

Version 1.0

Deliverable D2.5

Compilation of project newsletters



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 689229.



DECISIVE

A DECENTRALISED MANAGEMENT SCHEME FOR
INNOVATIVE VALORISATION OF URBAN BIOWASTE



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A Decentralised Management Scheme for Innovative Valorisation of Urban Biowaste

D2.5 – Compilation of project newsletters

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ABSTRACT

This deliverable reports on the 8 newsletters that were sent out over the project's lifetime as an essential part of the communication and dissemination activities. This deliverable summarises their structure, content and outreach.

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Executive summary

The DECISIVE Newsletter was already defined as one of the key dissemination channels of the project, namely because it would include people who explicitly agreed to subscribe to it. This fact would ensure that the information the project disseminates reaches the appropriate target group.

The Newsletter was imagined to be sent out every 6 months, however certain alterations had to take place due to several factors such as a slight delay in the delivery of the website, COVID-19 pandemic, low activity on the project and similar. However, all these were mitigated, and the project managed to produce the required number of Newsletters.

Newsletters as a mean of communication served as a collection of news articles published over a six-months period, highlighting the main ones and any upcoming events that might have been taking place. The readership was stable over the course of the project with a stable share of those actually read by subscribers.

1. Introduction

The DECISIVE Newsletter was a valuable and efficient tool of dissemination, informing the external readers about the general development of the project, as well as an important mean to stimulate stakeholders' engagement. It served to regularly spread not only news and updates about the project itself, but also concerning all the relevant developments at the project's demonstration sites, directly involving them in the dissemination process. Moreover, DECISIVE Newsletter was used to divulgate the project's public deliverables and to increase their relevance among the European stakeholders.

Newsletters were sent out every six months, with a total of 8 releases. Readability was paid a special attention to concerning both the content and the graphic representation: its layout has been developed according to the project's visual identity and the article were kept short, offering the readers all the links to the original articles or publications, as they were all published on the website.

2. Structure

2.1 Structure

The DECISIVE Newsletter's structure was made up of five main sections.

“Project News” featured three articles including updates, achievements and milestones of the project, as well as presenting new deliverables mainly written by ACR+ or the responsible for a certain deliverable. **“Partner news”** included four articles per newsletter provided by the project partners reporting on their own updates, achievements, activities or ongoing initiatives – related to the project's topic, biowaste management. The two news sections ended with **“More News”**, a link that was taking the reader to the entire news collection on the website.

Following the first two sections dedicated to the project's development and news, an additional permanent part of the Newsletters was **“Meet our project partners”** through which all our project partners were presented to the readership. Each Newsletter featured 2 project partners each time.

The fourth section **“Scientific news”** was added in order to provide some news articles of that kind to the readership which belonged to academia. The fifth section, **“Latest Publications”**, included a variable number of brief introductory paragraphs presenting the reader the latest project's public deliverables, each of them followed by the link to the full publication.

The Newsletter structure included an **“Events”** section, too which appeared every time there was an upcoming event.

Each of the articles included a related picture. The language used was English for all the eight newsletters. The structure of the newsletter is presented visually in Figure 1, below.



Figure 1. Structure of the Newsletter

2.2 Dissemination of the newsletter

The DECISIVE Newsletters represented one of the major dissemination channels of the project, summarising

the latest news that appeared on the website each 6 months. The Newsletters were structured and built up as described in the paragraph 2.1. Before sending them out through a mass-mailing software, the newsletter was being approved by the project coordinator through a test email for verifying each newsletter's quality and content.

Only the very first Newsletter was delayed for several months, as the website wasn't set up yet, therefore it was not possible to create articles which would be later be featured in the Newsletter. Furthermore, the COVID-19 pandemic and the interruption it brought in many fields (office work, research, demonstration sites setup etc.) caused a period without any newsletter being sent out.

The dissemination channels included:

- Mailing lists; as described in the following chapter
- Social media: the HTML versions of the newsletter were shared and circulated on Facebook and Twitter, through DECISIVE official profiles
- The HTML versions of the newsletters were uploaded on the website, under the section 'News > Newsletter'

3. Measuring Impact: Data and Figures

3.1 Contacts and Audience

Initial subscription to the newsletter happened prior to the first issue of it (June 2017) with the support of the project partners and their contact databases. Potential readers were asked to subscribe in order to comply with privacy policies and GDPR. The initial dissemination list went through the same procedure. Potential recipients had the chance to choose whether to subscribe or not.

The dissemination list was composed of contacts and their emails acquired through:

- Website – the website had a permanent “Sign Up” form which added them to the dissemination list
- Local and online events – events such as webinars or the set of local events which required an online registration contained a question whether the registrant wanted to receive newsletters; the contacts were then added manually to the dissemination list

3.2 Impact: figures and trends

The regular analysis of the newsletter impact was based on three main indicators: number of people reached (audience); number of mail openings; number of clicks.

The first sending reached a total of 1191 recipients, while the eight and last one reached 959 people, showing a rather permanent readership, balancing the newly subscribed recipients and those who unsubscribed. For the other two indicators, there is no linear trend: impact varied throughout the months, swinging between ups and downs. Considering the mail openings, the number was not following the number of recipients, and the share of subscribers who actually opened the Newsletters ranged from 21.1% to 26.7%.

Concerning clicks, the general trend is rather positive, as the readership that remained showed interest in the Newsletter and the project outputs as they were becoming more and more concrete. The share of clicks increased from 2.9% for the first Newsletter to 4.8% for the last one. stable. These figures are better presented in Figure 2.

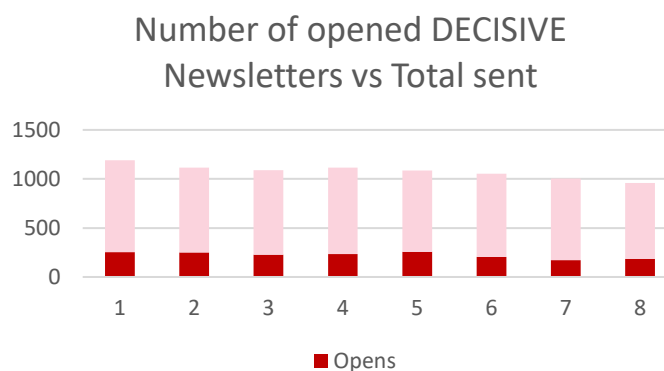


Figure 2. The statistical analysis of the URBAN-WASTE Newsletters’ outreach

The figure above shows a stable and constant readership over the time, even if the number of subscribers fluctuated over time. What matters, is that the share of those who opened and read the newsletter remained stable in terms of percentage. Given the fact that the project was 5 years long, the reason for a slight decrease in the number of subscribers could be explained through:

- People changing positions and their email addresses
- The fact that the COVID-19 pandemic prevented the project partners from organising physical events led to less people discovering the project and subscribing to the newsletter

Two more emails were sent out to the Newsletter subscribers, making it a total of 10 (in the absence of proper news and thus Newsletters). One announced the series of 4 webinars which took place from May to September, and one announced the Final Conference. Of course, these two emails resulted in a higher interest as the number of opened emails was 20.9% for the email announcing the webinar and 23.1% for the one announcing the Final Conference. The links to the registration for were included and they generated the “click share” of 4.9% and 6.2% respectively.

ANNEX I: HTML VERSIONS OF THE NEWSLETTERS

Click on the links in order to view the newsletters in HTML version.

[Newsletter 1 - June 2017](#)

[Newsletter 2 - September 2017](#)

[Newsletter 3 - March 2018](#)

[Newsletter 4 - October 2018](#)

[Newsletter 5 - May 2019](#)

[Newsletter 6 - October 2019](#)

[Newsletter 7 - July 2020](#)

[Newsletter 8 - May 2021](#)

[Webinar Series](#)

[Final Conference](#)

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