



## 5. DESCRIPTION OF PROPOSED PARTNERSHIP

Please note that this section must be completed **jointly** by all organisations participating in the Partnership and must be identical in each copy submitted to each National Agency.

### 5.1 SUMMARY

Summary of the planned Partnership. This description may be used by the European Commission and/or the National Agency when providing information on selected projects, so please be clear and precise and do not exceed 200 words.

The proposed learning (LP) partnership aims to promote the interdisciplinary sharing of music, visual art and texts to create powerful communication tools based on multimedia. The composition of the LP, consistently with this aim, brings partners with complementary skills together: each partner is an example of excellence in the field of music performance, use of ICT to produce multimedia creations, communication and artistic events organisation, international co-operation promotion. The creative re-elaboration and fusion of visual, music and text through the use of ICT tools will allow to use the potential of all those elements to produce communication tools conveying messages on social and civic issues (with focus on environmental resources) which are easily understandable, immediate, clear, thus becoming a tool for civic education and awareness raising of adult citizens. This is consistent with:

- the aims of 2009 year for creativity and innovation when stating "Creativity and innovation contribute to (...) to social and individual wellbeing".
- the key competencies for Lifelong learning with reference to cultural expression, digital competencies, civic competencies.

The use of an ICT platform will support communication among partners and the revision and refinement of the project communication products.

### 5.2 CONTEXT

What is the general context of **each organisation** involved in the proposed Partnership? Is there a specific context as for example: Are the organisations in disadvantaged areas? Do the organisations have learners, staff or other groups with specific needs, e.g. learners at risk of social exclusion, older learners, learners with disabilities or other special needs, migrants, refugees? If so, please explain.

CO-ORDINATOR - MUNICIPALITY OF CASTROCARO: In its cultural activities Castrocaro organises the following initiatives directly linked to music:

- "Voci nuove e volti nuovi" Festival In 2007 the 50 edition of the "Voci e Volti nuovi" Festival, has been performed. The competition is open to artists playing any kind of music, solist or bands, citizens of the European Union.
- Best Italian conservatory graduates competition: it is promoted by "Castrocaro Classica" association and it organises performances of the best musicians in Italy in Italy. The three best performances have been selected and the artists have participated in the final concert and they have the opportunity to record a CD and to be recommended to music associations. Thanks to its skills in events organisation and in promotion activities, Castrocaro Municipality has a sound base to support the LP activities. Moreover the Municipality of Castrocaro acts as a catalyser of creativity, through its initiatives in different cultural and artistic fields as well as through its citizens' open attitude towards culture. The management of the Municipality is particularly concerned about the socio-civic development of its citizens and its policies are aimed at giving birth to a favourable environment to foster integrated territorial development, through the interaction of organisational skills, territorial resources (cultural, natural, touristic etc.) in the



framework of local, national and transnational co-operation.

**POPAKADEMIE MANNHEIM:**The academy is an institution of higher education which offers a Bachelor degree but also further education and adult training programmes and counselling for young entrepreneurs. Two study departments enhance the whole music sector. Pop Music Design is a department which considers all modern styles of popular music and qualifies musicians as well as singers, songwriters and producers. Music Business is relevant for event- and label-managers, marketing experts, artist developers and community managers. Lecturers working in the music business and other adjacent areas, help to educate a new generation of music managers and creative mavericks. The biggest German record company Universal Music moved its trainee education programme to Mannheim and acts as an important business partner for the academy. Furthermore, other collaborations, such as MTV, Sony BMG or AOL are also ongoing. The business education is supported by the Federal Ministry for Research and Education as a pilot project. The academy is also a centre of excellence for all aspects of the music business. This is supported by numerous projects ranging from European partnerships to the regional development and economic support for media businesses.

**ÇANAKKALE ONSEKİZ MART ÜNİVERSİTESİ:**Çanakkale Onsekiz Mart University was founded in 1992 based upon the Faculty of Education on the Anafartalar Campus. With its new status and intake from Turkey's large youth population, the university developed quickly in terms of the number of students, staff and facilities, spurring the opening of new faculties and colleges. Canakkale Onsekiz Mart University is a state university, with 90% of its income provided by the Turkish Ministry of Finance. Also, students contribute by paying a tuition fee which amounts to 10% of income. The Faculty of Education, directly involved in this project, is the oldest and largest faculty of the university. It is made up of 8 departments and hosts approximately 4500 students. The main aim of the Faculty of Education in Canakkale Onsekiz Mart University is to train qualified teachers and educators who will teach at all levels of primary and secondary education, from pre-school to university entrance level. Students both receive theoretical instruction and undertake teaching practice in order to develop their skills in this area. Emphasis is placed on developing the quality of teacher education, through following the latest scientific, technological and theoretical developments, with the intention that this will be reflected in the future quality of school teaching. A further aim is to train researchers and scholars for universities through participation in postgraduate programmes. The Faculty of Education has a department of Art Education with two divisions: 1. Music Education and 2. Visual Arts Education. 3 professors at the department of Art Education are working closely with the department of Educational Technology for integrating visual arts and music education with the information and communication technologies (ICT) to develop artistic and musical creativity as the main element for the adult education. The project would be a great opportunity to enhance the integration process and open it to the international audience. Within the premises of the University there are studios and workshops related to Photography, Graphics and Music.

**DE VEERMAN VZW:**De Veerman is an arts educational project organisation active in the Flanders, Brussels, and also within a broader international context. The organisation develops and distributes expertise, methodologies and programmes relating to the arts and arts education. In De Veerman's vision, art and arts education should be used to work towards a harmonious society: a society in which ideas, concepts and feelings are exchanged and confronted with one another, with respect and appreciation for one another's individuality.

To fulfil this mission, De Veerman offers specific products and services:

Products- development and/or coordination of arts educational programmes, - development and/or circulation of methods, - production and/or circulation of publications, - creation of individual websites.

Services- guiding arts educational projects and processes, - providing training, - advice, - gathering and presenting of documentation and information, - research support, - setting up and participating in (international) networks.

**SVILUPPO PROGETTI S.c.ar.l.** is a small Italian company providing consultancy and technical assistance to local authorities, training centres, companies for the participation to EU funded projects and initiatives. The company particularly focuses on the following areas: design, management and implementation of EU funded training courses, data and information management through ICT (database, websites, groupware development), local development through international co-operation. In doing so, it promotes the co-ordination of local resources



(both from a territorial point of view and from a human – citizens focused perspective) to foster international co-operation, through the co-ordination of local realities facing the same problems and challenges.

### 5.3 OBJECTIVES OF THE PARTNERSHIP

- What are the concrete objectives of the partnership?
- Explain what subjects or problems you intend to address.
- What approach will you take to achieve your objectives?

The aim of the proposed learning partnership is to put forward examples of interdisciplinary sharing of arts and to create powerful communication objects based on multimedia.

The project will examine how music and images, considered as universal communication codes, can be best associated to contents and messages expressed through verbal communication in order to create an innovative learning tool for the education of the adult population to the theme of sustainable local development and responsible use of natural resources.

This is fully consistent with the nowadays priorities and policies of the EU, with specific reference to the European year of Creativity and Innovation, which aims to raise awareness of the importance of creativity and innovation for personal, social and economic development; to disseminate good practices; to stimulate education and research, and to promote policy debate on related issues. Images and music are nowadays closely linked to one another, and are exploited in co-operation to mutually reinforce their potential. Music and photogrammes activate sensorial faculties and stimulate the emotional and social sphere of the individual.

Moreover, music has key different functions in linked to the inclusion of the individual in its socio-relational background: provide information, entertain, celebrate, be exploited as an auditive comment in social events.

This is the reason why, in developing the LP activities, organisations included in the project partnership will adopt a mixed methodological approach based on the individual, seen as:

- 1) able to improve his/her skills and competencies
- 2) acting in the environmental context s/he lives, works, learns and operates in, also establishing relationships with other subjects
- 3) able to affect this socio-environmental context through the inputs and skills acquired through a process of informal or non – formal learning.

With the assumption that every person is endowed with creative impulses and that the arts can play an integral role in everyone's life, the learning activities developed into the project are conceived in such a way that they can impact on a wide audience, exploiting the expressive potential of music, textual and visual contents to communicate about themes of social-civic interest, namely:

- sustainable local development,
- responsible use of natural resources;
- sustainable tourism.

The project activities will be mainly carried on through direct meetings among the project partners: in the meetings the following structure for the organisation of the activities will be proposed: 2 training sessions for each meeting:

- one focusing on the theoretical and methodological aspects of the proposed subjects
- the other including practical implementation, exercises and live performances combining music, visual tools and text

The methodologies and tools exploited in the meetings will be:

- Multimedia contributions
- Reading, analysis and testing of documents and texts concerning criteria for the conceptual connection between music and visual art
- Live Exhibitions and happenings (mainly for testing purposes)



## 5.4 PARTNERSHIP AND DISTRIBUTION OF TASKS

Please explain the distribution of tasks between participating organisations and the competences required from each of them. Also explain how you will ensure the active involvement of all partners in common partnership activities.

The aim of the proposed learning partnership is to create a logical / expressive / communicative path that, starting from the analysis of the modular elements of multimedia communication, will build up integrated artistic works with communicative value. to convey messages and CONTENTS related to:

sustainable development

promotion of local territory (e.g. through the valorisation of the cultural heritage, by showing examples of environmentally sustainable behaviours, by showing example of sustainable use of tourism resources etc

sustainable territorial management

On the COMMUNICATIVE ELEMENTS side the focus will be on the interaction of:

-Music

-Visual component (images and videos)

-Text

In doing so, each element of the mentioned multimedia product will be separately analysed and then, step by step, put together with the subsequent element: in this way, the meetings will lead to the "construction" of multimedia creations which will be increasingly complex, expressive and complete at the end of the planned activities

Each meeting will therefore lead to a "partial" result which will be refined through distance communication among partners using the communication and interaction tools displayed within an ICT-based platform supporting the project.

At the end of project the multimedia works conveying messages on the above mentioned themes (see above, introduction to this section) will be presented to the public at a large in a final event.

This event will be the opportunity to test the impact of the project results on adult citizens (as end users and main target group of the proposed project output) as well as to evaluate the effectiveness of the followed methodological and analytical path.

Participating organisations involvement

Each partner organisation will be, to a different extent, involved in the various activities according to its specific expertise and know-how. In general, the partners will undertake mobility visits to meet European partners, experience other practices, methodologies and share good practices. Every partner organisation will be involved in the organisation of at least one meeting.

Other, more informal meetings, can be organised if the need arises: please note that the below description is indicative and possible changes may occur.

Distribution of tasks

In order to achieve the project's objectives, each partner organisation will give the following contributions:

**MUNICIPALITY OF CASTROCARO**

The contribution of the Municipality will be mainly focussed on best practices on how to stimulate citizens' creativity, on providing contents related to awareness raising on issues of sustainable local development, on dissemination of results, on actions to increase the visibility of the proposed action

**POPAKADEMIE MANNHEIM**

The Popakademie will bring expertise and experience in the field of higher education, further education and adult learning programmes, especially in the field of pop music and pop music business. The contribution of the Popakademie will be also focussed on learning tools and methodologies. Furthermore, thanks to its national network of business partners and companies working in this specific field the Popakademie could have an important role also in the phase of dissemination of project results. The Academy has also funded a European network of similar institutions who share the same objectives on a European level and through which project results could be disseminated. The network, called Muzone Europe has been funded by the EU in the past.



#### ÇANAKKALE ONSEKİZ MART ÜNİVERSİTESİ

The contribution of the University will be mainly focussed on the provision of learning tools and methodologies and on providing expertise related to visual arts but also on the integration between the latter and music education. The University will be also involved in dissemination of results at local, national and international level, including through its participation to conferences and symposia organised within the framework of other European projects the University is partner to (Socrates, Leonardo, 6th and 7th Framework programmes R&D).

#### DE VEERMAN VZW

De Veerman will be mainly involved in the phase of production and adaptation of contents and texts to the art product due to its peculiar sensitivity to the role of art in conveying social messages. Its contribution will also be valued for the transmission of learning methods exploiting art and creativity.

#### SVILUPPO PROGETTI S.c.ar.l.

Will be involved in the whole monitoring of the LP, both from an organisational and from a content point of view.

It will ensure proper interaction among the project partner and effective consistency between the development of the project activities, the expected results and the wider aim of the relevant EU policies related to the project themes (with specific reference to creativity, LifeLong Learning and sustainability).

#### Meeting 1 (ITALY)

Focus: Kick off meeting (This will be the first official meeting of the partners that will be working together on the project)

Hosting partner: Comune di Castrocaro Terme

#### Contents

- Project Overview (background, rationale, objectives and expected results);
- Introduction of team members, of the partners organisations and of the activities that each partner carries out in connection with the project themes;
- Introduction to roles and responsibilities of each partner organisation;
- Introduction to the on-line platform to share documents and information among partners.

#### Meeting 2 (GERMANY)

Focus: Music as an universal language

Hosting partner: Popakademie Mannheim

#### Contents:

##### Part 1:

- Definition and analysis of the main functions developed by the music language in nowadays society (e.g.: informative function, expressive function, celebrative function, entertaining role)
- Concrete examples of these functions

##### Part 2:

#### Exercises and debate

- Creative workshops on the selection of appropriate music themes and compositions in different situations according to the previously analysed functions. Specific focus on the use of music for informative-descriptive purposes;
- Open discussion;
- Updating of the planning of activities.

Expected results: music contents to be published online, associated to a short comment explaining each content (only music + short written explanation / no images) intended function according to the project partners shared opinion.

#### Meeting 3 (BELGIUM)

Focus: Visual and Graphic language as conveyors of civic and social contents

Hosting partner: De Veerman vzw



Contents:

Part 1:

- Visual language and graphic art: their use to convey socially relevant messages between the 20th and the 21st Century;
- Concrete examples of the use of visual and graphic support to convey social – related messages: visual awareness raising through images and videos, social campaigns, social advertisement

Part 2: Integration of video and audio support

- The Videoclip product as the first expressive form for multimedia contents

Part 3: Exercises and debate

- exercises on the integration of the music language into visual language;
- examples of the use of the music to emphasise and comment a visual narration;
- criteria, methodologies and techniques to include music as a co-protagonist of a visual narration.

Expected results: videoclip (only music and images / no verbal language): the musical .pieces disseminated after meeting one will be further developed, adding a visual content (e.g. short movie) related to the functional use of music. Images coming from partner local living context will be exploited, to emphasise and start to re-elaborate the link between multimedia contents and local environment and resources.

Meeting 4 (TURKEY)

Focus: integration of music, arts and words as a tool to convey messages related to sustainable development

Hosting partner: Çanakkale Onsekiz Mart Üniversitesi

Contents:

Part 1:

- Theme selection: selection of a theme related to sustainable development to be conveyed through audiovisual support

Part 1:

- How to effectively conceive a text: the importance of text writing to convey social messages to a selected audience (Adult people as targets of an awareness raising message)

Part 2:

- How to make verbal messages more appealing: reinforcement of verbal messages through the use of images and music. Integration of video and audio support

Part 3:

- Concrete development of an audiovisual creation to be presented at the project final event
- 1) Redaction of the text to be conveyed
  - 2) Selection and editing of video contributions
  - 3) Selection of the accompanying music
  - 4) Global editing of the final multimedia creation

Expected results: final multimedia artistic – expressive – informative art works will be created: thanks to the connection between images from partner local contexts and verbal messages, they will be able to reach the targeted final audience (Adult citizenship) by presenting familiar visual contents (images) in a new perspective, because they are linked to specific, explicit verbal messages related to sustainable development (texts) reinforced in a creative way through the musical element (music)

Meeting 5 (ITALY)

Final international event

Hosting partner: Municipality of Castrocaro

Contents:

Part 1:

- General informative session on the project background and origin
- Presentation of the project and of its results
- Presentation of future opportunities of co-operation

Part 2:



- Presentation of the final multimedia creation to the audience of the event, as a first test on the impact of audiovisual communication with an informative-awareness raising function on themes related to sustainable development

The event will take place as an "a latere" event during the 2011 edition of Castrocaro Festival and will be open to all stakeholders interested in the subject.

Expected results: on the spot analysis through questionnaires of the immediate impact of the produced multimedia works as social communication tools for the non-formal training of Adult citizens

## 5.5 COOPERATION AND COMMUNICATION

Please explain how effective cooperation and communication between participating organisations will be organised.

### Co-operation:

Effective co-operation among the involved partners will be ensured by a project manager (appointed by the coordinating partner) who will be in charge of the co-ordination of:

- information exchange among partners (see below "communication tools" section);
- monitoring the proper development of the scheduled activities, as far as the respect of the planned times for implementation;
- collection of project outputs (reports of meetings, presentations, working documents and guidelines);
- practical arrangements for the effective preparation of meetings and visits (e.g. assistance for travel and accommodation arrangements)
- etc.

The project manager will be in close connection with a project contact person, appointed by each of the project partners who will be in charge of ensuring proper co-ordination among the partners: s/he will therefore have similar tasks as those performed by the project manager, namely:

- referent for information exchange among partners (see below "communication tools" section)
- collection of the project outputs produced by his / her own organization (reports, presentations, working documents and guidelines produced during the meeting hosted by his / her organization)
- practical arrangements for the effective preparation of meetings and visits (e.g. assistance for travel and accommodation arrangements)
- etc.

### Communication:

The following instruments will be used:

E-mail, telephone, chatting or calls (all contact persons will be invited to open a Skype account if they do not have one) will be used as tools mainly for short-term tasks, practical communications or urgent issues.

e-conferences can be used in order to discuss simultaneously on some specific issues (e.g. details on the organization of mobility activities, information about news, discussion about any change to the programmes that need to be implemented, etc.).

Creation and use of an internet – based platform hosted by the project co-ordinator: The platform will include:

- an open session for the general public with information on the project (e.g., presentations, newsletter section, etc.) presenting general contents on the project activities;
- a dedicated area for project partners, allowing for direct communication among partners through a groupware for the exchange of data, online forums or blogs, a space for crossed revision of the project contents (methodologies and approaches) and Learning Object to be refined. By LO it is meant digital tools (objects) which could convey training contents (learning) in a user friendly, replicable way and which could be integrated by guiding tutorials and aggregated, shared and disseminated through the web – based platform. In the presented Learning partnership LO will assume the form of the abovementioned multimedia contents (videos / songs + text).

The web platform will therefore have the following outcomes:



- Foster dialogue and exchange among partners, through World Cafés, Forums, Groupware for data exchange etc, thus promoting effective intercultural dialogue and the exploitation of individual contributions through creativity
- Allow members of partner organisations not normally involved in the project to share the results of the LP meetings, thus contextualizing the LP activities and results in the context and activities of each partner organisation;
- Support communication and synergies among the project partners to promote the development of new projects and initiatives;
- Disseminate the project results and products outside the project partnership;
- Foster potential contacts with other organizations outside the partnership to establish future relation of partnership to support other projects and initiatives.

Newsletter: as mentioned above, a newsletter will be published with uptodate information about the project after every meeting.

Meetings and workshops: during the projects 5 meetings will be organized that will allow personal contacts and interactions between project partners. During these meetings, several communication and interaction techniques will be used among partners: peer-to-peer learning, brain-storming activities, group work, etc. The last of these meetings will be held in the form of a public event open to the public.

## 5.6 IMPACT AND EUROPEAN ADDED VALUE

What impact and benefits of European cooperation do you expect Partnership activities to have on persons (learners and staff) and on the participating organisations?

### IMPACT ON THE ORGANISATIONS

The organisations will be able to exploit and include in their training services and practical activities a wider range of methodologies, learning tools and experiences. Starting from the best available practices and methodologies, innovative tools and approaches identified during the LP activities will be further developed and finally exploited at first in pilot experiences and then as current methodologies in the organisations activities when dealing with Adult learning activities.

### IMPACT ON THE STAFF

The staff of the partner organisations, during the LP planned activities, will get acquainted with new methodologies exploited by fellow partners, concretely explained by the operators who use them in their daily working life. In this way a process of "peer – learning" will be developed: different approaches, tools and methodologies already used in different national contexts will therefore enrich and improve competencies of operators in partner organisations, thereby enriching them with new teaching tools and methodologies.

### EUROPEAN ADDED VALUE

Involvement of partners from different Countries is essential, both for the peculiar expertise they bring – which is complementary in the implementation of the different parts of the project - and for the need of organizing activities with the tangible involvement of transnational groups of professional (and artists). The methodology, the nature of activities and the extent of involvement and cooperation between partners also guarantee such European added value. Presence of partners with specific excellence expertise, to be shared with the co-organisers and integrated into common cooperation activities; Organisation of events with the participation of artists from different Countries, and establishment of long-lasting cooperation means amongst them.

## 5.7 RELEVANCE FOR THE OBJECTIVES OF THE PROGRAMME

**Please tick in the table below, the objectives of the Grundtvig programme that your Partnership will address, in addition to the first two (leave blank if none):**



**Lifelong Learning Programme**

<input checked="" type="checkbox"/>	to improve the quality and accessibility of mobility throughout Europe of individuals involved in adult education and to increase its volume (GRU-OpObj-1)
<input checked="" type="checkbox"/>	to improve the quality and to increase the volume of cooperation between organisations involved in adult education throughout Europe (GRU-OpObj-2)
<input type="checkbox"/>	To assist people from vulnerable social groups and in marginal social contexts, in particular older people and those who have left education without basic qualifications, in order to give them alternative opportunities to access adult education (GRU-OpObj-3)
<input checked="" type="checkbox"/>	To facilitate the development of innovative practices in adult education and their transfer, including from a participating country to others (GRU-OpObj-4)
<input checked="" type="checkbox"/>	To support the development of innovative ICT-based content, services, pedagogies and practice for lifelong learning (GRU-OpObj-5)
<input type="checkbox"/>	To improve pedagogical approaches and the management of adult education organisations (GRU-OpObj-6)

## 5.8 EVALUATION

How will you evaluate, during and after the Partnership, whether the aims of the Partnership have been met and the expected impact has been achieved?

During the partnership:

Questionnaires will be distributed to the participants during learning meetings and events, to assess:

- 1) the degree of satisfaction concerning the practical development of the activities;
- 2) the strengthening of the participants' skills and competencies, including the knowledge of new methodologies and practices.

Questionnaires will be distributed in particular during the final event to each meeting participant to evaluate the immediate impact of the produced multimedia works as social communication tools for the non-formal training of Adult citizens

Feedback from both the partners and the general public accessing to the website will be collected in a specific section allowing visitors to leave their comment on the produced

After the partnership:

Partners will keep in contact to monitor the tangible output of the project and its impact on the training / working activities of each partner organisation.

Project aims will be considered as met if:

- 1) new communication tools for citizens awareness raising will be exploited within the activities of the LP co-ordinating partner (a Municipality)
- 2) New seminars and short teaching modules similar to those proposed during the LP will be included in the other partners teaching activities.
- 2) The project results and output will reach other EU organisations outside the project partnership, through web – based information tools (e.g. information on the project in the partner websites, newsletter, etc.) and will receive feedback from these organisations
- 3) Partner organisations will develop other initiatives of co-operation even outside the project partnership

## 5.9 ACTIVE INVOLVEMENT

If your Partnership focuses mainly on learner involvement, please explain to what extent they will be involved in the planning, implementation and evaluation of project activities.

And/or

If your partnership mainly deals with pedagogical or management issues, please explain how all relevant staff will be actively involved in planning, implementation and evaluation of project activities.



Consistently with the project activities described in section 5.4 the organisations staff will be involved in the project activities as follows:

**STAFF:**

**Planning of the project activities:**

The staff of the project partners will contribute to the identification and assessment of the training needs to be matched during the project:

Each organisation will prepare the training meeting to be hosted at its own structure by:

- carefully identifying the most appropriate methodologies to present the training contents (e.g. through ppt presentation, case – study analysis, active simulations, focus group experiences before workshops etc.). This activity will not be performed exclusively by the staff directly participating to the LP activities but by the whole staff of the organisation, to ensure that all contributions and relevant expertise will be considered;
- providing other project partners with the relevant materials to be used during the project planned meetings (including training supporting tools and meeting schedules) in due time.

**Implementation of the project activities:**

Each partner will be in charge of the effective implementation of the training events hosted in its structure: in doing so, the whole staff will be involved in ensuring:

- the proper organisational development of each meeting (including logistic support to fellow partners for travel details, accommodation and administrative support);
- the identification of the best people to be involved in teaching activities for the benefits of the other fellow partners, according to the contents to be developed during the meeting;
- the preparation of training tools.

**Evaluation of the project activities:**

**During the partnership:**

The staff of the organisations hosting each meeting will:

- Prepare a questionnaire to be submitted to the participants after the meeting (for the contents of the questionnaire, see section 5.8);
- Collect the results of the questionnaires;
- Analyse the results of the questionnaires and transmit them to the other project partners.

**After the partnership:**

- Each organisation will collect the feedback from dissemination activities in terms of feedback from other stakeholders outside the project partnership and provide detailed information on the kind of feedback (who is requesting feedback / what kind of information is requested / which are the possible follow – up in terms of project and initiatives promotion).

**5.10 INTEGRATION INTO LEARNING AND/OR OTHER ONGOING ACTIVITIES**

If your Partnership focuses on learner involvement, please explain how the Partnership project will be integrated into the curriculum / learning activities of the participating learners in each of the participating organisations.

And/or

If your Partnership mainly deals with pedagogical or management issues, please explain how the Partnership project will be integrated into the ongoing activities of the participating organisations.

The participation in a learning partnership project will allow the representatives from participating organisations to assimilate new instruments, methodologies and learning objects and to select those which are most suitable to be exploited and included in the respective training services and practical activities.

MUNICIPALITY OF CASTROCARO:



Deployment of new learning tools as an innovative way of conveying social/civic messages to the adult population.

Use of innovative multimedia tools and products in the organisation of its festival and related music/art events.

THE POPAKADEMIE could exploit the project results to update its teaching methods in order to improve the learning programmes of the institution. The Popakademie has the aim to acquire new partners for its teachers exchange programme.

Popakademie also plans to integrate the contacts and results of the present Learning partnership with the closed conference "Future Pop" that the Academy organises every year. Mainly teachers and professionals from the working field participate to the conference and it is envisaged that linking the two events could have an interesting multiplier effect.

#### ÇANAKKALE ONSEKİZ MART ÜNİVERSİTESİ

The Canakkale University, through its Department of Art Education is already developing work for the integration of visual arts and music education with the information and communication technologies (ICT) to develop artistic and musical creativity as the main element for the adult education. The project is therefore a way of progressing on this work and of giving it a European dimension, through the contributions of the partners.

#### DE VEERMAN VZW

De Veerman could use the LO developed within this project to integrate its learning methodologies with new tools having a powerful creative, communicative and citizens – oriented nature, fully consistently with its aim to "use art and arts education to work towards a harmonious society" and to strengthen its international network.

To this extent, through its connections with the municipality of Antwerp, it can use the project multimedia products to convey social – related contents to Adult citizens, thus enlarging the provided services to reach new target groups and adding to the project an important testing element.

## 5.11 DISSEMINATION AND USE OF RESULTS

How will you disseminate and use the results, experiences and, where applicable, products of the Partnership?

- in the participating organisations?
- in the local communities?
- in the wider lifelong learning community?

The project results and experience will be disseminated through:

Press campaign on local / national newspapers and media to inform about the main results of the project and thus reaching local communities and stakeholders.

Promotion on the websites of the partners: The detailed calendar of the project, updated after the kick – off meeting, will be presented on the co-ordinator website. Up to date news about each phase of the project will be provided on the websites of all project partners: the hosting partner of each of the main events (training events +visits + staff exchange) will be in charge of defining the contents of the texts and information to be published on websites.

Detailed programs of the training events and speakers presentation, if available, will be also published online.

By making information available on websites, dissemination will be able to reach a larger public, even outside the participants group: that is why the web address of reference will indicated in all promotion / training material linked to the event.

Promotion through the partners' activities and networks of stakeholders (dedicated mailings, publication on websites, etc.): the project could benefit, for example, from the visibility given to Castrocaro music events, from conferences and seminars organised by the Academy and the Canakkale University, from the Academy's Muzone network, etc.



Promotion through other on-line initiatives:

MySpace: a Space will be opened in MySpace for the project. In this space the project will be described. As MySpace gives the possibility to do targeted advertising, specific information on the projects will be spread towards interested stakeholders;

On-the-move: contacts will be established with the management of the Portal to verify the possibility to upload information about the project on the website "On-the-move", in the past supported by the Culture Programme.

Promotion through TV and radio: agreements with the regional Television of Emilia Romagna will be made to advertise the project. Press releases will be sent to local and regional TVs and Radios by each project partner, at different stages of the project.

Special publicity will be given also to the project's final meeting, open to the public, which will be held in the Municipality of Castrocaro (Italy).

### **5.12 TOPICS**

Please list the main thematic areas (maximum 3) of your Partnership or complete under "other" if the theme is missing from the list)

<b>Nr.</b>	<b>Topic ( <i>maximum 3</i> ) [Table E - Topics]</b>
1	Environment / sustainable development
2	European citizenship and European dimension
3	Media and communication

## 6. PROPOSED ACTIVITY DATA

### 6.1 WORK PROGRAMME: PLANNED ACTIVITIES, INCLUDING MOBILITY ACTIVITIES, OF EACH PARTICIPATING ORGANISATION

Please summarise in the table below the planned Partnership activities and mobilities for all organisations in the Partnership. Please present the activities for both years (2009/10 and 2010/11), in chronological order. The eligibility period of activities starts on 1 August 2009 and ends on 31 July 2011.

Please note that mobility activities can only take place between organisations receiving funding to participate in the Partnership or to events organised by Lifelong Learning (or predecessor) Programme projects or networks (e.g. Grundtvig Network conferences). Mobility can be undertaken by staff and learners of the participating organisations and - in the case of mobility involving persons with special needs - accompanying persons such as parents, guardians or carers. What is counted as "a mobility" is one trip abroad by one person. Only transnational mobility<sup>1</sup> (i.e. travel abroad) counts for the calculation of the minimum mobility numbers.

Please note: if an organisation's mobility activities involve staff or learners with special needs, or travel to or from the Overseas Countries and Territories, its mobility activities during the partnership period may be reduced by up to 50% of the minimum mobility number for the grant amount in question, in order to take into account the higher costs involved. This reduction must be requested by the organisation either before the signature of the grant agreement or during the grant agreement period and approved by the National Agency.

	<b>Approx. starting date</b>	<b>Activity/Mobility description</b>	<b>Destination country (for mobility only)</b>	<b>Which partners involved</b>
1	01/2010	Meeting 1 Focus: Kick off meeting (for a more detailed description - section 5.4)	Italy	Comune di Castrocaro Terme e Terra del Sole Popakademie Baden-Württemberg Çanakkale Onsekiz Mart Üniversitesi Sviluppo Progetti S.c.ar.l. De Veerman vzw
2	04/2010	Meeting 2 Focus Music as an universal language (for a more detailed description - section 5.4)	Germany	Comune di Castrocaro Terme e Terra del Sole

<sup>1</sup> "In-country" mobility to or from Overseas Countries and Territories and ultra-peripheral regions of the EU will also be considered as transnational mobility, e.g. mobility by a beneficiary from mainland France to a partner in Martinique.

				Popakademie Baden-Württemberg Çanakkale Onsekiz Mart Üniversitesi Sviluppo Progetti S.c.ar.l. De Veerman vzw
3	10/2010	Meeting 3 Focus Visual and graphic language as conveyors of civic and social contents(for a more detailed description - section 5.4)	Belgium	Comune di Castrocaro Terme e Terra del Sole Popakademie Baden-Württemberg Çanakkale Onsekiz Mart Üniversitesi Sviluppo Progetti S.c.ar.l. De Veerman vzw
4	02/2011	Meeting 4 Focus: integration of music, arts and words as a tool to convey messages related to sustainable development (for a more detailed description - section 5.4)	Turkey	Comune di Castrocaro Terme e Terra del Sole Popakademie Baden-Württemberg Çanakkale Onsekiz Mart Üniversitesi Sviluppo Progetti S.c.ar.l. De Veerman vzw
5	07/2011	Final international event (for a more detailed description - section 5.4)	Italy	Comune di Castrocaro Terme e Terra del Sole Popakademie Baden-Württemberg Çanakkale Onsekiz Mart Üniversitesi Sviluppo Progetti S.c.ar.l. De Veerman vzw

## 6.2 NUMBER OF LEARNERS AND STAFF INVOLVED IN THE PARTNERSHIP IN EACH OF THE PARTICIPATING ORGANISATIONS

(=persons taking part in Partnership activities, both local activities and/or mobility)

	Name of participating organisation	Country	Total number of learners involved	Total number of staff involved
1	Comune di Castrocaro Terme e Terra del Sole	IT	0	6
2	Popakademie Baden-Württemberg	DE	0	6
3	Çanakkale Onsekiz Mart Üniversitesi	TR	0	8
4	De Veerman vzw	BE	0	4

5	Sviluppo Progetti S.c.ar.l.	IT	0	4
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### **6.3 EXPECTED RESULTS, INCLUDING PRODUCTS IF RELEVANT**

<b>Nr</b>	<b>Approx. date</b>	<b>Description</b>
1	01/2010	Opening of platform to share documents and information among partners
2	01/2010	First issue of the newsletter
3	04/2010	Web publication of music+comment contents produced during meeting 1
4	04/2010	Second issue of the newsletter
5	10/2010	Web publication of music+video contents produced during meeting 2
6	10/2010	Third issue of the newsletter
7	02/2011	Web publication of final versions of the LO produced by the partners
8	02/2011	Fourth issue of the newsletter
9	03/2011	Information campaign to advertise the final event: mailings, publication on websites, etc.
10	07/2011	Web publication of proceedings of final event
11	07/2011	Web publication of the questionnaire