I4-GREEN

Interregional investment for the sustainable supply of Raw Materials in the EU Green Energy Transition

e-Newsletters

D 7.3

30/08/2023

Authors: Anna Jorquera, Alicia García, María Fernández

Entity: ISMC

General information

Work Package	WP7- Communication and Dissemination			
Deliverable	7.3 e-Newsletters			
Due Data	31 August 2023			
1ˢᵗ Submission Date	30 August 2023			
Deliverable Lead	ISMC			
Dissemination Level		Public (PU)	X	Sensitive (SEN)
Document Nature	X	Report (R)		Other (O)
Description of the related task and the deliverable. Extract from DoA	This deliverable is related to T7.3. Traditional and offline communication (M1-M30). Extractive industries and enablers are also tied to more traditional media. These is why we will also promote the project through such channels, such as newspapers, blogs, radio broadcasting or press communiqués and conferences. These should also contribute to the broader acceptance of the project results by a wider audience. In addition, a yearly newsletter will be produced (three in total) to inform about the project's progress and main results, announce events (internal/ external) and promote the SME Open Call and other support activities. It will be circulated at key events and distributed electronically among the stakeholder/dissemination networks.			
Authors	Anna Jorquera, Alicia García, María Fernández			
Reviewers	Santiago Cuesta López, Eva Vicente Barragán, Antía Fernández Bautista.			
Status		Draft	X	Final

Revision History

Version	Date	Author	Organisation	Status
1	06/07/2023	Anna Jorquera, Alicia García, María Fernández	ISMC	Draft
2	14/07/2023	Santiago Cuesta, Eva Vicente, Antía Fernández	ICAMCYL	Draft
3	22/08/2023	Anna Jorquera, Alicia García	ISMC	Draft
4	29/08/2023	André Carvalho, Inês Ribeiro	ACPMR	Draft
5	30/08/2023	Anna Jorquera, Alicia García	ISMC	Final version

TABLE OF CONTENT

Glossary	
Acronym	**Meaning**
WP	Work Package
C&D	Communication and Dissemination
GA	Grant Agreement
ISMC	Iberian Sustainable Mining Cluster
I4-GREEN	Interregional investment for the sustainable supply of Raw Materials in the EU Green Energy Transition

1.   INTRODUCTION

Newsletters are information channels that allow the transference of pills of information (brief introductory texts) to the public, specifically users who subscribe to an e-mailing service. Created to illustrate and inform about developments, achievements and/or peripheral activities of a specific action, a newsletter highlights key headlines and impacts.

A newsletter should be concise and refer the readers to external links for further details. It should avoid sectorial/specialised jargon to make the text accessible to a wider public. At the same time, a newsletter should increase interest through calls to action. It is one of the perfect tools for nurturing leads. In it, the content is the main focus and, if you manage to deliver exactly what the audience wants to know, you can guarantee the much-desired connection with the public. Email marketing (which includes newsletters) is the channel where communication can be personalized the most and the sender can avoid overwhelming the user with repetitive messages.

Thus, the general objective of an e-newsletter is to reach all target groups. Nevertheless, its nature makes it more functional for a broader reach: more general information for all kinds of public. Besides, an option to extend the information through external links or reference should be given, to direct the most interested parties or specialised public to more detailed information.

In the I4-GREEN project, Deliverable 7.3 'e-Newsletters' is a part of Work Package 7 'Communication and Dissemination'. As usual, this WP runs transversally through the whole project lifetime, and focuses on sharing the project developments and achievements, publications, calendar, and events to the extent that is needed for each type of public (from a general public to a specialised one).

1.1.   GOALS

As stated in the Grant Agreement (GA), the Iberian Sustainable Mining Cluster (Partner 3, ISMC) will produce a minimum of 3 e-newsletters during the project life. This tool will aim to provide information about the project's objectives, achievements and impacts for the different target audiences. E-newsletters will be launched yearly, but adapting to the key project milestones and/or developments such as the Open Call publication, pilots launch, pilot end, interregional replication achievements, etc.

These e-newsletters will be circulated in a short and simple electronic format to all subscribers and interested public. As per the GA, the goal is to obtain at least 100 reads per e-newsletter.

As stated in the GA, the newsletter will specifically support T6.7, where synergies with third parties (sister projects, etc.) are promoted creating a dialogue around I4-GREEN activities and its interregional community.

2.   AUDIENCE

2.1.   TARGET AUDIENCE

A target audience is the specific group of people that is addressed with the project C&D actions. The I4-GREEN e-Newsletter' main goal is to reach the widest public possible, disseminating the project's existence and its main achievements. Thus, the e-newsletter will firstly include a short overview of the project as an introduction section (which will also be key if the newsletter is forwarded from a subscriber to a non-subscribed person), and will include several sections of 'pills' referring to related news, actions, events, etc.

This makes the newsletter interesting for multiple audiences and stakeholder groups at all levels of the value chain, mainly:

- General public: among other objectives, the project intends to be used as a changemaker tool in terms of sustainability, therefore it's necessary to open it to a wider audience by unlocking the e-newsletter content to the public.
- Industry: I4-GREEN is industry-driven, with two pilots at its core which will deploy circular innovations to the market, so news related to the open call, industrial sector, and the project progress itself, will be a permanent content within the newsletter.
- Academia: knowledge, technologies and processes that have not yet been adopted by the sector are transferred from academia and its involvement is thus mandatory for the project.
- Policy makers: I4-GREEN has a significant approach to promote the sustainable supply of raw materials for the Green Transition. In this behalf, the project will disseminate the activities and insights regarding the existing policies.
- Specialised Media: the innovative developments and the ecosystem that will be created during the project will be promoted through different communication channels aimed at the more technical media.

More details on the project's identified stakeholders and target audiences can be found in D7.1. D&C Plan.

2.2.   AUDIENCE ENGAGEMENT AND PROMOTION OF SUBSCRIPTION

As stated in the Grant Agreement (GA) the goal is to obtain at least 100 reads per newsletter. The tool used to create the newsletter (Mailjet) offers information about number of emails sent, emails opened, external links used, etc. So, this information is easily retrievable.
To achieve this number of reads, several strategies to promote subscription will be used:

- News publications
    All news publications on the website will include a motivational phrase for readers to subscribe through the website.

- **Social Media**
  The Twitter and LinkedIn accounts will be used to share the existence of the newsletter subscription possibility. When the number of characters allows, social media posts will include a final phrase promoting subscription to the e-newsletter.

Figure 1: LinkedIn post to promote e-Newsletter subscription (04.07.2023)
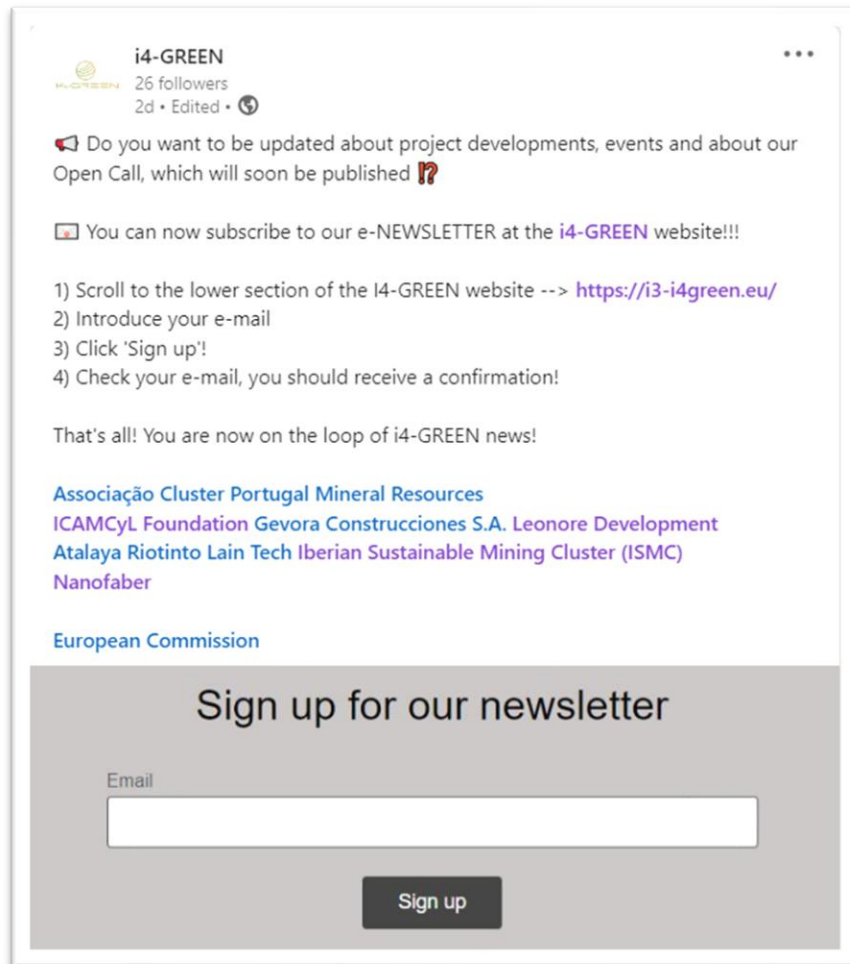
- **On-line and on-site events or presentations**
  All partners should contribute to enlarge the impact of the project news spreading the word among their networks. At the end of any event, the existence of the newsletter should be mentioned and/or included in the last presentation slide, along with the social media information.

3.   CONTENT

3.1.   TYPE OF NEWS INCLUDED

The newsletter will start always with a brief description of the project as an introduction section and will follow with brief news pills (brief introductory texts) containing important news related to project actions and activities and news related to the project topic, depending on the content available.

Each of these entries will include an external link:
- To the I4-GREEN website (https://i3-i4green.eu/) –which will increase the global traffic and increase interaction with the project website, support the global C&D goals–
- or to an external source of information. Offering more detail on the subject.

Thus, as a general picture, the e-Newsletter will be structured in the following manner:

- OVERVIEW – Short project summary

- ACTIONS – Developments, achievements, meetings, events, peer-reviewed publications, etc.– compiled since the project launch or the last newsletter.

- RELATED NEWS – Topic related news, sister projects related news, publications, interviews, policies, etc. News related to interregional investments for the sustainable supply of Raw Materials in the EU Green Energy Transition.

- EVENTS – agenda/calendar of I4-GREEN events or other projects events, webinars or clustering events.

- PRESS – Project-related news published in external specialised media.

Other sections might be necessary, depending on the type of content available for each newsletter.

3.2   CONFIDENCIALITY LIMITS

The I4-GREEN project is home to potentially sensitive and confidential information. Any information published regarding the partner's activities will be checked with the involved parties to avoid confidentiality issues.

4. STRUCTURE, TOOLS & FORMAT

4.1. STRUCTURE

The newsletters will be designed as short, varied and easy-to-read news pills, easy to skim through, so audiences can quickly choose their entry of interest. The structure will be based on:

- The project visual identity standard as presented in D7.2 'Communication Toolkit'.
- Generally, each article will be a short excerpt of a longer text published externally (e.g., on the I4-GREEN website 'News' section). The newsletter excerpts are conceived as a functional part of a broader strategy of communication and dissemination, where the excerpt will lead the reader to an external source with broader information, through a redirect link.
- Each article will include a large picture, image or graphic related to the content of the news, presented as the main visual, above the text.
- At the end of the text a link to an external information source (e.g., News section of the I4-GREEN website, specific article on the European Comission website, etc.) will be made available.

4.2. TOOLS & FORMAT

Tools

The I4-GREEN project website is the tool through which the project outreach content is made available to the public. As such, it will also host the subscription tab and the news tab where extended versions of the newsletter pills will sit.

The e-newsletters will be created using [Mailjet](). This tool was chosen because of the professional appearance of the newsletter templates and its intuitive platform. It offers the possibility to work collaboratively and simultaneously, while giving the option to protect chosen sections. Moreover, it includes a tool to carry out 'email verifications' which increases open rates and helps avoid the spam folder.

Mailjet also provides real-time deliverability and engagement statistics, with which the C&D team will be able to track, monitor and analyse email deliverability performance and public engagement in real time.

Format

The e-newsletter will be a digital C&D tool, although it will also be available in a .pdf format on the website 'Resources' section to broaden its reach and drive readers to subscribe to the newsletter.

The option of printing the latest newsletter for onsite physical events will be studied for each case/event, depending on the timing of publication.

5. ANNEX. 1ˢᵗ NEWSLETTER – August 2023

i4-GREEN NEWSLETTER 01   View online version

i4-GREEN

Welcome to i4-GREEN NEWSLETTER!

OVERVIEW

WHY i4-GREEN?

"i4-GREEN - Interregional investment for the sustainable supply of raw materials in the EU Green Energy Transition" is a 30 month project funded by the European Union with the goal of unleashing the green innovation power of EU Interregional Ecosystems to reduce the EU dependence on imports of Critical Raw Materials and the negative impact on the environment of their extraction and processing.

Boosting EU Interregional Collaboration GREEN

i4-GREEN unleashes the green innovation power of EU mining and Ecosystems, reducing EU dependence on imports of Critical Raw Materials and the negative impact on the environment of their mining process.

LEARN MORE

Visit the i4-GREEN WEBSITE

ACTIONS

I4-GREEN KICK-OFF MEETING

The 25th of November 2022 an on-line kick-off meeting took place where the I4-GREEN consortium partners, beneficiaries of Horizon Europe funding, met and presented their role within the project: the Cluster Portugal Mineral Resources (ACPMR, Coordinator), ICAMCYL Foundation, Gevora, Leonore Development, Atalaya, Lain Tech, Nanofabre and the Iberian Sustainable Mining Cluster (ISMC).

READ MORE

I4-GREEN OPEN CALL

The I4-GREEN Project includes a system of cascade funding for SMEs. The open and competitive call requires SMEs-driven innovation projects to foster the inclusion of new products, processes and/or technical services for the development of innovation projects within its two industrial pilots, with the objective of establishing new interregional and intersectoral value chains.

Check the website to be informed about deadlines and the documents you will need to submit your proposal!

OPEN CALL

RELATED NEWS

RAW MATERIALS ACT

On March 16th, the European Commission unveiled a new Critical Raw Materials Act to ensure EU access to a secure and sustainable supply of critical raw materials (CRM). The legislation aims to reduce EU dependence on third countries -and enhance its economic resilience- setting targets for the in-house production, refining and recycling of these materials, crucial for the green and digital transitions as well as the net zero industry, the digital industry, aerospace, and defence sectors.

READ THE FULL ARTICLE

EU DUE DILIGENCE LAW

The European Commission's proposal on corporate due diligence intends to make mining companies with more than 250 employees and €40 million annual turnover responsible for monitoring, preventing and mitigating human rights and environmental standards along their value chain.

Despite concerns from most of the industry players, most of Europe's mining sector has silently embraced the upcoming legislation.

READ THE FULL ARTICLE

EVENTS

TECH OS I4-GREEN

I4-GREEN Technical Open Session will take place online on the 6th September 2023, 16h30 CET, with the main objective of providing a technical briefing session for open call applicants. In this occasion, the pilot companies will share with attendants specific technical parameters to ensure a perfect fit to the real pilots' (1-IHO Extremadura & 2-E-LIX Andalusia) requirements.

REGISTER HERE!

MORE INFORMATION ABOUT THE PROJECT

MAKING MINING MORE GREEN, CIRCULAR AND SOCIAL THROUGH JOINT INVESTMENTS

PLAY THE VIDEO!

Funded by European Union
GA 101084028- I4-GREEN