



"Linked Open Apps Ecosystem to open up innovation in smart cities"

Project Number: 297363

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Summary

The success of the iCity Project is strongly linked to its ability to identify, reach and engage the potential group of users and prescribers of the iCity project: iCity members, IT partners (IT SIG's, companies, developers...), iCity network (City SIG's and piloting), and information systems managers, etc. In this groups, dissemination and communication activities become crucial. Therefore, special care should be taken in order to deliver specifically thought targeted actions that will help the project achieve its objectives.

This document focuses on the communication and dissemination tool newsletter. 5th iCity newsletter has sent to all iCity Project members or anyone who are interested on the project in order to keep them updated of the project.

DOCUMENT HISTORY

Version	Date of issue	Status	Content and changes	Modified by
0.1	07/07/2014	Draft	Draft version	Fina Sala
0.2	08/07/2014	Final	Final version	Raluca Ciungu

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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 explain the fifth version of the newsletter, the content and the format.

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 progress.

Through "*MailChimp*" the subscribers can be managed easily. Each new subscriber is notified by mail. The ways they can subscribe are :

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

It is important to define here the different subcategories that comprise 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 the building content. Before sending the newsletter all the partners had to have checked it and validated it. The following releases of the newsletter are going to be each month in order to keep all the community stay tuned about the project.

About the content, in this fifth newsletter the main news was about the '*New cities engagement*', what does not means that in the following deliveries the main news treat the same theme. And in the same way, the content of the rest of the Newsletter sections will vary in each one of them.

It is important to highlight that the content of the Newsletters has a direct connection and visibility with the iCity website: www.icityproject.eu

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

www.icityproject.eu/Newsletters

1.1 Newsletter 5th

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

- Social networks
- Main news (New Cities engagement) -
Secondary news
 - o *Highlight issue (New Concept of Platform)*
 - o *Internal news (Successful 2nd iCity Project annual Review)*
 - o *The latest (New categories Information System proposal)*
- iCity activities & 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 information that the project wants to share with all the people that are interested in. That's why in the fifth release of the newsletter, the main information that the project wanted to spread was, as we already said, about the '*new cities engagement*', in order to keep informed the main target about the work that iCity Project has been doing with the new cities involved in the project from the beginning of this year, and their grade of implication.

1.1.3. Secondary news

This section is always formed for 4 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 news** (*Type: Highlight issue*)

"New concept of Platform"

This news focuses attention in iCity Platform. It describes what iCity Platform is and which are his main features, as for example the fact that it is the first platform able to interact with city Information Systems.

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

"Successful 2nd iCity Project annual Review"

This news talks about the state and the evolution of iCity Project. As a strategic project for the European Union, foreground about the second annual Review, that was successfully held in Brussels last February.

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

"Information Systems Categories Proposal"

In this section we can find information about the Information Systems Categories Proposal: functionalities of information systems and how iCity Project is looking to find synergies between cities through iCity Platform.

1.1.4 iCity activities & 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 last activities and events iCity is present:

- Eurocities*. 12th June in Tallinn
- Eurocities*. 3rd - 4th April in Barcelona.
- Future Internet Assembly (FIA)*. 18th - 20th March in Athens
- Sabadell Smart Congress*. 3rd - 4th April in Sabadell
- Genoa Smart week* - 16th-20th June in Genova.

In this section of the newsletter, the purpose is to inform about the recent activities and upcoming events, directly or indirectly related with the project.

1.2 Screenshots

This is the layout of the newsletter. On the top there is a logo which redirects to the iCityProject website. Just below there is the main news and on the left side the social networks section. Just below this section there is the first secondary news, where it informs about the iCity Platform.



PUBLIC INTEREST SERVICES

NEW CONCEPT OF PLATFORM

The first one able to interact with city Information Systems. iCity is a secure, stable and standardised platform that makes possible to access to Information Systems in order to create new services. It is the first one able not only to read data, but to interact with information systems. That's what makes it different, pioneer and attractive, specially, for their users: developers and Information Systems providers.

[Read more >>](#)

New cities engagement



From the beginning of this year on, iCity Project has been working to find new piloting cities to be involved in the project. It has been a shift of focus in the strategy of the project mainly to cities and Information Systems. The aim is to bring a new concept of opening Information Systems not only addressed to European cities, but to the Information Systems owners that can create new business opportunities and services for public interest. Engaging new cities and implementing new Information Systems is the primary objective now. For the moment, cities are responding very well to engagement actions, so there are good expectations from now on, in the iCity strategy of growth.

[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>>](#)".



Successful 2nd iCity Project annual Review

The second annual review of the iCity Project was held on Thursday, 19th February 2014 at the premises of the European Commission in Brussels. The meeting brought together the project leaders of the different Work Packages and cities involved in the project.
[Read More>>](#)



Information Systems Categories Proposal

iCity Project is looking to find synergies between cities through iCity Platform. The objective is to facilitate and share the development of applications in cities by categorizing the already opened infrastructures.
[Read more>>](#)



iCity activities

Eurocities. 12th June in Tallinn. [Read more>>](#)

Eurocities. 3rd - 4th April in Barcelona.
[Read more>>](#)

Future Internet Assembly (FIA). 18th - 20th March in Athens. [Read more>>](#)

Sabadell Smart Congress. 3rd - 4th April in Sabadell.
[Read more>>](#)

Upcoming Events

Smartweek 2014 in Genoa. 16th - 20th June in Genoa. [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](#)

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MailChimp

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

1.3 Indicators

Newsletter Sending Date: 18.06.14

Sending Revision: 02.07.14

- **Total shipments:** 221
- **Delivery of mails with the Newsletter to satisfactory:** 198 (89.6%) of 221
- **Open Rate:** 51% (percentage of successfully delivered emails that have been open by subscribers)
- **Total Unique Opens:** 86 (people who have received and opened the mail with the Newsletter)
- **Total Opens:** 198 (total times the Newsletter content have been visited regardless if it has been the same person or not, that is, 101 Unique Opens have seen the contents of the newsletter 198 times)
- **Click Rate:** 9.6% (percentage of satisfactory delivered emails that have recorded at least one click)
- **Clicked:** 19
- **Total Clicks:** 33 (total number of times the available Newsletter links (14 available) has been clicked)
- **Subscribers with most opens (of the Newsletter):**

Subscribers with most opens

tdejongh@cisco.com	17
massimiliano.bonacci@citymessage.it	9
tsamis@gnosis.gr	8
nick.bromley@citilogik.com	7
jbaekelm@cisco.com	6
View more	

Top links clicked:

Top links clicked

http://www.icityproject.eu/content/new-cities-engagement	9
http://www.icityproject.eu/content/successful-2nd-icity-project-annual-...	9
http://www.icityproject.eu/content/icity-platform-interacts-cities-just-on...	4
http://www.icityproject.eu/content/smart-week-2014-genoa	3
http://www.icityproject.eu/content/information-systems-categories-pro...	3

[View more](#)

- Number of new Newsletter subscribers through the website: 6**
- Number of unsubscribes to the Newsletter: 1**
- Number of *Mailchimp* complains: 0**
- Bounced emails:**
 - Total Bounced emails: 23 (10.4% of 221 delivers)**
 - Hard*: 5**
 - Soft**: 18**

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

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