



"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. 8th 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 information about events that have been carried out during November and December months as: the 3rd review of the project (Barcelona); the participation of iCity Project in Bdigital Call for Mobile Trends event (Barcelona); the iCity Project workshop during the Bologna Smart City Exhibition and how iCity Project also was present in the Smart City Expo World Congress in Barcelona Besides there is a section about the upcoming events.

There's 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	09/01/2015	Draft	Draft version	Fina Sala
0.2	13/01/2015	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 eighth 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 it 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 collaborated on building the 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 eighth newsletter the main new was about *the 3rd review of the project that was held in Barcelona*.

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 new is always before updated and 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 6th

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

- Social networks
- Main news (*3rd iCity Review*)
- Secondary news
 - o *Highlight issue (Call for Mobile Trends)*
 - o *Internal news (Workshop in Bologna Smart City Exhibition)*
 - o *The latest (Barcelona Smart City Expo World Congress)*
- 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 eighth release of the newsletter, the main information that the project wanted to spread was, as we already said, about '*3rd Review of iCity Project*', in order to inform all iCity members and SIG's about the evolution and balance of the project, its improvements and future new 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*)

"Call for Mobile Trends"

This new focuses its attention in the participation of iCity in BDigital Call for Mobile Trends, an important event that is held in Barcelona, every year to spread the word about new applications and ideas around the mobile world. iCity Project was selected as an example of an interesting project that works with data to provide services and opening up business opportunities. Jordi Cirera presented the opportunities for cities and companies in session "What data tells us? Real time matters".

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

iCity Project workshop in Bologna Smart City Exhibition

This new is about the workshop held in Bologna during the Smart City Exhibition 2014, focused on the project next steps and lessons learned from the development of the applications and interaction with the data provided by the iCity Platform.

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

“Barcelona Smart City Expo World Congress”

It is exposed the participation of iCity Project in the Barcelona Smart City Expo Exhibition, held in Fira de Barcelona during 18-20th of November, 2014, where more than 50 mayors, 41 international delegations and 400 speakers addressed major challenges future of cities.

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:

- *European Data Forum 2015. 16th - 17th November in Luxembourg.*
- *Mobile World Congress 2015. 2nd - 5th March in Barcelona.*
- *Future Internet Assembly 2015 (FIA). 25th - 26th March in Brussels.*

In this 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 (*3rd Project review*) 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 (*Call for Mobile Trends*).

Check the iCity latest news and keep updated



[Like on Facebook](#)

[Follow on Twitter](#)

[Forward to a Friend](#)

Successful 3rd project review of iCity Project



Last 17th of November 2014 iCity Project successfully passed the 3rd project review with the European Commission this ensuring the continuity of the project up to the project end date, 30th of September 2015.

The Consortium already is planning the last year of project activity and main tasks to be achieved in order to accomplish with the objectives ensuring a successful final stretch of the project.

Therefore, the project already planned to open other 19 information systems from Bologna (IT), Lamia (GR), London (UK), Genova (IT), Barcelona (ES) in order to offer a better data environment for the development of strategic apps for smart citizens.

[Read More>>](#)



Call for Mobile Trends

Barcelona iCity Project was present in the last edition of the [BDigital Apps 2014](#), Call for Mobile Trends, that was held the 11th of November in [Cosmocaixa Barcelona](#), during the session "What data tell us? Real time matters". iCity Project was selected to participate as an example of an interesting project that works with data to provide services and opening up business opportunities. Jordi Cirera, iCity Project coordinator, spoke about the European nature of the project, its challenges, goals and results.

[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>>*”.



iCity Project workshop in Bologna Smart City Exhibition

From the 22th to the 24th of October was held the [Smart City Exhibition 2014](#) in Bologna (Italy).

The exhibition proposed a new vision of city characterised by: information flows, physical and digital relationships and communications networks, capability to create social capital, wellness for people and a best quality of life.

[Read More>>](#)



Smart City Expo World Congress, Barcelona

Last 18th- 20th st of November 2014.

Barcelona became the world capital of the cities. [Smart City Expo World Congress \(SCEWC\)](#) gathered for 3 days at the Fira de Barcelona more than 50 mayors, 41 international delegations and 400 speakers addressing major challenges future of cities.

[Read more>>](#)



Upcoming events

European Data Forum

2015. 16th - 17th November

Luxembourg

[Read more>>](#)

Mobile World Congress 2015.

2th - 5th March in Barcelona

[Read more>>](#)

Future Internet

Assembly 2015 (FIA). 25th -

26th March in Brussels

[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.

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

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MailChimp

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

1.2 Indicators

Delivered: 23.12.14.

Send Checking: 09.01.15.

- **Recipients:** 402 (Number of subscribers the campaign was sent to. It includes bounced emails, subscribed contacts, and September, October and November new newsletter submissions).
- **Satisfactory delivered mails:** 383 (95.3%).
- **Open Rate:** 36.3 % (139) (percentage of successfully delivered emails that have been opened by the subscribers).
- **Clicks per unique opens:** 51 (12.9%) (Percentage of recipients registered as an open who also clicked on a link in our campaign).
- **Total Openings:** 239 (59.5%) (Total times the content of the newsletter has been viewed, regardless of whether it has the same person or not).
- **Didn't open:** 263 (65.4%).
- **Click Rate:** 4.4% (percentage of satisfactory delivered emails (383) that have recorded at least one click).
- **Clicked:** 17.
- **Total Clicks:** 12 (total number of times the available Newsletter links have been clicked).
- **Subscribers with most opens (of the Newsletter):**

Subscribers with most opens

leda.guidi@comune.bologna.it	18
jcirera@bcn.cat	9
alejandro.sala@abertistelecom.com	6
fflorio@cisco.com	6
yossie.mousalli@mobiletornado.com	5

- **Top links clicked:**

Top links clicked

http://www.icityproject.eu/content/successful-3rd-project-review-icity-project	8
http://www.icityproject.eu	3
http://www.icityproject.eu/content/smart-city-expo-world-congress-barcelona	2
http://www.icityproject.eu/	2
http://www.icityproject.eu/content/presentation	1

- **Number of new Newsletter subscribers through the website:** 8
- **Number of unsubscribes to the Newsletter:** 1
- **Number of *Mailchimp* complaints:** 0
- **Bounced emails:**
 - **Total Bounced emails:** 19 (4.72% of 402 delivers)

- **Hard***: 9
- **Soft****: 10

**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.