



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

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Summary

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. In this submission, there are new informations about events that have been carried out during October and November months as: iCity Camp 2014 event (Barcelona); the collaboration and platform use case with the electrical cars (Barcelona) but also the new communicative actions as de new iCity project presentation video.

There's still available on the iCity website an historic shipment for web visitors and the form to register voluntarily to the iCity newsletter; finally, as we announce in the last deliverable, the newsletter is going to be sent monthly instead of quarterly. Most of the Newsletter content is about iCity Network information and how are they involved into the project.

DOCUMENT HISTORY

Version	Date of issue	Status	Content and changes	Modified by
0.1	08/08/2014	Draft	Draft version	Fina Sala
0.2	12/11/2014	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 as the aim, the format or the content.

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 of the project and make them feel that the project is alive and going forward.

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 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 with the project.

About the content, in this fifth newsletter the main news were about ‘*iCity Camp and iCity Contest*, what (as we advise in the last deliverable) 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 remember 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:

<http://www.icityproject.eu/news-categories/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 (iCity Project bets for electric cars)*
 - o *Internal news (Workshop in Bologna: Can a smart city engineer its ecosystem?)*
 - o *The latest (SEAT signs a letter of interest with iCity Project)*
- 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 thing that the project wants to share with all the people who are interested in. In this fifth release of the newsletter, the main information that the project wanted to spread was, as we already said, about *'iCity Camp 2014 event & don't miss the iCity Contest'*, in order to inform the main target about this new iCity Project meeting and Contest to connect all developers and different targets of the project in a two days event. There it will be also presented all the project evolution from the different WP and shared all the improvements purposed for future actions.

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*)

"iCity Project bets for electric cars"

This news focuses its attention in Barcelona City Council drove a promising potential collaboration and platform use case with the electrical vehicles' industry

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

"Workshop in Bologna: Can a smart city engineer its ecosystem?"

This news talks about the Bolognese Conference Room of MAMBO ([Modern and Contemporary Art Museum of Bologna](#)), the workshop to think about the challenges of citizen engagement and participation in process of building an urban ecosystem

Third secondary news (*Type: The latest*)

“SEAT signs a letter of interest with iCity Project”

Here we find information about when and under which conditions SEAT has signed a letter of interest with **iCity Project**. This letter confirms the interest for the company and other companies for the project as a potential replicator of the iCity solution, whose innovative approach proves to be consistent with the IT strategy. This letter defines SEAT as a strong and strategic ally to co-create technological opportunities.

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:

- *iCity Camp 2014. 14th - 15th November Barcelona*
- *Smart City Expo World Congress 2014. 18th - 20th November in Barcelona*

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

In this particular Newsletter, and in this part of its structure, it has been also shared the new iCity Project presentation video:

- *And watch the iCity Project updated video*

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 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, events and new collaborations.



 [Like on Facebook](#)

 [Follow on Twitter](#)

 [Forward to a Friend](#)

Join the iCity Camp 2014 event & don't miss the iCity Contest!



iCity Project bets for electric cars

Barcelona City Council drove a promising potential collaboration and platform use case with the electrical vehicles' industry. In Barcelona the electric vehicles are now being introduced on the market and therefore the City Council is working on developing the charging stations network. The city has already 269 charging stations already implemented in the metropolitan area of Barcelona and plans are running to extend the network offering better coverage and therefore better service supply. In this context Barcelona City Council has started discussions with the electric vehicles market players to



Save the date! iCity Camp is an event that will be held on **friday, 14 November**, from 8:30 to 17:00, in **Convent de Sant Agustí** (Barcelona) and **saturday, 15 November**, from 10:00 to 17:00, in **Citilab** Cornellà de Llobregat. These are going to be two days of talks, discussion, networking, ideas and the **iCity App Contest** around iCity Project.



Now anyone interested in new applications for smart cities

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*>>”.



Workshop in Bologna: Can a smart city engineer its ecosystem?

Last 14th of October took place in the Bolognese Conference Room of MAMbo, the Modern and Contemporary Art Museum of Bologna, the workshop "Can a Smart city engineer its ecosystem? Practices and new challenges in engagement and participation among iCity partners".

[Read More>>](#)



SEAT signs a letter of interest with iCity Project

This week SEAT has signed a letter of interest with iCity Project. This confirms the interest for the company and other companies for the project as a potential replicator of the iCity solution, whose innovative approach proves to be consistent with the IT strategy. This letter has been signed, after SEAT has been informed about the iCity project...

[Read more>>](#)



iCity Activities

iCity Camp 2014. 14th - 15th November Barcelona.

[Read more>>](#)

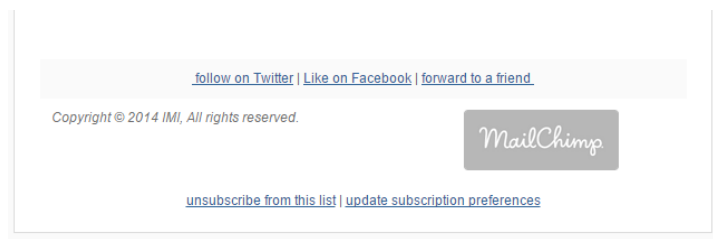
Smart City Expo World Congress 2014. 18th - 20th November in Barcelona.

[Read more>>](#)

And watch the iCity Project updated video!

[Click here to watch the video>>](#)

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.



1.3 Indicators

Newsletter Sending Date: 12.11.14

Sending Revision: 14.11.14

- **Total shipments:** 430 (409+ 21 additional bounced emails that have been corrected. Including bounce emails, 'alta' contacts, and September, October and November new newsletter submissions)
- **Satisfactory deliveries of mails with Newsletter:** 409 (95.2%)
- **Open Rate:** 35.45 % (145) (percentage of successfully delivered emails that have been opened by the subscribers)
- **Total Unique Openings:** 134 (32.76%) (percentage of recipients registered in an open process that also clicked on a link in our campaign)

- **Total Openings:** 302 (73.83%) *(Total times the content of the newsletter has been viewed, regardless of whether it has the same person or not. In this case, the 'unique 86 openings', have seen the newsletter contents 166 times).*
- **Didn't open:** 284 (66.04%)
- **Click Rate:** 17.8% *(percentage of satisfactory delivered emails (409) that have recorded at least one click)*
- **Clicked:** 26
- **Total Clicks:** 28 *(total number of times the available Newsletter links has been clicked)*
- **Subscribers with most opens (of the Newsletter):**

Subscribers with most opens

desteban@techforce.eu	92
jordi.caus@seat.es	14
michael@michaellavelle.co.uk	11
graham.long@crowddynamics.com	6
laia.sanjuan.ext@abertistelecom.com	8
eaibar@uoc.edu	5
pablo.hernandez@techideas.es	3
info@wtelecom.es	3
jbaekelm@cisco.com	3
gianfranco_moi@yahoo.com	3
guillem@iaac.net	2
xsocastro@bcn.cat	1
andrea.sassi@unimore.it	1

- **Top links clicked:**

Top links clicked

http://icitycamp2014.citilab.eu/	7
http://conventagusti.com/	7
http://www.icityproject.eu//content/join-icity-camp-2014-event-dont-miss-icity-conte	5
http://icitycamp2014.citilab.eu/?page_id=557	3
http://icityproject.eu/content/workshop-bologna-can-smart-city-engineer-its-ecosyste	3
http://citilab.eu/	2
http://icityproject.eu/content/icity-project-bets-electric-cars	1

- **Number of new Newsletter subscribers through the website: 11**
- **Number of unsubscribes to the Newsletter: 1**
- **Number of *Mailchimp* complains: 0**
- **Bounced emails:**
 - **Total Bounced emails: 21 (4.88% of 430 delivers)**
 - **Hard*:** 9
 - **Soft**:** 12

**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 is normally much longer than in the present case, which affects the results / data obtained and it is considered that those data will be *in crescendo* in the coming weeks.