D4.3

e-Newsletter Summary
## Project Deliverable

<table>
<thead>
<tr>
<th>Project Number:</th>
<th>Project Acronym:</th>
<th>Project Title:</th>
</tr>
</thead>
<tbody>
<tr>
<td>687874</td>
<td>PICASSO</td>
<td>ICT Policy, Research and Innovation for a Smart Society: towards new avenues in EU-US ICT collaboration</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Instrument:</th>
<th>Thematic Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>COODINATION AND SUPPORT ACTION</td>
<td>H2020 ICT</td>
</tr>
</tbody>
</table>

### D4.3 e-Newsletter Summary

<table>
<thead>
<tr>
<th>Contractual Delivery Date:</th>
<th>Actual Delivery Date:</th>
</tr>
</thead>
<tbody>
<tr>
<td>June, 2018</td>
<td>May, 21st 2018</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Start date of project:</th>
<th>Duration:</th>
</tr>
</thead>
<tbody>
<tr>
<td>January, 1st 2016</td>
<td>30 months</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Organization name of lead contractor for this deliverable:</th>
<th>Document version:</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRE – Agency for the Promotion of the European Research</td>
<td>V.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dissemination level (Project co-funded by the European Commission within the Horizon 2020 Programme)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PU</td>
</tr>
<tr>
<td>PP</td>
</tr>
<tr>
<td>RE</td>
</tr>
<tr>
<td>CO</td>
</tr>
</tbody>
</table>
D4.1 Communication and Dissemination strategy and materials

Authors (organizations):
Margot Bezzi (APRE)

Reviewers (organizations):
Svetlana Klessova (inno)

Abstract:
This is a summary of promotion actions conducted via e-Newsletter, highlighting the progression in terms of involvement and outreach capacity of the project.

Keywords:
Communication; Newsletter; Outreach; Users; Visibility; Results; Events

Disclaimer

This document is provided with no warranties whatsoever, including any warranty of merchantability, non-infringement, fitness for any particular purpose, or any other warranty with respect to any information, result, proposal, specification or sample contained or referred to herein. Any liability, including liability for infringement of any proprietary rights, regarding the use of this document or any information contained herein is disclaimed. No license, express or implied, by estoppel or otherwise, to any intellectual property rights is granted by or in connection with this document. This document is subject to change without notice.

PICASSO has been financed with support from the European Commission.

PICASSO brings together prominent specialists willing to contribute to enhancement of EU-US ICT collaboration. PICASSO does not represent EU or US policy makers, and the views put forward do not necessarily represent the official view of the European Commission or US Government on the subject. PICASSO cannot be held responsible for any use which may be made of information generated. This document reflects only the view of the author(s) and the European Commission cannot be held responsible for any use which may be made of the information contained herein.
The PICASSO Project

The aim of the 30-months PICASSO project is (1) to reinforce EU-US collaboration in ICT research and innovation focusing on the pre-competitive research in key enabling technologies related to societal challenges - 5G Networks, Big Data, Internet of Things and Cyber Physical Systems, and (2) to support the EU-US ICT policy dialogue by contributions related to e.g. privacy, security, internet governance, interoperability, ethics.

PICASSO is oriented to industrial needs, provides a forum for ICT communities and involves 24 EU and US prominent specialists in the three technology-oriented ICT Expert Groups and an ICT Policy Expert Group, working closely together to identify policy gaps in the technology domains and to take measures to stimulate the policy dialogue in these areas. A synergy between experts in ICT policies and in ICT technologies is a unique feature of PICASSO.

A number of analyses will be accomplished, as well as related publications, that will for a major part be made public and contribute to the project’s outreach. Dedicated communication and dissemination material will be prepared that should support the operational work and widespread dissemination through different channels (website, social media, publications ...). The outreach campaign will also include 30+ events, success stories, factsheets, info sessions and webinars.
# Table of Contents

1. **Summary**.............................................................................................................................................. 6

2. **Overall Strategy**............................................................................................................................ 6
   
   - Newsletter Planning......................................................................................................................... 6
   
   - Choice of tool: MailChimp ............................................................................................................... 7
   
   - Recipient list...................................................................................................................................... 7
   
   - Publication on Website .................................................................................................................. 8

3. **Newsletter #1**.................................................................................................................................. 9

4. **Newsletter #2**.................................................................................................................................. 10

5. **Newsletter #3**.................................................................................................................................. 12

6. **Newsletter #4**.................................................................................................................................. 13

7. **Ad-hoc sending**............................................................................................................................... 14
1. **Summary**

This short summary of promotion actions conducted via e-Newsletter intends highlighting the quality of interaction that the project has hold with its community of interest, in terms of quality of the content and of the information shared, and in terms of involvement and outreach capacity of the project. These are the aspects of the newsletters that the documents presents, and the variables taken into account:

- Strategy and editorial plan (content);
- Choice of management tool and recipient list;
- Issues and related reports.

Here we provide a table summarizing the performance of all newsletter issues. The opening rate of newsletters has ranged between 35 and 44%, which is considered very good for this type of newsletter, very focused and topic-specific.

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Recipients</th>
<th>Opening (percentage)</th>
<th>Opening (unique users)</th>
<th>Opening (total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter 1</td>
<td>248</td>
<td>44.5%</td>
<td></td>
<td>110</td>
</tr>
<tr>
<td>Newsletter 2</td>
<td>297</td>
<td>42.3%</td>
<td></td>
<td>124</td>
</tr>
<tr>
<td>Newsletter 3</td>
<td>536</td>
<td>35.9%</td>
<td></td>
<td>180</td>
</tr>
<tr>
<td>Newsletter 4</td>
<td>637</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. **Overall Strategy**

The newsletter was conceived as part of the Communication strategy as a tool to give wider visibility to the project PICASSO, and to disseminate project information and results via emails, while also contributing to generate traffic in the project web site.

**Newsletter Planning**

At the beginning of the project, an editorial plan was agreed with the coordinator. The plan included both the content sections that would constitute the newsletter, and the sending timing, in order to coordinate the consortium efforts.

<table>
<thead>
<tr>
<th>NL #/ Month</th>
<th>Month/Year</th>
<th>Consortium call for contribution and 1st editorial proposal</th>
<th>Draft Editorial proposal and material gathering</th>
<th>Draft Circulating date</th>
<th>Sending date*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, M8</td>
<td>Aug/Sept 2016</td>
<td>Beginning of July</td>
<td>Mid July</td>
<td>End of July</td>
<td>07/08 September</td>
</tr>
<tr>
<td>2, M15</td>
<td>June 2017</td>
<td>Mid-April</td>
<td>Beginning/Mid-May (waiting for TLI conference)</td>
<td>Beginning of June</td>
<td>03/15 June or 20/22 June</td>
</tr>
<tr>
<td>3, M23</td>
<td>Nov 2017</td>
<td>Mid-September</td>
<td>Beginning/Mid-October</td>
<td>Beginning of Nov</td>
<td>14/16 Nov or 21/23 Nov</td>
</tr>
<tr>
<td>4, M30</td>
<td>June 2018</td>
<td>Mid-April</td>
<td>Beginning/Mid-May</td>
<td>Beginning of June</td>
<td>Mid-June</td>
</tr>
</tbody>
</table>

*Mails will be sent preferably from Tuesday to Thursday*

The general editorial structure agreed for each Newsletter issue, comprised the following sections.

1) **Welcome by the coordinator:** announcing content
2) **Outcomes and Results**: could be the publication of a policy recommendation, the opportunity report, the publication of a joint call, conference or webinar announcement.

3) **Partners**: one US, one UE

4) **Expert group chair** interview – including achievements or upcoming events

5) **(Upcoming Events)** If not already covered by other points.

Sections have been used as a guide for content scouting, and treated with the needed flexibility. Depending on the phase of the project, some of those might have not found space in some newsletter, while other have found replicated. Actual editorial plans and timing for sending have been discussed and agreed with the Coordinator before each *Call for contribution*. Sending time deviations have occurred, to align the newsletter sending with the availability of major project information items (project results and deliverables; event agendas or save the date to be communicated…).

**Choice of tool: MailChimp**

For the management of graphical layout, content, distribution list, and sending facility, we have opted for a free newsletter management product, MailChimp ([https://mailchimp.com](https://mailchimp.com)), which allows email sending in graphic HTML format. The advantage of this types of product is the automatic provision of detailed and complex reports on users’ behavior for each newsletter.

**Recipient list**

The PICASSO newsletter distribution list has continued growing, reaching 637 subscribers at the time of writing (compared to March 2017 – 126 subscribers), which we consider a good number for a 30-month project. This increment is due to a progressive inclusion of new contacts, outreached through PICASSO’s events (webinars, symposium) and any related dissemination campaigns, which always mentioned the possibility to subscribe to the newsletter. The list shows a good geographical balance of EU/US contacts, deductible from the open-rate geographical reports of the newsletter tool.

Our list includes, amongst others, key stakeholders groups, such as National Contact Point in Horizon 2020, BILAT USA 4.0, DISCOVERY project, as well as Industrial Association and Public Private Partnerships relevant for the three technological domains covered by PICASSO.

A good geographical distribution of users has been noticed, as it shows from each newsletter’s report (following section).

The recipient list has been progressively enriched through:

⭐ A wide subscription campaign run on social media, and pointing to the subscription form on the website:

---

**Starting from January 1st, 2016, the new project PICASSO “ICT Policy, Research and Innovation for a Smart Society: towards new avenues in EU-US ICT collaboration”, funded under the European Union Horizon 2020 programme, is bringing together EU and US prominent specialists with the aim of reinforcing EU-US ICT collaboration in pre-competitive research in key enabling technologies related to societal challenges of common interest – 5G Networks, Big Data, Internet of Things and Cyber Physical Systems - and to support the EU-US ICT policy dialogue.**

*The first results are already available on PICASSO’s website. You will find a “Panorama report” on the most relevant initiatives in EU and US in matter of ICT policies, regulations, programmes and active networks, but also an overview of mutual EU and US opportunities*
D4.1 Communication and Dissemination strategy and materials

* in the area of ICT R&I projects and initiatives.

* If you want to remain updated on the next steps of PICASSO and of the EU-US dialogue, do not miss our Newsletter. [Subscribe here!]

⭐ Giving visibility to the subscription form in all pages of the PICASSO website:

![Subscription form](image)

⭐ Collecting email addresses during offline and online events.

The *unsubscribe* option has always present in the newsletter footer. It was part of a general disclaimer which contained also reference to *Crossroads* (once ready) and the acknowledgement of EU funding.

![Newsletter disclaimer](image)

**Publication on Website**

Newsletters are dispatched in html format, with the email providing very basic information, and the full article hosted in the project website. Newsletter recipients would receive a reach text email containing title and a small text for each article, with a link pointing to the PICASSO website, for a full reading. This option is generally preferred because it generates more traffic in the website, where the content can be stored for future consultation.
The following sections of this report show each newsletter issue’s data.

It is to be noted that the data provided only concerns users’ actions performed in the newsletter email text, and does not take into account all actions (reading and clicking) performed in the PICASSO website.

3. **Newsletter #1**
Sent on 29th September 2016 | [http://www.picasso-project.eu/outreach/newsletters/#section1](http://www.picasso-project.eu/outreach/newsletters/#section1)

⭐ List of Content:
- Welcome to PICASSO!
- PICASSO Expert Groups met for the first time: here our findings
- PICASSO Expert Groups: Focus on Policy overarching issues
- Join us at the Trans-Atlantic Symposium on Technology and Policy for a Smart Society
- Who is working on PICASSO? ATC and TLJ interviews.

<table>
<thead>
<tr>
<th>PICASSO Newsletter</th>
<th>248</th>
<th>44.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular • PICASSO Newsletter</td>
<td>Subscribers</td>
<td>Opens</td>
</tr>
<tr>
<td>Sent on Thu, Sep 29, 2016 12:43 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4. **Newsletter #2**

Sent on 2nd March 2017 | [http://www.picasso-project.eu/outreach/newsletters/#section2](http://www.picasso-project.eu/outreach/newsletters/#section2)

⭐ List of Content:
- PICASSO First Year’s Achievements
- A new tool will support EU-US ICT collaboration: CROSSROADS
D4.1 Communication and Dissemination strategy and materials

- Save the date! Trans-Atlantic Symposium on ICT Technology and Policy
- The new EU-US Implementing Arrangement
- Where do EU and US industrial and societal needs meet? Industrial and societal drivers impacting EU-US ICT collaboration areas.
- PICASSO speaks at DISCOVERY ICT Transatlantic Workshop
- Who is working on PICASSO? FIU and APRE interviews.

PICASSO Project Newsletter

Regular • PICASSO Newsletter
Sent on Thu, Mar 02, 2017 4:14 pm

<table>
<thead>
<tr>
<th>124</th>
<th>23</th>
<th>4</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opened</td>
<td>Clicked</td>
<td>Bounced</td>
<td>Unsubscribed</td>
</tr>
</tbody>
</table>

Successful deliveries: 293 (98.7%) Clicks per unique opens: 18.5%
Total opens: 462 Total clicks: 72
Last opened: 3/26/18 7:44PM Last clicked: 2/14/18 9:02AM
Forwarded: 0 Abuse reports: 0

24-hour performance

Top links clicked


View more
5. Newsletter #3
Sent on 20th February 2018 | http://www.picasso-project.eu/outreach/newsletters/#section3

🌟 List of Content:
- PICASSO Second Year’s Achievements
- Save the Date! PICASSO 2nd Transatlantic Symposium on ICT and Policy
- Policy Papers on ICT development and opportunities in the EU and the US
- Looking back on the first Trans-Atlantic Symposium on ICT Technology and Policy
- Trans-Atlantic Workshop on Public Private Partnerships for Big Data
- 2nd IEEE 5G Summit took place in Dresden, Germany on Sept. 19th, 2017
- CROSSROADS - your information hub on EU-US ICT collaboration!
- Discover ENRICH in the USA- European Network of Research and Innovation Centres and Hubs, USA
- Who is working on PICASSO? THHINK and TUDO interviews
6. Newsletter #4

This newsletter will be dispatched at the end of June 2018, after the 2nd Symposium (PICASSO Final event), and a draft will be available for the review meeting.

⭐ List of Content (tentative; subject to change):
- Project Achievements and Key recommendations
- 5G Expert Group achievements
- Big Data Expert Group achievements
- IoT/ CPS Expert Group achievements
- Policy Expert Group achievements
- Results from the 2nd Symposium
- Opportunities for collaboration
- The US perspective after PICASSO
7. **Ad-hoc sending**

Other sending have been effectuated if the planned Newsletter issue was too far in order to guarantee a timely spreading of relevant information. In particular, special news have been sent for the following occasions:

- **PICASSO Events** - January 24th, 2017, 256 recipients

A special mailing called “PICASSO Webinar Towards EU-US Collaboration on the Internet of Things and Cyber Physical Systems” was done when the first version of the *Opportunity Report* related to Internet of Things (IoT) and cyber-physical systems (CPS) was made available. In that occasion, a webinar was organized to (a) present and discuss our findings with IoT, CPS, and application experts from all over the world, and to (b) generate new ideas and recommendations for EU-US research and innovation collaboration. The mailing was aimed at promoting the document, and recruiting participants for the webinar. Here below the reporting data.

<table>
<thead>
<tr>
<th>PICASSO Project - Events</th>
<th>Subscribers</th>
<th>Opens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular • PICASSO Newsletter</td>
<td>265</td>
<td>46.4%</td>
</tr>
<tr>
<td>Sent on Tue, Jan 24, 2017 11:27 am</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **PICASSO Events** - May 15th, 2017, 421 recipients

This sending was dedicated to the invitation to the Trans-Atlantic Symposium on ICT Technology and Policy - 5G Networks, Big Data, Internet of Things and Cyber Physical Systems for a smart society, and to the launch of the recently issued application CROSSROADS.

<table>
<thead>
<tr>
<th>PICASSO Project - Events</th>
<th>Subscribers</th>
<th>Opens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular • PICASSO Newsletter</td>
<td>421</td>
<td>43.1%</td>
</tr>
<tr>
<td>Sent on Mon, May 15, 2017 5:12 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **PICASSO Webinars** - May 1st 2018, 646 recipients

Sending dedicated to the four webinars hold in May 2018.

<table>
<thead>
<tr>
<th>PICASSO Project - Webinars</th>
<th>Sent</th>
<th>Subscribers</th>
<th>Opens</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular • PICASSO Newsletter</td>
<td>34.5%</td>
<td>9.2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>