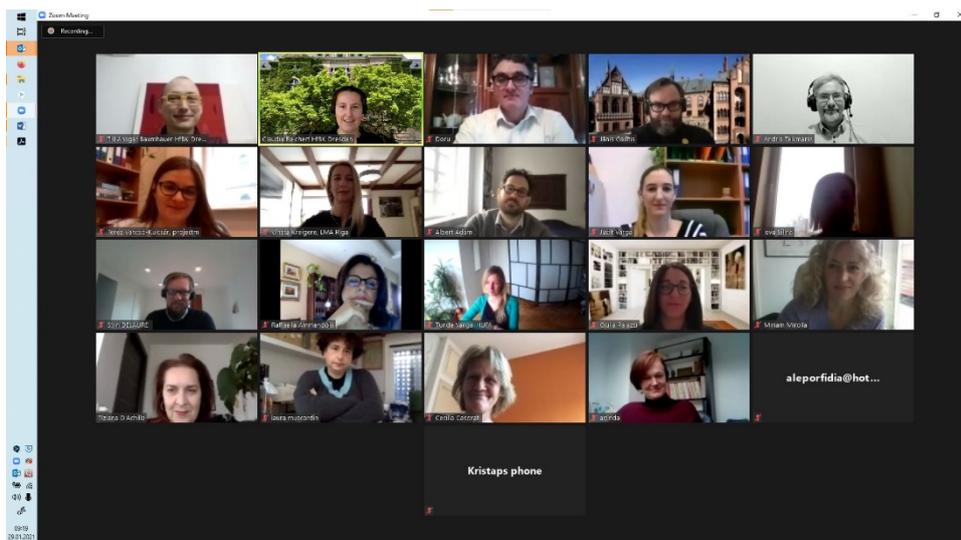
Virtual press conference at the beginning of our project 11th February 2021

4. Communication toolbox

The European Universities alliances selected under the Erasmus+ programme is also supported under the Horizon 2020 special research and innovation programme of the European Union (or H2020 in short). The WP5 team has responsibility and obligation to promote the action and its results. With the EU4ART_*differences* project, our EU4ART Alliance aims to bring together the higher education dimension of the European Education Area and the European Research Area, by incorporating the four mission of higher art education institutions - education, artistic research, innovation and service to society - into a square of knowledge approach.

4.1. Logo

EU4ART_*differences* project will promote its activities and their results by providing targeted information to multiple audiences, possibly engaging in a two-way exchange. In this context, when H2020 funding is used to support the project activities or visual representation of project identity, WP5 team must use only colourful or B&W logo without subtext / tagline "Common Fine Arts Curriculum".

The logo of EU4ART_*differences* is presented above. It should be included in all the presentation and communication materials. Any communication activity related to EU4ART_*differences* project needs to acknowledge the EU funding that EU4ART Alliance have received, according to the GA that partners have signed.

4.2. Website and social media

For the beginning of the project, EU4ART_*differences* content does appear in a tab on the main webpage http://www.eu4art.eu/4research. Later, the WP5 will decide whether the project will be visible on its own webpage or stay with the original one. The website will be dedicated to the presentation of the work. On the common webpage, basic project and funding information as well as information on the topic Artistic Research and all contact persons are to be found.

The EU4ART_*differences* social media accounts (Facebook) will be set up by WP5, but partners are invited to share, and forward relevant information. Partners should aim to contribute to other social media channels, such as other Twitter, Youtube and Vimeo channels whenever possible. The project partner LMA can be asked for support. Additional social media platforms, such as LinkedIn and ClubHouse, will be considered as the project progresses, if deemed appropriate.

All partner institutions inform a broad audience about important milestones and newsworthy content via their social media channels. It is planned to create social media platforms for our project in the second year with alternating hosts for content posts from all partner institutions.

WP5 is following good practises for science communication.[2] Key stakeholders who are active with their own social media profiles will be identified on social media platforms and invited to relevant pages and our online groups.

4.3. Printed material and merchandise

All printed material will follow the visual guidelines set out for EU4ART taking into account further developments for *differences*. Forms of printed materials and merchandise items always depend on the target group.

4.4. Newsletter

Throughout the project, EU4ART_*differences* will reach out and compile mailing lists of a number of research-oriented and university-related stakeholders. Email addresses that are publicly available will be automatically included into these lists; individual email addresses will be included on demand following GDPR rules only. The newsletter will be used to send updates about the project and publications, as well as invitations for events. These mailing lists will be stored in a secure MS TEAMS platform that is not publicly accessible and updated throughout the project.

4.5. General media

Newspaper, broadcasting channels, internet platforms and other media channels are approached by the respective WP5 responsible person of each institution. Everyone keeps a list with interested and interesting journalists' contacts. Mailing lists, briefings and well-prepared background information files are the base for each press conference.

4.6. Press Releases

News of the project will be disseminated regularly, making use of a range of publications and services. Press releases will be issued to appropriate media outlets (press, journals, web portals) to ensure that creative industry, civil society organisations, policy-making authorities, and the wider community are aware of the project, its objectives and, later in the project, its outcomes. The strategy is intended to ensure that there is publicity and media coverage at local, regional and European levels. All partners are encouraged to publish articles and press releases at regional, national and international level, making use of their own communication networks and channels. Each partner institution works closely together with the individual press office in order to be able to follow rules and guidelines for press releases and other media content. According to the distribution through one beneficiary for local developments or through the consortium as a whole, there must be different approaches to communication guidelines. Local press releases relate to local guidelines, common ones to the regulations of all partners.

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[2] URL: https://questproject.eu/recommendations-for-science-communication-on-social-media [22/06/2021]

4.7. EC requirements/ Acknowledgement

All EU4ART_*differences* communication materials as well as publications should contain the following acknowledgement: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016460."

Often, the EU logo together with the acknowledgement is used in footers and all sorts of online and print material.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016460.

We will inform and invite our Project Officer and interested colleagues about all relevant and public events.

4.8. Online Tools for internal collaboration

Our consortium is using a set of online and/ or collaboration tools in order to provide latest information, collaborative documents and models for collaborative thinking. Here are the tools frequently used.

MS Office 365 including Teams Channels, shared libraries and documents, SharePoint website (intranet). Some of our WP use Teams for discussions, minutes, file sharing.

SharePoint: here we collect all necessary information (Project Management Manual, News, Who is Who, Upcoming Deliverables and Milestones, templates, documents, etc. It works as the consortium intranet.

MIRO for visualizing roadmaps, shared ideas, plans (www.miro.com)
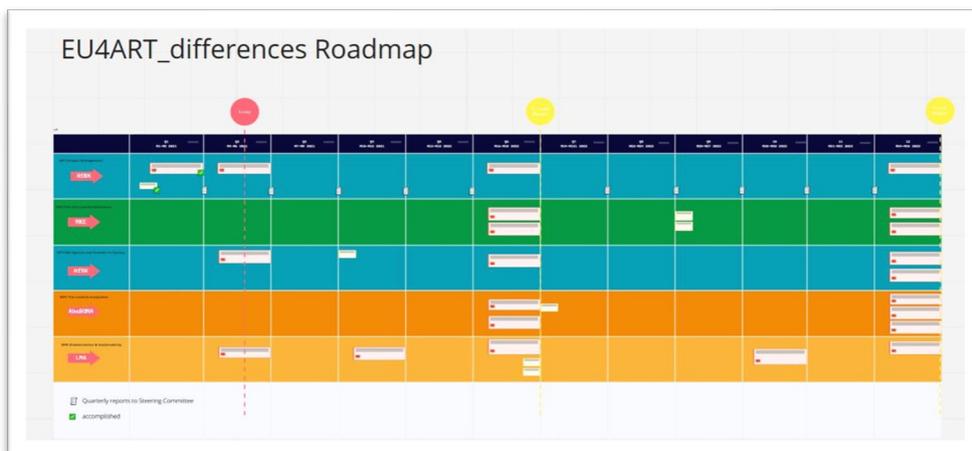
4.9. Professional social media

A large majority of our consortium members do have professional profiles on LinkedIn.com. Here they do connect with each other, share information, links or event suggestions to a broad audience within own extended networks.

We have opened a group on LinkedIN and involve all consortium and interested project partners. EU4ART has a Facebook student group with about 200 members. Based on this our consortium will use Facebook as a platform for artistic research outcomes, too.

Draft cover page for EU4ART_*differences* Facebook   LinkedIN group for EU4ART_*differences*
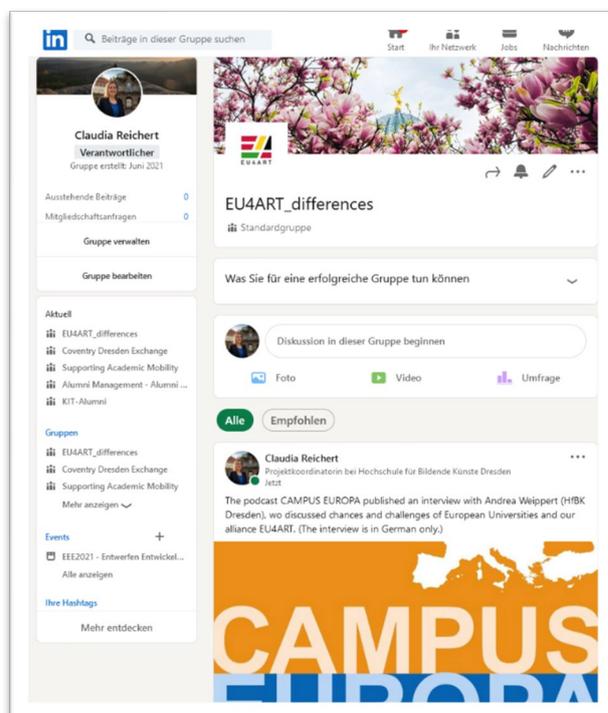
5. Communication Matrix

| Communication activity	Communication tools	Communication channels	Frequency	Responsibility/ Start
First level				
Regular information on the project	SharePoint linked with internal newsletter	MS Office 365 and email	Frequently updated Sharepoint	WP1/WP5, started in May 2021
Preparation of internal material for SC	Written documentation	Email, presentation, pdf	Quarterly	CM Team
Agreement on communication rules	Written documentation, D1.1	Upload in F&T	Beginning of the project	WP1/ CM Team
Compilation and enhancement of internal communications material prepared by EU4ART	Website (subpage), leaflets	Internet, print	Beginning of the project and throughout	WP5
Demand for feedback/ evaluation	survey	Surveymonkey.com	Every 6 months, started in May 2021	WP1/WP5
Enhancement/ Development of an intranet for consortium	Internet	MS Office 365/ SharePoint/ OneDrive	Started in May 2021, ongoing	WP1
Second level				
Information of the public about the start, milestones and outlook	Press release, press conference	internet	Happened 11th February 2021	WP5
Direct information to the public and Q&A offer	Press release, press conference	Hybrid or online	M12	WP5
Online community sharing personal stories, recent developments	Social Media	Internet, academy channels and new consortium channels	Has started, ongoing	WP5
Personal distribution of project information	Info postcard, hashtag, QR code	Print, online, personal delivery	Second year	WP5
Official online presence	Websites	Presence on www.eu4art.eu and academy webpages	Basic information pages are set up, ongoing	WP5
Contemporary approach to young generation outside of alliance countries	Video, sound	Internet	Third year	WP5
Demand for feedback	Online survey	Needs to be clarified	WP5/WPall	Second half year

6. Individual Communication Plans

The aim of this communication tactic is to plan and implement joint activities with external projects, initiatives, networks and communities. This can be facilitated through various channels including the EU4ART project website, but also the links of the partners that are part of several consortia and networks. In order to understand if a synergy is useful, the EU4ART_*differences* project needs to recognise the complementarities with other projects and identify a common purpose so these contacts and interactions will strengthen the outreach of the project and maximise the mobilisation of stakeholders.

6.1. Communication Plan of Art Academy of Latvia

Website

A general organizational website available via www.lma.lv is already equipped with a section on the EU4ART_*differences* project: https://www.lma.lv/akademija/projekti/eu4art-dazadiba-makslas-petnieciba-eiropas-savieniba and has featured some project updates already via its news section, e.g.: see https://www.lma.lv/aktuali/lma-izsludina-konkursu-uz-4-eu4art-stipendijam.
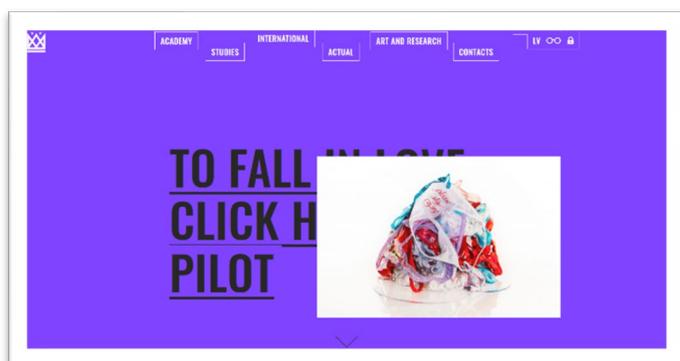
Press, media and events

The media will get informed on EU4ART_*differences* through a joint press release by the partners. This is further planned to be repeated when preliminary results are available and when the common repository site starts working more actively for the project. The press release will feature some information about the arts-based research and a short description of the project and its goals.

Social Media

The Art Academy of Latvia (LMA) is experienced and active on different social media channels. The LMA hosts a Facebook and Instagram account (over 15000 FB followers and over 6000 IG followers) and has already featured project updates and activities related to WP via this channel. LMA Followers represent various stakeholders and organizations around art and design, general audience including students, journalists and partner organizations across Europe and worldwide. First results and especially the arts-based research can be promoted using these channels in order to reach a broad audience.
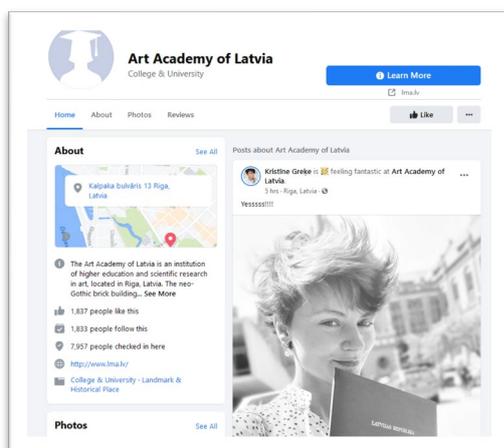
LMA on [Facebook](#)   LMA on [Instagram](#)
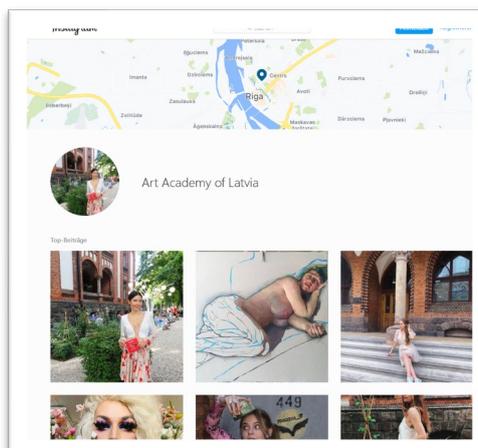

Dissemination and communication tools

- Printed material, short videos, newsletters, press releases
- Logo
- Seminars, workshops
- Scientific Publications (Study protocols, short reports etc.)
- Academic papers for conference presentations/ participation
- Workshops/ webinars
- Active (personal) dialogue with relevant stakeholders
- Awareness raising events and workshops
- Others: Homepage and social media

Scientific media

https://arterritory.com/

The website's target audience are readers who are interested in contemporary cultural phenomena and who want to make their life more interesting and exciting.

Art and culture website in Latvian, Russian, and English is devoted to a survey of Baltic, Russian, and Scandinavian art. The website also compiles the most important events in the visual arts calendar. For more information please contact:
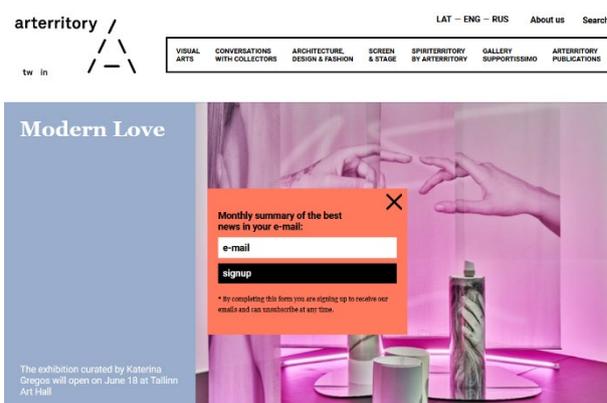
Anna Iltnere, editor in chief of Arterritory.com
Email: anna@arterritory.com,
info@arterritory.com

The creators of the website understand that art today is not a closed space; it interacts and connects with other fields of culture. Precisely for this reason, the website also offers information about cinema, design, fashion, architecture, and books.

6.2 Communication Plan of HfBK Dresden

Websites
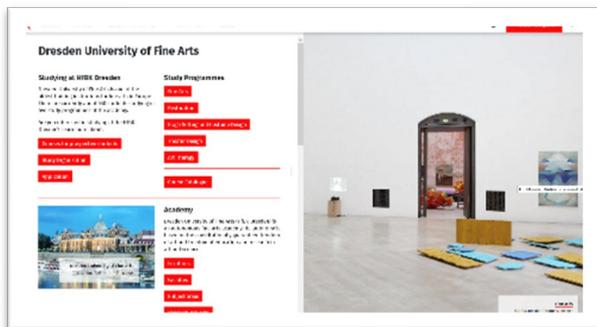
Bilingual webpage www.hfbk-dresden.de including an EU4ART subsection being updated with project information on *differences* including a press release about the start of our project:
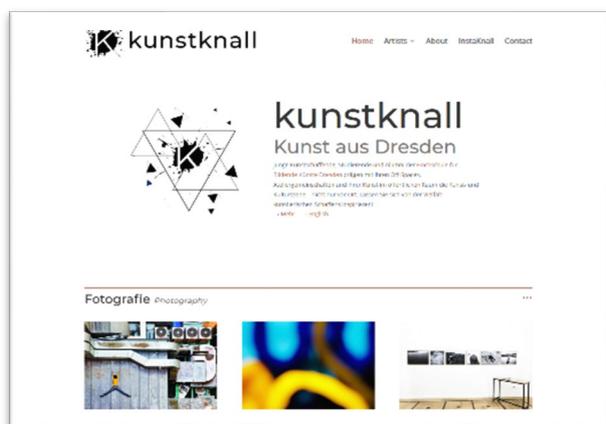
Webpage addressing students and alumni who present their artwork to a broader public. www.kunstknall.de

Press, media and events

The media will get informed on EU4ART_*differences* through a joint press release by the partners. This is further planned to be repeated when preliminary results are available and when the common repository site starts working more actively for the project. The press release will feature some information about the arts-based research and a short description of the project and its goals.

Social media

HfBK on Facebook with over 2.000 followers

HfBK on Instagram with over 4.000 followers
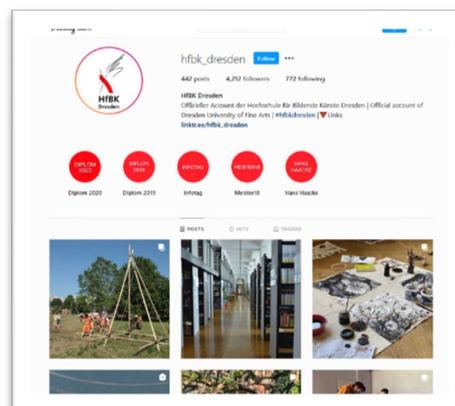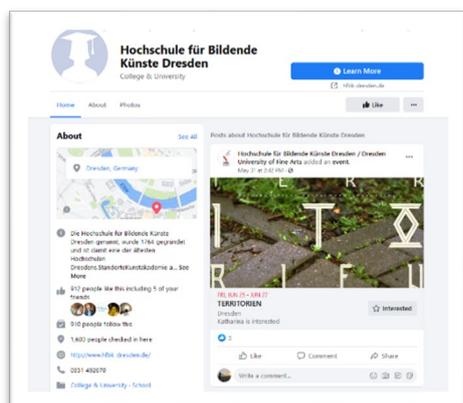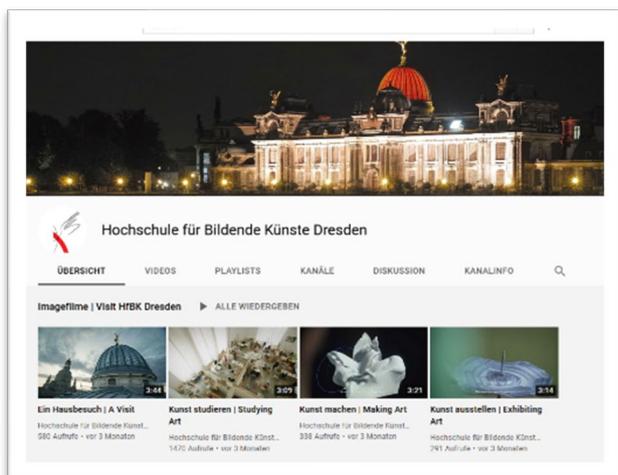
HfBK on YouTube   Twitter: with almost 700 followers
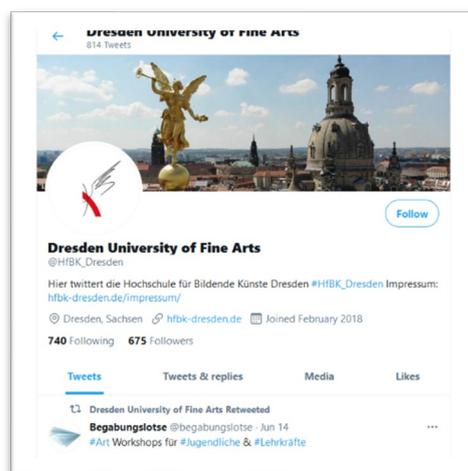
Dissemination and communication tools

- Printed material, promotional films, internal and external newsletter, press releases
- Logo
- Seminars, workshops
- Conferences (preparation and participation)
- Documentation of events, exhibitions, etc.
- Personal discussions with relevant stakeholders
- Homepage and social media (see above)

6.3. Communication Plan of MKE

Website

A general organizational website available via www.mke.hu is / EU4ART subsection is being updated by the subsection of EU4ART_*differences* project: http://www.mke.hu/node/40086

Press, media and events

The media will get informed on EU4ART_*differences* through a joint press release by the partners. This is further planned to be repeated when preliminary results are available and when the common repository starts working more actively for the project. The press release will feature some information about the arts-based research and a short description of the project and its goals.

Activities:

- press release in August 2020 about grant: http://www.mke.hu/node/40086
- news about the project in MKE news letter (01/2021, 05/2021)
- press conference at the beginning of the project

Social media

The Hungarian University of Fine Arts (MKE) is experienced and active on different social media channels. The MKE hosts a Facebook and Instagram account (almost 10.000 FB and 2.000 IG followers) and has already featured project updates and activities related to WP via this channel. MKE Followers represent various stakeholders and organizations around art and design, general audience including students, journalists and partner organizations across Europe and worldwide. First results and especially the arts-based research can be promoted using these channels in order to reach a broad audience.

Official Facebook page of MKE: almost 10.000 followers
Facebook page of the students of MKE: with almost 1000 followers
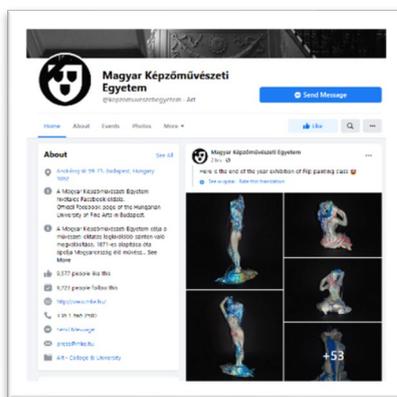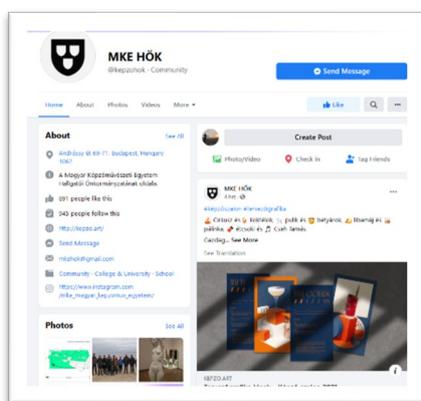
YouTube channel of MKE   Instagram: with almost 2000 followers

Dissemination and communication tools

- Printed material, short videos, newsletters, press releases
- Logo
- Seminars, workshops
- Scientific Publications (Study protocols, short reports etc.)
- Academic papers for conference presentations/ participation
- Workshops/Webinars

- Active (personal) dialogue with relevant stakeholders
- Raising awareness events and workshops
- Others: Homepage and social media

Scientific media

https://www.ujmuveszet.hu

New Art Online [Új Művészet] is a fresh and up-to-date edition of the long-established print magazine, which focuses primarily on the problems and young players in contemporary art. *(source of the texts are form the website of the 'Új Művészet'*). The website's target audience are readers who are interested in contemporary cultural phenomena and who want to make their life more interesting and exciting.

There are three main sections: 'Laboratory' [Labor], 'Opening' [Nyílik] and 'Widescreen' [Szélesvászon]. The section entitled 'Laboratory' presents the results of the joint work of creators and thinkers from different fields grouped around the editorial board.

'Opening' offers current exhibitions and events related to fine arts, and the 'Widescreen' offers a selection of news from Hungary and the world. (*sources of the texts are form the website of the 'Új Művészet'*). The creators of the website understand that art today is not a closed space; it interacts and connects with other fields of culture. Precisely for this reason, the website also offers information about cinema, design, fashion, architecture, and books.

Contact: info@ujmuveszet.hu

https://www.kepzo.art

The editorial board of the website is the Student Government of MKE. The website's target audience are art students from various artistic fields who are interested in contemporary art phenonema. The website aims to present ongoing MKE work and help the dialogue between creators, curators and art lovers.

There are six sections:

(1) **STUDIO** What works and projects are born in the studios?
(2) **SCHEDULE** – News: Weekly overview. Exhibitions, events and competitions.
(3) **FILTER** - The world around us: Research, art theory, criticism, interview (…)
(4) **AFTER** - Life after the Trainer: Alumni's interviews.
(5) **HÖK** - University things: Informing students about current issues in the HÖK. (Student Government)
(6) **FIRST AID** - Not just for freshers: Ariadne's thread for the mazes of university life.
(*source of the text is the website of the 'Kepzo.art'*)

Contact: kepzoblog@gmail.com

6.4. Communication Plan of ABARoma

Website

A general organizational website is available at https://abaroma.it/; the general site has both a subsection dedicated to EU4Art, and one dedicated specifically to the EU4ART_*differences* project.

Press, media and events

The media will get informed on EU4ART_*differences* through a joint press release by the partners. This is further planned to be repeated when preliminary results are available and when the common repository starts working more actively for the project. The press release will feature some information about the arts-based research and a short description of the project and its goals.

Social media

Official FB Page ABAROMA, 7500 followers   Official YOU TUBE channel
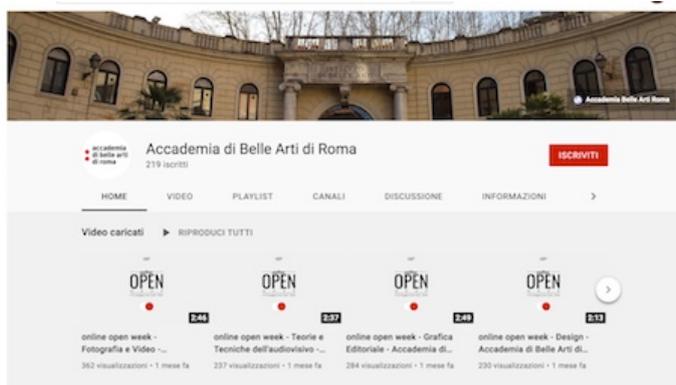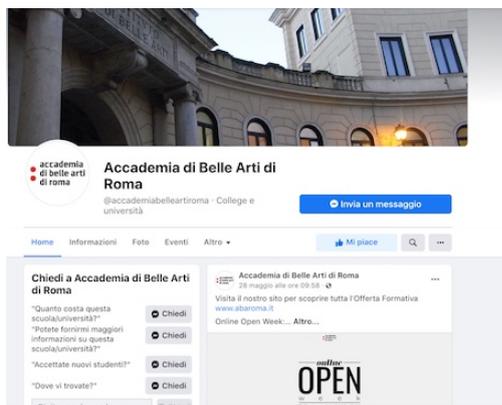
(https://www.youtube.com/channel/UC6CnE1aP_kgBT98xOpEaAJQ/about >11.000 visualizations)

Dissemination and communication tools

- Printed material, short videos, press releases
- Logo
- Scientific Publications (Study protocols, short reports etc.)
- Workshops/Webinars
- Raising awareness events and workshops
- Others: Homepage and social media

Appendix 1: List of conferences, events and journals

Planned meetings for the alliance:

- EU4ART_*differences* first personal meeting in July 2021 (Siena, Rome)

Conferences with the participation of some alliance members:

- ELIA Artistic Research Platform Meeting & Advancing Supervision for Artistic Research 20th - 22nd October 2021, Academy of Fine Arts Vienna
- "To Research or Not To Research in the Post-disciplinary Academy? X-disciplinary Congress on Artistic Research and Related Matters" at Vilnius Academy of Arts (Lithuania), October 14-17th, 2021; https://www.vda.lt/en/doctoral-studies/congress-2021
- ELIA Future Arts: Towards a Virtual University of the Arts, A VR conference hosted by TU Dublin and ELIA, 29 - 30 June 2021
- "Intraactivity: the Posthuman, Fabulation and Matter" organized by Filmuniversität Babelsberg Konrad Wolf, 14th/18th September2021; The Symposium is part of a broader Masterclass/ Workshop event called "Fabulation for Future"
- 'Elastic Writing in Artistic Research'. Conference/ CARPA7 (Colloquium on Artistic Research in Performing Arts), Theatre Academy University of the Arts Helsinki.26-28 August 2021 (online conference via Zoom).https://sites.uniarts.fi/web/carpa/carpa7
- 'ARTICULATIONS - Theorizing in Practice'. Conference/The Swedish Research Council & Malmö University, 24-25 November.https://www.vr.se/english/just-now/events/event-archive/2021-05-06-symposium-on-artistic-research-2021.html
- Advancing Supervision for Artistic Research Doctorates (and beyond). Multiplier onference.21-22 October 2021 - Vienna, Austria; Organised by Academy of Fine Arts Vienna (https://advancingsupervision.eu)
- 59th Biennale Venice 2022 - Universes in Universe

Appendix 2: The project visualisation

We chose to use the main alliance logo without a subtitle or add-on.

We do use the EU logo on all digital and printed material that is publicly available. It is followed by the funding information highlighting the GA number for a clear allocation.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101016460.

Website

www.eu4art.eu/4research leads to a subsection of our EU4ART Alliance website. It gives a broad overview on our project, on the notion of artistic research, our main objectives, and it encourages people outside of our alliance to think together with us.
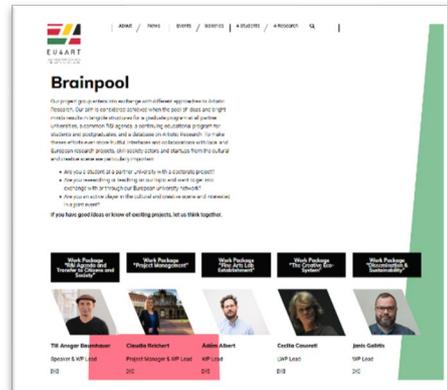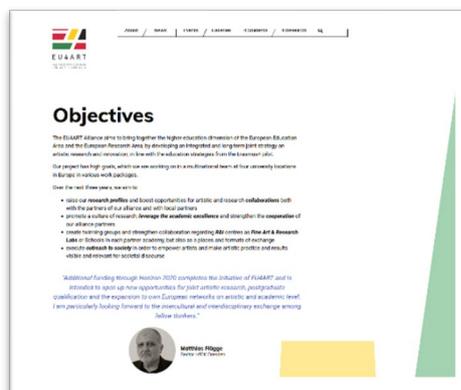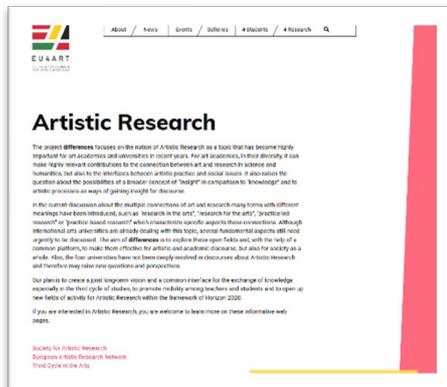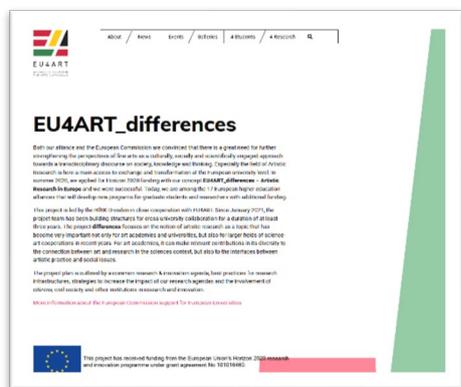
Appendix 3: Presentations and templates

For our project as part of the EU4ART alliance, we use adapted versions of elaborated templates tailored for our needs. For documentation and design purposes we can use the EU4ART guidelines in order to find orientation.

Template Monthly Report
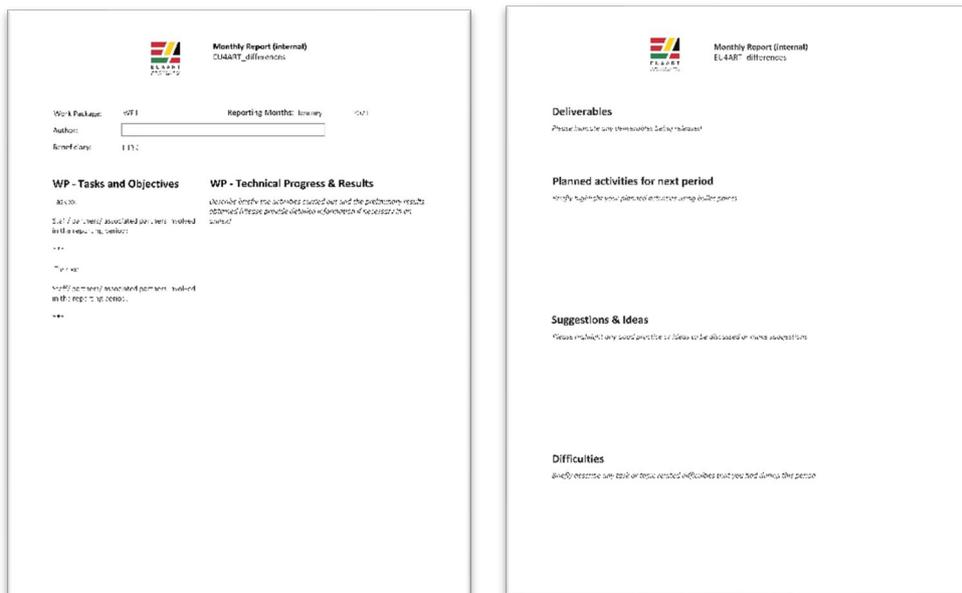
Template Presentations; Title slide and content slide (example LMA)