

MELODY

Agreement N. 2018-1-IT02-KA201-048491

COMMUNICATION REPORT

Partner: **DESINCOOP, CRL (PT)**

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1. Introduction

Desincoop together with the local partner Agrupamento de Escolas Francisco de Holanda hosted the first transnational Meeting of the project and we profit for this first contact to discuss and clarify the different tasks that each partner should carry on during the project cycle.

Some recommendations were transmitted during this meeting, mainly, that each partner should be responsible for its Communication Plan because each one knows their own reality and also the resources they can use to better communicate about the project and reach the right audience.

The discussion was supported with a presentation in which Desincoop remind all to the partnership all the commitments written in the application form, and gave some suggestions following Desincoop experience to prepare this first Meeting, the same methodology was approved for the next Meetings and events.

Each partner should publish information about the Melody project on their official websites or Facebook pages. If possible, a link from partner organisations' websites to project website, via own communication channels to promote project and facilitate stakeholders' engagement in project events.

The partnership should explore all channels to publish information about the Melody project in general or on specific activities (Blogs, Magazines, Newsletters...)

It was highlighted the importance of the local and regional media (newspapers/TV/Radio) engagement because their audience has more proximity to the partners.

2. Internal Communication

Main Objectives:

- ✓ To cooperate in order to optimize the different intermediate and final results of the IOs;
- ✓ To exchange information about the events on the subject of the project at national level;
- ✓ To coordinate to respect project deadlines;

- ✓ To exchange opinions and to cooperate in all project structural activities (management, quality, dissemination and sustainability).

Main Activities:

- **Basecamp**

The partnership chooses Basecamp to manage the project because messages, files, tasks, chats, meetings, it's all together in Basecamp. We easily know where everything is, understand what everyone's working on, and know exactly where to put the next thing everyone needs to know about. Our team could accede Basecamp from anywhere - on the web, on iOS, and Android

- **5 Project Meetings**

I Meeting

Organising Partners: DESINCOOP+AEFH

Date: 10/12/2018

Place: Guimarães, Portugal

II Meeting

Organising Partner: Spir OSLO)

Date:05th April 2019

Place: Oslo, Norway

III Meeting

Organising Partner: CRIA

Date: 8th of November, 2019

Place: Barcelona, Spain

Since the onset of the pandemic, the remaining trips planned for the Melody project were cancelled, so the last two partner meetings were held virtually.

IV Meeting

Planning for Belfast, in April 2020 our face-to-face meeting had unfortunately

been postponed due to Covid-19 restrictions

Organising Partner: GEMS

Date: - 10th March 2021, 2.30-5.30 pm Central European

Place: ONLINE Zoom Videocall

FINAL MEETING – ONLINE - 30th March 2021 – 10,30 – Zoom Videocall

- **Quarterly Skype Conferences**

The platform choose was Zoom and during the pandemic situation was used more regularly. The Zoom Videocalls kept us together, and a sense of solidarity among partners was improved because we have been able to work using video-conferencing meetings and workshops. These regular meetings have helped us to adjust and to continue with our project workplan without too many changes.

- 10/04/2020
- 16/04/2020
- 24/04/2020
- 12/06/2020
- 30/11/2020
- 08/01/2021
- 19/02/2021
- 26/02/2021

- **Partners Database**

Each partner was responsible for the production of a mailing list to disseminate the project, in special to send the newsletters and invite to the multiplier events and to the Final Conference. A recommendation was done in order this mailing list be kept if in the future be need as an evidence of the project.

- **Meetings between the coordinator and partners**

During IOs production the coordinator had a closer communication with the lead partner of each IO supporting their staff to keep the deadlines and at the same time sending reminders

to all the partners through Basecamp but also by private emails. In fact, this was the practice before the lockdown after the Zoom Call showed being more efficient to solve problems and discuss solutions.

- **Tools and questionnaires**

Cria developed the questionnaires used after each Transnational meeting and the main results are part of the Quality Report, which is led by the Spanish partner. The results were already presented in each transnational meeting and this point was included on the agenda.

The same methodology was implemented regarding the Multiplier events.

- **Quality Report (CRIA)**

The Quality Report was presented as one of the evidences of the project and the focus was not only about the partners satisfaction regarding each transnational meeting but also about their satisfaction with the internal communication among partners.

- **Administrative Report**

All partners made quarterly reports filing the following items:

- ✓ **INTELLECTUAL OUTPUTS**
- ✓ **TRANSVERSAL ACTIVITIES**
 - Management
 - Communication
 - Dissemination
- ✓ **PLANNED ACTIVITIES**
- ✓ **ISSUES AND SOLUTIONS**

3. External Communication

Main Activities:

- **Logo**

DESINCOOP presented the logo proposals during the Kick off Meeting in December 2018. After the approval by all the partners the Editorial Line was defined.

- **Editorial line**

DESINCOOP presented the editorial line but in OSLO by request of the coordinator the partners responsible for IO 2 and IO 3 presented their templates proposals. Keeping the image of the project during all the duration was a challenge because every person tried to personalize the materials.

- **4 Newsletters**

It was planned to release 4 newsletters during the Project period. Newsletters were dedicated to specific project activities, intellectual outputs and events and are available on the project website.

DESINCOOP was responsible for Newsletter's content and for the schedule of each taking in account the stage of the IOs or events.

All the Newsletters were translated in partners languages and the English version was from Desincoop responsibility (first, third and fourth) and Gems gave it contribute to the second Newsletter.

Partners circulated the Newsletters to their target groups and potential stakeholders through MailChimp.

- **Dissemination activities**

GEMS prepared a template to be filled by each partner and at the end of the project the result is a Report with all the events carried out by partners following the example presented in the first Meeting in Guimarães by Desincoop staff.

- **Website**

GEMS was the partner that was responsible for the organisation and design of the project website in which all the products were uploaded. <https://www.melody-methods.eu>

The project website is a specific instrument for communication and information flow focussing on the dissemination of the project to the general public. It includes general information on intellectual outputs, which can be downloaded for free. The website will be online for at least 3 years after the project completes.

- **6 Multiplier Events**

All partners had the responsibility of organising and host at least one Multiplier Event.

1. Multiplier Event on IO 1(Organising Partner: SPIR OSLO) 4th. April 2019 afternoon

46 participants in presence + partners

2. Multiplier Event on IO 2- IO3 (Organising Partner: CRIA 7th. November 2019

29 participants in presence + partners

3. Multiplier Event on IO4-IO5 (Organising Partner: GEMS): 11th. March Morning

40 participants + partners

4. Multiplier Event 4 on IO4-IO5 (Organising Partner: IC Spoltore) 25th. March afternoon

86 participants + partners

5. Multiplier Event 5 on IO4-IO5 (Organising Partners: Desincoop /AEFH).19th March afternoon

92 participants + partners

6. Final Event (Organising Partner: Antares) - 29th afternoon

84 participants + partners

The expected Results were considerably achieved as a result of partners commitment even in so stressing situation the determination to involve target groups and other relevant Stakeholders was demonstrated.

IO1: min. 50 people involved from target groups and stakeholders (all partnership)

IO2: min. 50 people involved from target groups and stakeholders (all partnership)

IO3: min. 50 people involved from target groups and stakeholders (all partnership)

IO4-IO5: min. 100 people involved from target groups and stakeholders (all partnership)

IO6: min. 20 people involved from target groups and stakeholders (all partnership)

- **Stakeholders database**

All partners prepared a first Contact Database with a minimum of 40 people per partner to reach the amount of 280 at the first year of the project. A second Contact Database with a minimum of 100 names per partner was prepared to sent the Melody Charter.

- **N.A. contacts**

Antares was the intermediary between the Italian National Agency during the unexpected crisis of the Covid pandemic. In March 2020 Melody project was at a critical point. Due to the situation, that probably could lead to closed schools for a long time, as immediately happened in almost of the countries and facing the impossibility until the summer for teachers evaluate the material without testing it in the classrooms was decided by partners that Antares should ask for an extension of the project until March 2021. Attending the different wages of Covid it was the wisest decision. Melody was a school project and teachers, students and mainly students with learning difficulties were very penalized by lockdown.

- **Reference Group**

Each country was responsible for the invitation of a minimum of 10 participants per partner and meet regularly with them at the more critical moments of the project. Some of these guests were also invited to participate on the Panel that is part of the IO 6 content.

- **Education Gateway**

Some contacts were established with this European platform but doing the lack of human resources they only published information about the Portuguese Multiplier Event.