



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

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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 of the iCity platform: developers, entrepreneurs, social innovators, SMEs, etc, who will act as developers of an ecosystem of services of public interest taking advantage of the opening of existing public infrastructures in the four participant cities. In this scenario, 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. 1st iCity newsletter has sent to all SIG 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	12/09/2013	Draft	1 <sup>st</sup> version of the draft	Luis Hong Wu
0.2	04/10/2013	Draft	Revised draft	Luis Hong Wu
0.3	13/11/2013	Final	Final version	Luis Hong Wu

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## Abbreviations and Acronyms

<b>Acronym</b>	<b>Description</b>
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 first 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 target of the newsletter is the SIG members. The purpose is to keep them updated of the project and they can 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 way they can subscribe are two:

- When some friend forwarded the newsletter and they subscribe manually.
- When you join as SIG member, automatically you will be a subscriber of the newsletter.

The work plan of the newsletter is each partner should have a contribution. This first newsletter the main news was about the platform. However, does not mean that in the following releases will be the same topic as the main news.

Once the partners have made the contributions, then the newsletter is built. 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 two months in order to keep all the community stay tuned about the project. Because we think one newsletter every 6 months is pointless.

## **1.1. Format and layout.**

The format of the newsletter was a consensus of all the partners. There were two different layouts, but both of them were very similar. The sections were:

- Main news.
- Social networks.
- Infrastructures.
- SIG member.
- Find us at (Events).
- Alternative section.

The difference between the layouts were in the second one has an extra section about the general information about project. However, for the next releases it could be omitted or it could inform about important milestones.

### **1.1.1. 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 the first release of the newsletter, the main information that the project wants to spread was about the status of the platform in order to keep alive the interest of all the main target of the project such as developers, entrepreneurs or digital innovators.

### **1.1.2. Social networks.**

In this section 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. This section is going to keep for all the future releases.

### **1.1.3 SIG members.**

This section is dedicated to the SIG members exclusively. In this first release the aim is to explain what exactly a SIG member is and which benefits are you going to gain being part of it. In the next versions of the newsletter we can put some impression or opinion of the project by a SIG member.

### **1.1.4 Infrastructures.**

As the flagship of the iCity project, the infrastructures are an extremely important part of the project. This is the reason that it has their own section in order to inform the subscribers about the functionalities of those infrastructures.

In this first release of the newsletter we decided to put all the information of London's infrastructures, in the following newsletter we will put another city until all the participant cities are fully informed of their infrastructures. However, any new information or relevant update or change of infrastructures will be announced indeed.

**1.1.5 Find us at.**

The attendance in important events is mandatory for communication and dissemination of the project. Hence, in order to let all the interested people know about which events we are going to be present, we created this section. Also, it can inform about past events.

**1.1.6 Alternative section.**

In this little area of the newsletter, its purpose to inform about the project in general in case that the reader has no idea of what the project and its objectives is about.

### 1.3. Screenshots.

This is the layout of the newsletter. On the top there is a brief description of the purpose of this newsletter and the logo which redirects to the icityproject webpage. Just below there is the main news and on the left side the social networks section. Just above this section there is the alternative section where it informs about the project itself.

Check the iCity latest news and keep updated



# iCity

 [Like on Facebook](#)

 [Follow on Twitter](#)

 [Forward to a Friend](#)



## About iCity

iCity is an European project that aims at fostering the co-creation of services of public interest in urban spaces by opening up public infrastructures.

Encompassing Open Public Infrastructures with Open Data, iCity brings the opportunity to create a large number of new services for citizens. [Read more >>](#)

## iCity Platform



**Opening municipal IT Infrastructures**

The participant cities where existing IT infrastructures will be made available and accessible to the general public.

**iCity Platform**

Virtual Digital urban space for advanced and innovative services in public space for smart citizens.

iCity platform is already accessible for developers community and end-users. iCity platform has published the first release of iCity REST API, that allows developers and end-users interact easily with the iCity platform to use the different infrastructures opened by cities. The first version of iCity API is already accessible through a [developers' portal](#), where developers and end-users can register to obtain documentation of the iCity API REST.

This portal can be accessible through the public iCity website.

In the portal you will find all the needed information about the infrastructures opened and integrated in the platform. You can also see the device details and simulate queries and check the results obtained.



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, there are read more links which redirects to iCity project's main page.



### SIG Member

The project has activated a Special Interest Group (SIG) of parties interested in following closely its development and collaborating in its different activities. SIG members will be invited to provide proposals and feedback for the iCity platform, participate in the co-creation of services of public interest, provide advice for the replication and rapid take-up of the iCity platform or contribute to the dissemination and dynamization of the project and its related activities. There is a [LinkedIn group](#) for SIG members. [Read More>>](#)



### Infrastructures

The Greater London Authority (GLA) has identified three priority sectors to address the various challenges London faces with the economy, energy, health, housing and traffic congestion – these are transport, energy, and buildings/home automation.

Using the iCity Urban Platform to encourage software innovation, Londoners will soon be using applications from Kings College (Air Quality), Alertme (Building and home automation), CycleAlert (cycle safety, security, and tracking), and ActiveInTime (leisure information). [.Read more >>](#)



### Find us at

**The Smart City Exhibition.** iCity project will attend at one of the most important exhibition of smartcities in Italy. This is a 3 days event. [Read more >>](#)

**ICT 2013 in Vilnius.** iCity will have a booth jointly with Connected SmartCities Network. There you can talk directly with a team member of the project. [Read more >>](#)

**Expo on security.** iCity project will be the main topic in one of the three different workshops. Meet us on October 29th-31st 2013 in Genoa. [Read more >>](#)

**iCity Breakfast briefing** was organized for over 100 stakeholders and developers on Wednesday 19<sup>th</sup> June at London's City Hall, the iconic building next to the Thames and famous Tower Bridge. [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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The MailChimp logo is displayed in a grey rounded rectangle. The text "MailChimp" is written in a white, cursive script font.

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