D4.3

e-Newsletter Summary

ICT Policy, Research and Innovation for a Smart Society

Project Deliverable

Project Number:	Project Acronym:	Project Title:
687874	PICASSO	ICT Policy, Research and Innovation for a Smart Society: towards new avenues in EU-US ICT collaboration

Instrument:	Thematic Priority
COODINATION AND SUPPORT ACTION	H2020 ICT

Title
D4.3 e-Newsletter Summary

Contractual Delivery Date:	Actual Delivery Date:
June, 2018	May, 21st 2018

Start date of project:	Duration:
January, 1st 2016	30 months

Organization name of lead contractor for this deliverable:	Document version:
APRE – Agency for the Promotion of the European Research	V.1

Dissemination level (Project co-funded by the European Commission within the Horizon 2020 Programme)		
PU	Public	X
PP	Restricted to other programme participants (including the Commission	
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

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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

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 though 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

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 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.

	Recipients	Opening (percentage)	Opening (unique users)	Opening (total)
Newsletter 1	248	44,5%	110	
Newsletter 2	297	42,3%	124	
Newsletter 3	536	35,9%	180	
Newsletter 4	637			

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.

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

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), 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:
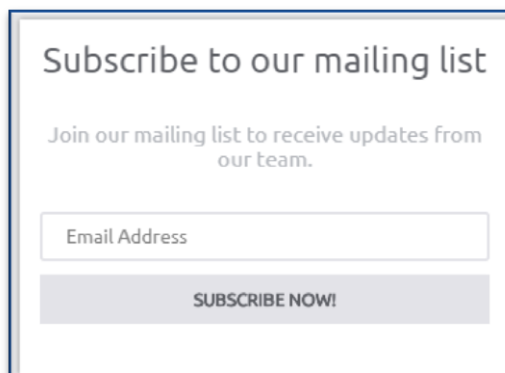
> *PICASSO's Newsletter is coming soon!*
>
> *Starting from January 1st, 2016, the new project PICASSO "ICT Policy, Research and Innovation for a Smart Society: towards new avenues in EU-US ICT collaboration", funded under the European Union Horizon 2020 programme, is bringing together EU and US prominent 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*

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!

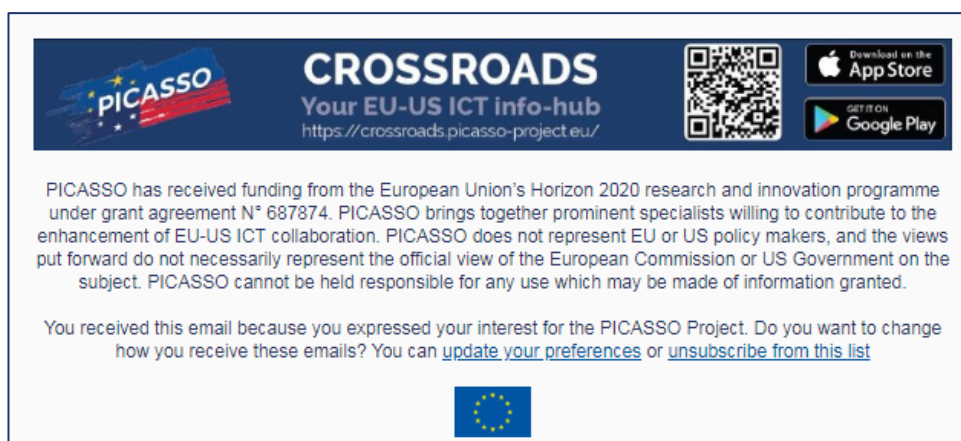⭐ Giving visibility to the subscription form in all pages of the PICASSO website:

Subscription form

⭐ 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

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.
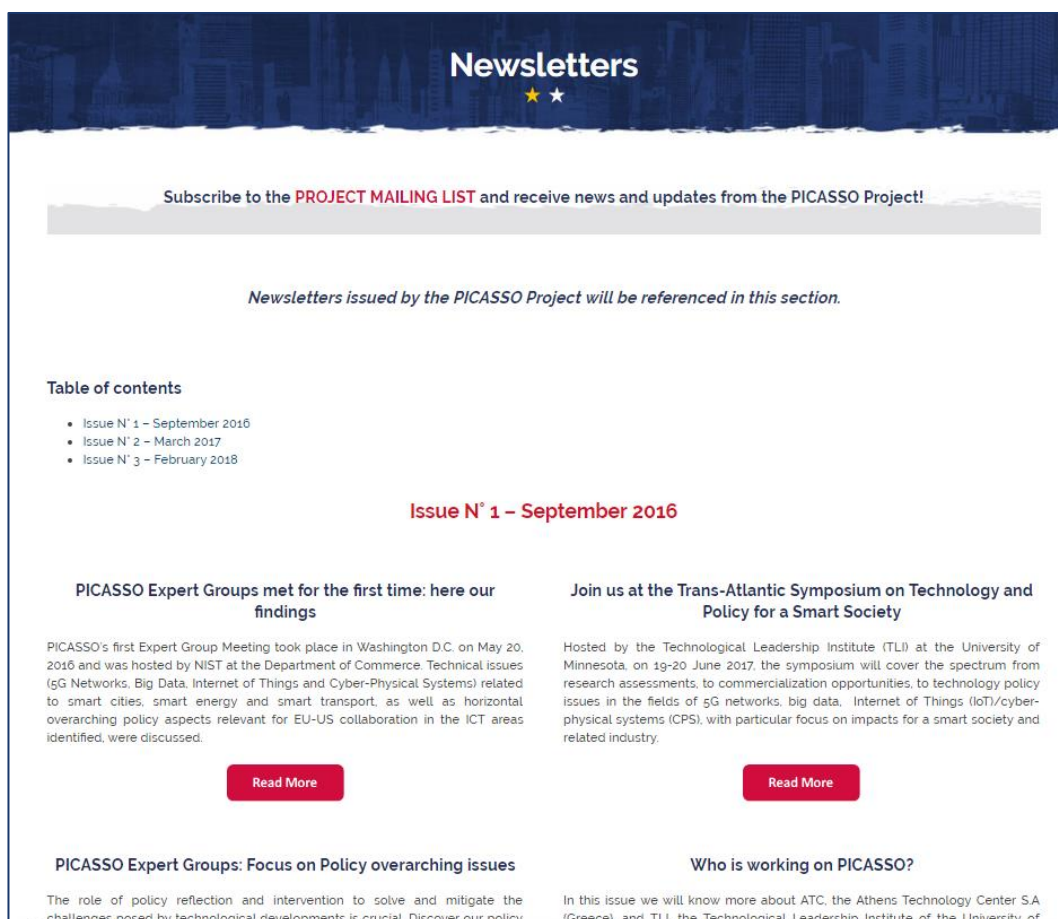
Figure 1 Newsletter website page

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

⭐ 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 TLI interviews.

PICASSO Newsletter
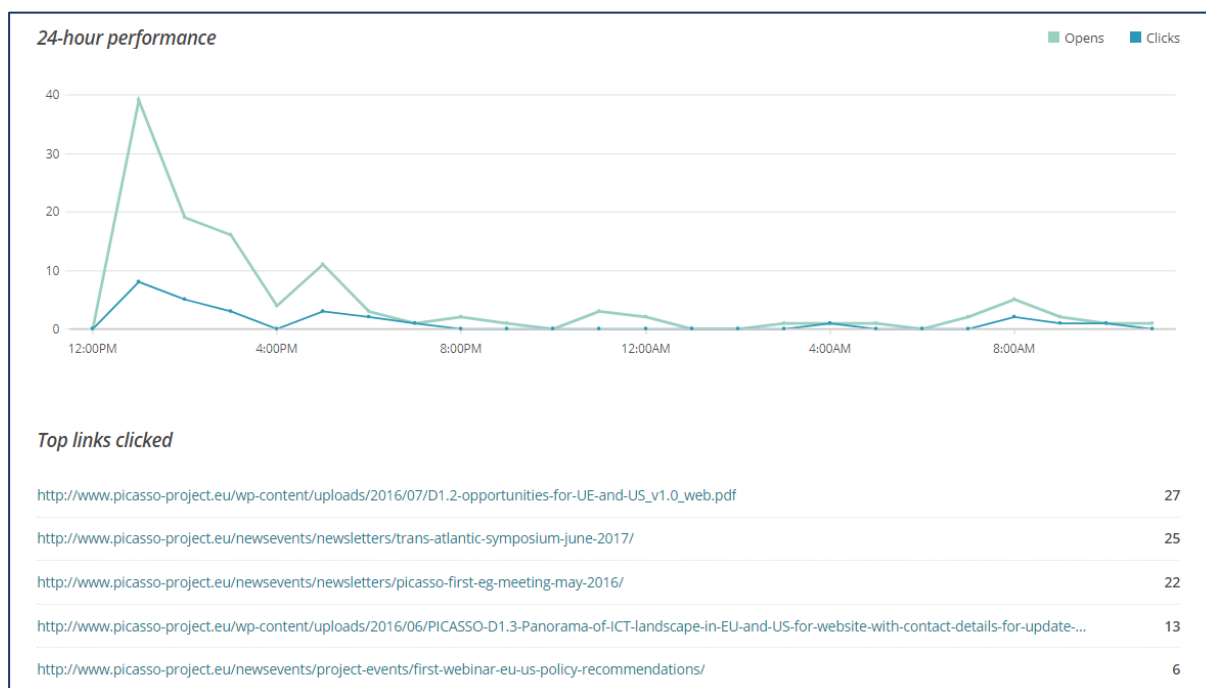Regular • PICASSO Newsletter
Sent on Thu, Sep 29, 2016 12:43 pm

| 248 | 44.5% |
| Subscribers | Opens |

110 Opened	29 Clicked	1 Bounced	1 Unsubscribed

Successful deliveries	247 99.6%	Clicks per unique opens	26.4%
Total opens	509	Total clicks	108
Last opened	2/5/18 3:35AM	Last clicked	1/23/18 3:26PM
Forwarded	0	Abuse reports	0

24-hour performance   ■ Opens   ■ Clicks

Top links clicked

http://www.picasso-project.eu/wp-content/uploads/2016/07/D1.2-opportunities-for-UE-and-US_v1.0_web.pdf	27
http://www.picasso-project.eu/newsevents/newsletters/trans-atlantic-symposium-june-2017/	25
http://www.picasso-project.eu/newsevents/newsletters/picasso-first-eg-meeting-may-2016/	22
http://www.picasso-project.eu/wp-content/uploads/2016/06/PICASSO-D1.3-Panorama-of-ICT-landscape-in-EU-and-US-for-website-with-contact-details-for-update-...	13
http://www.picasso-project.eu/newsevents/project-events/first-webinar-eu-us-policy-recommendations/	6

Top locations by opens

	Italy	155	**31.2%**
	USA	133	**26.8%**
	Germany	80	**16.1%**
	France	55	**11.1%**
	Portugal	24	**4.8%**

4.   Newsletter #2

Sent on 2nd March 2017 | 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

- 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
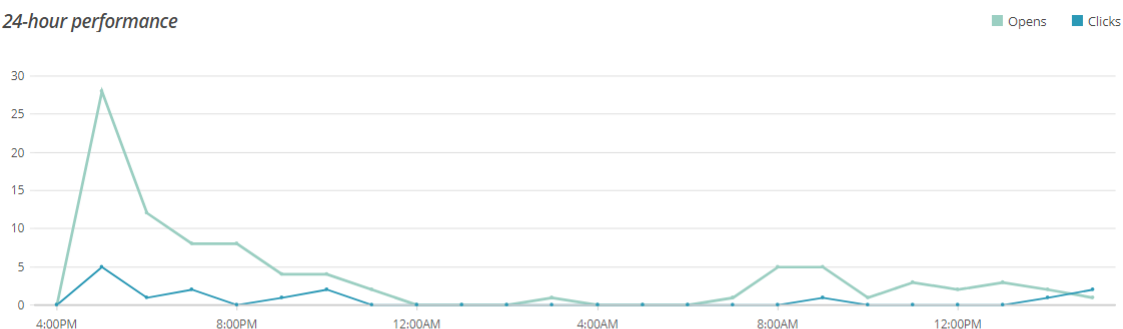
297 Subscribers   **42.3%** Opens

124 Opened	**23** Clicked	**4** Bounced	**1** Unsubscribed

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   ■ Opens ■ Clicks

Top links clicked

http://www.picasso-project.eu/newsevents/project-events/june-2017-symposium/	12
http://www.picasso-project.eu/newsevents/newsletters/who-is-working-on-picasso/focus-on-apre/	7
http://www.picasso-project.eu/newsevents/newsletters/who-is-working-on-picasso/focus-on-florida-international-university-fiu/	7
http://www.picasso-project.eu/newsevents/newsletters/industrial-societal-drivers-impacting-eu-us-ict-collaboration-areas	6
http://www.picasso-project.eu/2016/05/31/report-panorama-of-ict-landscape-in-eu-and-us-now-available/	5

View more

Top locations by opens

🇮🇹	Italy	176	**38.7%**
🇺🇸	USA	95	**20.9%**
🇩🇪	Germany	52	**11.4%**
🇫🇷	France	46	**10.1%**
🇵🇹	Portugal	27	**5.9%**

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

Picasso Project Newsletter
Regular • PICASSO Newsletter
Sent on Tue, Feb 20, 2018 11:45 am

536	35.9%
Subscribers	Opens

180	39	38	4
Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	498 92.9%	Clicks per unique opens	21.7%
Total opens	522	Total clicks	93
Last opened	5/10/18 2:21PM	Last clicked	5/17/18 12:29PM
Forwarded	0	Abuse reports	0

24-hour performance
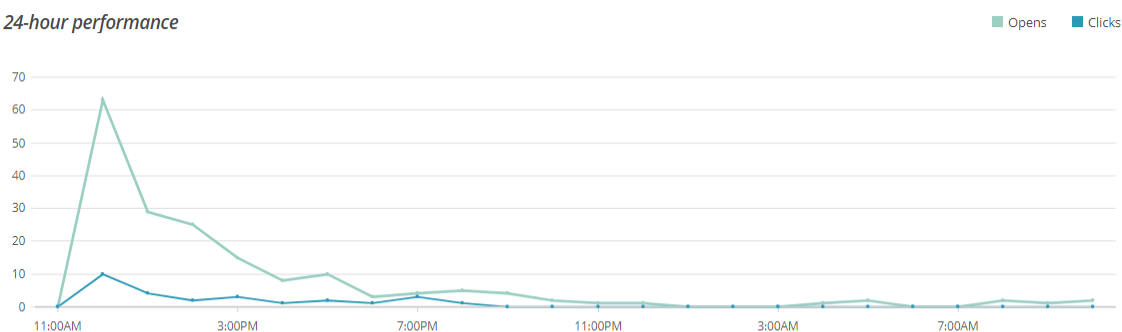
Top links clicked

Link	Clicks
http://www.picasso-project.eu/outreach/newsletters/save-the-date-2nd-transatlantic-symposium-on-ict-and-policy/	18
http://www.picasso-project.eu/newsevents/newsletters/focus-ict-policy-eg/	12
http://www.picasso-project.eu/outreach/newsletters/looking-back-on-the-first-trans-atlantic-symposium-on-ict-technology-and-policy/	9
http://www.picasso-project.eu/	8
http://www.picasso-project.eu/outreach/project-reports/	7

View more

Top locations by opens

Country	Opens	Percent
USA	154	31.0%
Portugal	91	18.3%
France	80	16.1%
Italy	50	10.1%
Germany	25	5.0%

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.

PICASSO Project - Events	265	46.4%
Regular • PICASSO Newsletter	Subscribers	Opens
Sent on Tue, Jan 24, 2017 11:27 am		

⭐ **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.

PICASSO Project - Events	421	43.1%
Regular • PICASSO Newsletter	Subscribers	Opens
Sent on Mon, May 15, 2017 5:12 pm		

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

Sending dedicated to the four webinars hold in May 2018.

PICASSO Project - Webinars	Sent	34.5%	9.2%
Regular · PICASSO Newsletter		Opens	Clicks
Sent **Tue, May 1st** 7:56 PM to 646 recipients			