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Project full title: Cluster-based Innovation through Embedded Systems technology

Project Acronym: CLINES

Deliverable no.: D7.4

Title of the deliverable: Mailing Distribution to Embedded Systems Stakeholder

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Author(s):	Cristina Urtiaga and Cristina Murillo
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Abstract:

This deliverable present the Mailing Campaign foreseen to make known the Intermediate Join Action Plan.

Keyword list: Intermediate Join Action Plan, Goals, Sub goals, Networking, Stakeholders, Regional Interest Groups.

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1 Executive Summary

The deliverable D7.4 - Mailing distribution to Embedded Systems stakeholder constitutes the third public brochure of the CLINES project and it is intended to expose the newsletter of the project used for dissemination purposes of the Intermediate Joint Action Plan.

The target of the deliverable is the widest public with special attention to CLINES Regional Interest Groups and Stakeholders.

The newsletter is intended for distribution via the CLINES website (in news form) and by mailing via CLINES partners.

This dissemination was foreseen to be done at the end of July, but knowing that a large number of companies and institutions are on summer holidays, the project partners have decided to do this dissemination activity in two steps; one during July and one in August-September, in order to obtain the deserved attention from the mailing recipients.

2 Introduction

An information newsletter about the Intermediate Join Action Plan has been produced.

The aim is to create a specific stakeholder dissemination campaign through a newsletter in order to attract, inform and influence CLINES stakeholders, communicating and promoting the Intermediate Join Action Plan as well as other results in each partner country, and to just try start creating the Smart Cities community around Europe and other parts of the world such as LATAM, USA, Japan etc.

Bearing in mind that, as we said in our previous deliverable, we would like to encourage the dialogue about the suggested goals, sub goals and actions, the obtained feedback will build a consistent Final Action Plan that will also be of interest to those groups.

3 Newsletter Presentation

3.1 Objective

The objective is to encourage our interest groups to act and to keep them involved in the CLINES project and particularly in the Intermediate Join Action Plan.

3.2 Visual Aspects

The newsletter appearance has been carefully elaborated, by showing a clear CLINES's project identity as established in deliverable D7.1 - CLINES Dissemination Plan, where other communication material as website and leaflet were presented.

The newsletter was designed taking into account the graphic characteristics of the logo and the website. In this way, all the project communication tools show a coherence which makes the communication and dissemination strategy effective by giving the project a unique brand image.

This is a standard design in order to provide an optimal viewing and interaction experience - easy reading and navigation with a minimum of resizing, panning, and scrolling - across a wide range of devices (from desktop computer monitors to mobile phones)

3.3 List Quality

From CLINES' point of view the rule of email deliverability is "quality over quantity". We consider it more appropriate not to focus on volume (thousands of mails) and repetition (everyday/once a week) and therefore we emphasise the quality of the distribution list and content.

In order to validate the quality of the distribution list, the CLINES partners carry out on a regular basis tasks such as making updates when you are notified of an email address that has changed, removing bounces, managing unsubscribes, removing duplicate email addresses etc.

3.4 Target Groups

As was noted in D7.1 - Project Dissemination Plan + web site, the CLINES target audience will be actors involved in regional development and promotion that might represent a major advantage in terms of developing and promoting RTD and cluster development plans in regional policies. This will typically include regional authorities, business, research and technology providers of private and public services, as well as other institutional and governmental audiences, clusters, associations, etc.

The main target stakeholders of CLINES to be addressed will be:

- Governmental bodies (regional and national) important for the development and consolidation of CLINES' Join Action Plan in the innovation development and smart specialization strategies.
- SMEs: key actors interested in the RTD, innovation and funding strategies interested in Smart Cities and embedded systems.
- Large enterprises that focus on embedded systems and smart cities (IBM, Microsoft, Siemens, Philips, Cisco, Schneider Electric etc.)
- Research institutions (universities, research centres etc.)
- Other European clusters or similar organisations (associations etc.)
- Representatives of European cities interested in making their city smarter through the use of embedded technologies
- Representatives of (semi-)public organisations providing global solutions to cities (public transportation, utilities, energy, water etc.)
- Other related projects (eDIANA, SOFIA, eSONIA, ENERSIP etc.).

The following table presents the number of receptors, following the description above.

	BICC NET	BRAINS BUSINESS	DSP VALLEY	GAIA
Governmental bodies	154	88	113	15
SMEs	1.364	689	1.431	180
Large enterprises	234	98	613	40
Research institutions	206	277	522	15
Other organizations	23	199	318	18
Other Cities	14	17	0	6
Solutions Providers	0	0	0	30
Other Projects	0	15	0	12

3.5 Operational Methodology

Each cluster has received a folder with all the necessary files that make up the newsletter.








The HTML designed newsletter is easily uploaded in each cluster dissemination system, and with a few adjustments, it can be distributed broadly.

In any case, the partners will decide the best suitable way to contact their interest groups, using the material provided as well as re-using the content but with the focus on spreading our Intermediate Join Action Plan.

3.6 Newsletter Content

The content of the newsletter is the following:



- In the header of the document, we emphasise the project website and the unsubscribe button that receptors can click on, if they would like to automatically stop receiving future messages.
- Identify who is sending the newsletter, via the project partner logo, so that receptors feel confidence on the information received via a trusted collaborator.
- CLINES logo and the title of the document we are presenting: Intermediate Join Action Plan, and a clear button to download the document.
- Show the value in the subject line via a question that can be mostly answered “yes”, and explaining how to do it hereafter
- Start with a warm greeting and explain the objective to the reader in the first paragraphs. We have tried to keep it as brief as possible using short phrases and including keywords.
- Put a paragraph break before and after the principal ideas to make it stand out.
- Finish the newsletter with a kind and sincere signature that reflects the personality of each cluster and thank them in advance for their participation.
- Use the end of the newsletter to give some information about an upcoming CLINES event: The Innovation Workshop planned to take place at the end of October in Munich.
- A final reference to the EU 7th Framework Program as funders of the project.
- All the recipients will have the possibility to interact with their reference cluster by answering the email sent.

<p style="text-align: right; font-size: small;">clines-project.eu • Unsubscribe</p> <div style="text-align: center;">  <p>BICCNET Bavarian Information and Communication Technology Cluster</p> </div> <div style="text-align: right; margin-top: 10px;">   </div> <hr/> <div style="text-align: right;">  <p>CLINES -PROJECTEU</p> </div> <div style="background-color: #e0f0e0; padding: 5px; text-align: center; margin-top: 10px;"> <p>INTERMEDIATE JOINT ACTION PLAN</p> </div> <div style="text-align: center; margin-top: 10px;"> <div style="background-color: #4CAF50; color: white; padding: 5px 10px; display: inline-block;">Download - Intermediate Joint Action Plan</div> </div> <p style="margin-top: 20px;">Would you like to take part in the European Join Action Plan that will determine how embedded systems are used in smart cities?</p> <p style="font-size: small; color: #4CAF50;">JOIN CLINES, THE EUROPEAN EMBEDDED SYSTEMS FOR SMART CITIES INNOVATION PROJECT</p> <p style="font-size: small;">Dear Collaborator / Member</p> <p style="font-size: small;">BICCNET together with the CLINES Project Partners representing four european regions (Bavaria, Nordjylland, Flanders, Basque Country) and hundreds of organisations and companies are working with EU backing to enhance the use of embedded systems in smart cities.</p> <p style="font-size: small;">The large consortium created by the Clines Project is now open to participation from your organisation. We would like to share our Intermediate Joint Plan of Action with your company, and with you. BICCNET, as Project Officers in our region have chosen your organisation as a sector leader.</p> <p style="text-align: center; font-size: x-small;">***</p>	<div style="text-align: center; margin-bottom: 10px;"> <p>CLINES Innovation Workshop & Innovation Forum Digitalisation</p> <p style="font-size: small;">Munich 27 and 28 October 2015</p> </div> <div style="text-align: center; margin-bottom: 10px;">  </div> <p style="font-size: x-small;">Save the Date and participate with other European Companies doing networking and finding out everything about forward-looking trends and technologies.</p> <p style="font-size: x-small;">Around 150 participants from the technology industry, 80% industry, 20% research institutions. This year, representatives from 10 municipalities will also attend. Presentations of 15 minutes, grouped in themed tracks (2 in parallel); panel discussions and networking breaks to get connected, Innovation Methodologies to promote the Ideas Generation</p> <hr/> <div style="display: flex; align-items: center;">  <p style="font-size: x-small;">This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 320043</p> </div> <hr/> <table style="width: 100%; font-size: x-small;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Bringing Clusters Together For Innovation</p> <p>Cluster-Based Innovation through Embedded Systems Technology</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Clines Project</p> <p>ask@cs.aau.dk +45 9940 8851 www.clines-project.eu</p> </td> </tr> </table> <div style="text-align: center; margin-top: 20px;">  </div> <p style="text-align: center; font-size: x-small;">Copyright © 2015. Clines Project.</p>	<p>Bringing Clusters Together For Innovation</p> <p>Cluster-Based Innovation through Embedded Systems Technology</p>	<p>Clines Project</p> <p>ask@cs.aau.dk +45 9940 8851 www.clines-project.eu</p>
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3.7 Language

The general information is provided in English, but each partner will have the possibility to translate the information to its own language in order to assure a better understanding of the project results and a wider communication among their own stakeholders and regional interest group list.

3.8 Newsletters Samples

INTERMEDIATE JOINT ACTION PLAN

[Download - Intermediate Joint Action Plan](#)

Would you like to take part in the European Joint Action Plan that will determine how embedded systems are used in smart cities?

JOIN CLINES, THE EUROPEAN EMBEDDED SYSTEMS FOR SMART CITIES INNOVATION PROJECT

Dear Collaborator / Member

BICCONET together with the CLINES Project Partners representing four European regions (Bavaria, Nordjylland, Flanders, Basque Country) and hundreds of organisations and companies are working with EU backing to enhance the use of embedded systems in smart cities.



The large consortium created by the Clines Project is now open to participation from your organisation. We would like to share our Intermediate Joint Plan of Action with your company, and with you. BICCONET, as Project Officers in our region have chosen your organisation as a sector leader.

- The Clines Project gives you the chance to participate in developing a European Action Plan to foster the use of embedded systems in smart cities and your company or organisations competitiveness.
- Because your opinion counts and you have been chosen as one of the leading key stakeholders in your region.
- Because we want to hear your opinion on the initial approach to the Plan. Because we want the final Action Plan to be realistic and take into account the sectors needs and proposals.
- Because we aim to create a final Action Plan that will encourage the international competitiveness of our companies, and of your organisation, in a field with a high growth capacity. A Plan that will foster the use of embedded systems in smart cities and, consequently, innovation.

Because the future is here and you form part of it, We are counting on you!

Kindly find more information about CLINES Project in our webpage clines-project.eu.

If you have any questions, please feel free to contact us anytime!

clines-project.eu • Unsubscribe

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CLINES Innovation Workshop & Innovation Forum Digitalisation

Munich 27 and 28 October 2015



Save the Date and participate with other European Companies doing networking and finding out everything about forward-looking trends and technologies.

Around 150 participants from the technology industry, 80% industry, 20% research institutions. This year, representatives from 10 municipalities will also attend. Presentations of 15 minutes, grouped in themed tracks (2 in parallel); panel discussions and networking breaks to get connected, innovation Methodologies to promote the Ideas Generation

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3.9 *Privacy and Data Protection*

In order to keep the integrity and confidentiality of the data provided by their members, stakeholders and Regional Interest Groups (emails), the CLINES Partners have decided to disseminate from each cluster in the project, using its own communication systems.

The CLINES Partners are concerned about the privacy of handling data, and therefore act in compliance with each country's own law regarding database management.