



"Linked Open Apps Ecosystem to open up innovation in smart cities"
Project Number: 297363

| | |
|----------------------|--|
| Deliverable: | D8.10 Dissemination tools: e-newsletter-8 |
| Version: | 1.2 |
| Delivery date: | 30/06/2015 |
| Dissemination level: | PU |
| Author: | Fina Sala |

Summary

This document focuses on the communication and dissemination tool newsletter. 8th iCity newsletter has been sent to all iCity Project members or anyone who are interested on the project in order to keep them updated of the project. In this submission, there is new information about events that have been carried out from March to June months, related to activities and events organized and focused on Developers as: *Interview to the winners of the iCity Contest, The iCity Project at the NextCity in Genova, the presence of the iCity Platform at the Net Futures Conference with CISCO* and an article about how *iCity Project drives cities semantics to test*. Besides, there is a section about the upcoming events focussed on *The Hackapp and Festivalapp* in Barcelona organized by Apps4citizens.

There is still available on the iCity website an historic shipment for web visitors and the form to register voluntarily to the iCity newsletter. Most of the newsletter content is about iCity Network information and how this is involved into the project.

DOCUMENT HISTORY

| Version | Date of issue | Status | Content and changes | Modified by |
|---------|---------------|--------|---------------------|---------------|
| 0.1 | 29/06/2015 | Draft | Draft version | Fina Sala |
| 0.2 | 30/06/2015 | Final | Final version | Raluca Ciungu |

TABLE OF CONTENTS

| | |
|--|----------|
| 1. Newsletter | 5 |
| 1.1. 10 th Newsletter | 6 |
| 1.1.1. Social networks | 6 |
| 1.1.2. Main news | 6 |
| 1.1.3. Secondary news | 6 |
| 1.1.4. Upcoming Events | 7 |
| 1.2. Screenshots | 8 |
| 1.3. Indicators | 10 |

Abbreviations and Acronyms

| Acronym | Description |
|----------------|------------------------|
| WP | Work Package |
| SIG | Special Interest Group |
| | |

1. Newsletter

The newsletter is one of the tools described in the dissemination and communication plan. The purpose of this delivery is to detail the content of the eight version of the newsletter.

It is designed with the web tool named “*MailChimp*” that is an easy way to create, send and view statistics of newsletters.

The main targets of the newsletter are the iCity Project members, iCity Network and iCity partners. The purpose is to keep them updated with the project activity and last milestones achieved.

Thanks to “*MailChimp*” we can manage the subscribers easily. Each new subscriber is notified by mail. The ways they can subscribe are three:

- When some friend forwarded the newsletter and they subscribe manually.
- By filling the iCity website form ‘*Subscribe to Stay Up-to-date*’.
- When someone join iCity Project as a SIG (IT partners or iCity network).

It is important to define here the different subcategories that comprises each category:

- iCity members: consortium and collaborators.
- IT partners: IT SIG’s, companies, developers.
- iCity networks: SIG’s, piloting group.
- Information Systems owners and managers.
- Dissemination: media, events, IT institutions.
- Others: experts, prescribers, etc.

The ideal work plan of the newsletter would be that each partner collaborates on building the content. Before sending the newsletter, all the partners validate the content of the newsletter.

About the content, in this newsletter the main article was an *interview to the winners of the iCity Contest*.

It is important to remember that the content of the Newsletters has a direct connection and visibility with the iCity website: www.icityproject.eu. Every article is published in the iCity website.

Besides, there is a section on the website with all the newsletters:

<http://www.icityproject.eu/news-categories/newsletters>

1.1 Newsletter 8th

The format of the newsletter was a consensus of all the partners. There is just one layout. The sections are:

- Social networks
- Main news (*Mobility4all Team. Interview to the winners of the iCity Contest*)
- Secondary news
 - o *The iCity Platform Architecture*
 - o *The iCity Project at the NextCity in Genova*
 - o *iCity Project, driving cities semantics to test*
- Upcoming Events

1.1.1. Social networks

This section is common in all the releases, because it links directly to the main social networks of the project. It is a good opportunity for promoting the project's profiles on different social networks as *Twitter* and *Facebook*. Also, there is a link for forwarding the newsletter to a friend.

1.1.2. Main news

This is the main section of the newsletter. The article of this area is the most important thing that the project wants to share with all the people who are interested in. In this eight release of the newsletter, the main information that the project wanted to spread was, as we already said, an interview to the team that won the iCity Contest in which they explain the main features of the app, *Mobility4all*. This Newsletter also wanted to share and disseminate to the rest of iCity targets, the relevant events and activities that have been organized thinking on Developers and which were their main objectives of the workshops, events and specific contests.

1.1.3. Secondary news

This section is always formed for 3 different general news. Each one of them talks about some different aspects of the project. In this newsletter we can classify them in three types/themes:

- **First secondary article (Type: Highlight issue)**

"The iCity Platform Architecture"

This article informs about the iCity Project partner's participation, CISCO, at the first Net Futures Conference in Brussels. As a gold partner of the conference, CISCO was an exhibitor and presented the iCity Blueprint Architecture.

- **Second secondary article (Type: Internal news)**

"The iCity Project at the NextCity in Genova"

This article is about the NextCity hackathon in Genova where the iCity Platform and the Genova open data portal were presented to contestants. The hackathon was organized by Talent Garden, la Repubblica and IBM to promote the creation of new ways of

interaction between citizens and government through open data. The municipality of Genova was part of the jury that offered to the winners three months at the Talent Garden in order to develop their application.

- **Third secondary article (Type: The latest)**

"iCity Project, driving cities semantics to test"

This article explains the importance of semantics in order to save resources to those European cities that are working on being a smart city. Scaling applications from one city to another is easier when governments are opening their Information Systems and using tools such as the iCity Platform.

1.1.4 Upcoming events

The attendance to important activities and events is mandatory for communication and dissemination of the project, that's why here you can find information about the upcoming events. Due to its importance, this newsletter focuses only on this event:

- *Hackapp + Festivalapp 6th - 11th June in Barcelona-Spain.
The hackathon was organized by Apps4citizens and last on day in Barcelona. The event was addressed to developers but also to journalists and designers, ultimately to anyone who had an idea that could help to improve the quality of the city life. The first prize was 3.000€.*

1.2 Screenshots

This is the layout of the newsletter. On the top there is a logo which redirects to the iCity Project website. Just below there is the main article (*Mobility4all team - Interview to the winners of the iCity Contest*) and on the left side the social networks section. Just below this section there is the first article of the secondary news, where it informs about the iCity Platform Architecture (*Presented at the Net Futures Conference in Brussels by CISCO*).



[Like on Facebook](#)
[Follow on Twitter](#)
[Forward to a Friend](#)

MOBILITY4ALL TEAM

Interview to the winners of the iCity Contest



Mobility4all, the winner app at the **iCity Contest**, was developed by a team of three students of Computer Engineering at the University Polytechnic of Catalonia and three Phd in computer science from the same university.

Marc Garnica, Manish Thani, Samuel Bryan, all of them from Barcelona, are the students who played as developers. **Xavier Franch** is senior lecturer at the University Polytechnic of Catalonia and was the one who think up the app, although had **Lidia's López** help, researcher at the same university. Finally, **Cristina Gómez** is associate professor and the coordinator of the students' work.

[Read More>>](#)

Concepts and Architecture



The iCity Platform Architecture

The first **Net Futures Conference**, organized by the European Commission in Brussels on 25 and 26 March has been a great success with more than 1000 attendees.

Among the exhibitors there was **CISCO**, one of the conferences gold partners, presenting its **iCity Blueprint Architecture**.

[Read more >>](#)

This part is the bottom of the newsletter, there are 3 areas clearly separated from each other. Each section has its own representative picture. All section it is summarized, if the reader wants more information can find it just clicking "*Read more>>*".



The iCity Project at the NextCity in Genova

The first weekend of June (5th to 7th June) took place the hackathon "Next City" at the Talent Garden's headquarters in Genova, organized by IBM, La Republica and the coworking company, Talent Garden.

The hackathon's aim was the creation of new ways of interaction between citizens and government through open data. Which is the core of the European iCity Project, the growth of innovative and fresh ideas that bring Smart solutions from the Community towards the Public Administration.

[Read more>>](#)



iCity Project, driving cities semantics to test

The European Union is carrying out several Smart City Projects through calls related to Horizon 2020 program. Nevertheless, this concept started several years ago through past European Project call programs, one of them is iCity Project.

Cities produce data in multiple formats from many sources, and they are opening this data to the community of talented developers. However, is still challenging and difficult to scale applications from one city to another in order to solve this handicap and save resources the iCity Project provides...

[Read more>>](#)



Upcoming Events

Hackapp + Festivalapp
6th - 11th June
Barcelona - Spain

Apps4citizens and Hacks/Hackers Barcelona are organizing their first hackathon.

Is an special meeting were not only developers are invited to create a new app for the city but also, there is room too for journalists, creatives, designers and everyone who has an idea that can help to improve the quality of the city life.

There are two main activities, the Hackapp from 9 am to 6 pm and the Festivalapp from 9 pm to 10:30 pm.

[Read more>>](#)

This is the footer of the newsletter; this section should not change in future releases. There is a small reminder of our social networks. Also as usual, there are the options of subscribe if the newsletter is forwarded or unsubscribe if the reader is not interested anymore.

[follow on Twitter](#) | [Like on Facebook](#) | [forward to a friend](#)

Copyright © 2015 Barcelona city council, All rights reserved.



[unsubscribe from this list](#) | [update subscription preferences](#)

1.3 Indicators

Delivered: 19/06/15

Send Checking: 29/06/2015

- **Recipients:** 506 (Number of subscribers the campaign was sent to. It includes bounced emails, subscribed contacts, and March, April, May and June new newsletter submissions).
- **Satisfactory delivered mails:** 500 (98.8%).
- **Open Rate:** 38% (190) (percentage of successfully delivered emails that have been opened by the subscribers).
- **Clicks per unique opens:** 26 (12.6%) (Percentage of recipients registered as an open who also clicked on a link in our campaign).
- **Total Openings:** 303 (Total times the content of the newsletter has been viewed, regardless of whether it has the same person or not).
- **Didn't open:** 310 (62%).(Recipients – Total Openings= Didn't Open)
- **Click Rate:** 4.8% (percentage of satisfactory delivered emails (383) that have recorded at least one click).
- **Clicked:** 24
- **Total Clicks:** 26 (total number of times the available Newsletter links have been clicked).
- **Subscribers with most opens (of the Newsletter):**

Subscribers with most opens

| | |
|--|----|
| antonio.paradell@worldline.com | 21 |
| manel.sanroma@bcn.cat | 16 |
| peter@cityxplora.eu | 7 |
| phooghen@cisco.com | 5 |
| fflorio@cisco.com | 4 |
| View more | |

- **Top links clicked:**

Top links clicked

| | |
|---|----|
| http://www.icityproject.eu/content/learning-about-mobility4all-team | 13 |
| http://www.icityproject.eu/content/icity-platform-architecture-presented-net-futures-conference-2015 | 7 |
| http://www.icityproject.eu/content/hackaton-citizens | 2 |
| https://www.facebook.com/icityproject | 1 |
| https://twitter.com/icityproject | 1 |
| View more | |

- **Number of new Newsletter subscribers through the website:** 9
- **Number of unsubscribes to the Newsletter:** 2
- **Number of *Mailchimp* complaints:** 0
- **Bounced emails:**
 - **Total Bounced emails:** 6 (1.18% of 506 delivers)
 - **Hard*:** 4

- **Soft****: 2

**Hard Bounce*: when an email can't be delivered in a permanent way.

***Soft Bounce*: when an email can't be temporally delivered.

Note: it is important to note that the period between the day of the sending newsletter and on the day of sending revision affects the results / data obtained and it's considered that those data will be *in crescendo* in the coming weeks.