



Deliverable 11.3

WATER-MINING Newsletters

Date: 20 July 2021



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Deliverable 1.1	Project management guidelines
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¹ R=Document, report; DEM=Demonstrator, pilot, prototype; DEC=website, patent fillings, videos, etc.; OTHER=other

² PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified



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1. Introduction

Building smart communication channels and tools that effectively raise awareness on the WATER-MINING technologies and benefits and foster interaction with the target audiences is key for the successful development and impact of the WATER-MINING project.

Among the tools selected for ensuring the effective dissemination of the WATER-MINING project are the yearly WATER-MINING Newsletters that are considered one of the most direct communications means for the project's outreach.

In this context, this document aims to present an overview of all the main information concerning the newsletter's use, structure, and frequency. More in particular, the first chapter presents the objectives and the importance of the newsletter for reaching out to all the key stakeholder groups. The second chapter focuses on the structure of the WATER-MINING newsletters, while the third and last one highlights the frequency intended for the newsletters' release.

This deliverable will be updated with the first fully developed version of the WATER-MINING Newsletter and will continue to be updated with all the yearly editions of the newsletters until the project's closure.

2. Newsletter Use

In today's online media landscape, there are ample options to engage with a project's audience, from social media posts and website articles to marketing campaigns and newsletters. Besides the wide range of options, though, the email newsletters remain a necessary powerful tool to increase a project's visibility and ensure its successful dissemination to its community.

An email newsletter dedicated to the WATER-MINING project opens the door to an increased understanding and knowledge of the project, its technologies, case studies, and the long-term benefits it brings. Through the newsletter, the WATER-MINING audience will get a broader and clearer picture of what the project is about and how they could get engaged into its developments.

2.1. Objectives

In this context, the WATER-MINING Newsletters are considered very important means for:

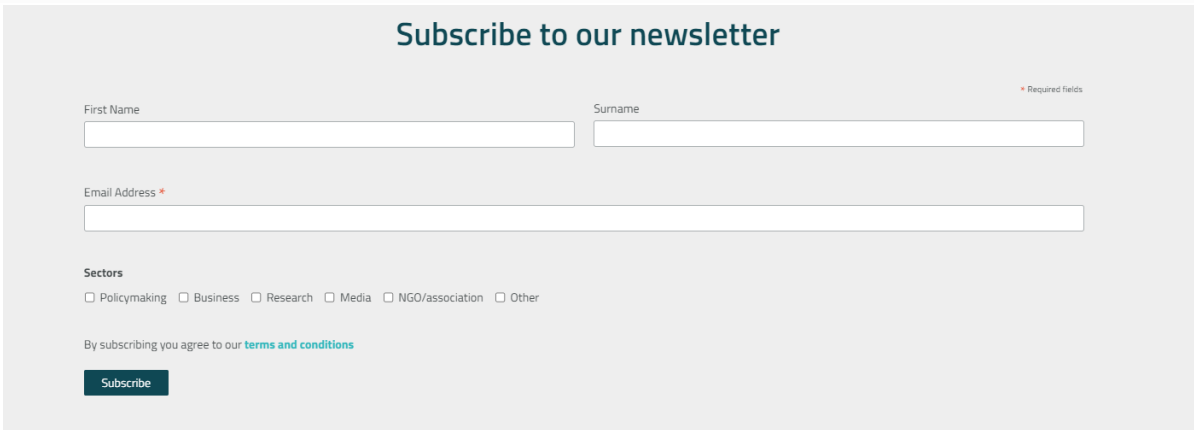
- Demonstrating the WATER-MINING knowledge, expertise and benefits.
- Keeping our audience updated with relevant and informative content.
- Attracting our audience to engage with the project through the newsletter's published opportunities.

2.2. Target Audiences

The WATER-MINING project has a diverse list of targeted stakeholder groups, including amongst others: local authorities, regional governments, EU policy makers, academic/scientists/researchers, NGOs, business and industry representatives, media and general public.

To reach all the different stakeholder groups at once, a dedicated email newsletter is the best tool to capture our groups' attention and widen their scope on what new they can learn from the project and how they can benefit from it. The newsletter content aims to respond to the interests and needs of the WATER-MINING audience and the diversity of their profiles.

At the same time, placing the newsletter's information on the website, as featured below, allows any website visitor interested in receiving WATER-MINING news to automatically subscribe to the newsletter's email list, enlarging this way the WATER-MINING email recipients' list and growing the project's community following its updates.



Subscribe to our newsletter

First Name * Required fields

Surname

Email Address *

Sectors

Policymaking Business Research Media NGO/association Other

By subscribing you agree to our [terms and conditions](#)

Figure 1. Screenshot from the newsletter's subscription form on the WATER-MINING website

In parallel, a number of tactics will be implemented to increase the newsletter subscribers and open rates:



1. Cross promote newsletter with other newsletter creators with audiences relevant to WATER-MINING.
2. Newsletter link will be shared with the whole consortium via email to ensure everyone is aware and acts as WATER-MINING Ambassadors reading it and re-sharing the newsletter through their networks.
3. Post newsletter on MEDIUM because it allows to reach new subscribers.
4. Invite social media followers to subscribe as a pinned post or tweet, inviting friends and followers to join the WATER-MINING newsletter.

3. Newsletter Structure

To provide readers with a 360-degree update of what is happening in the project, the envisioned structure of the newsletter includes four indicative main sections:

- The first section focuses on the most important past activities and highlights of project.
- The second section points out the most recent/current project's activities.
- The third section highlights what the recipients can anticipate from the project in the near future.
- At the end of the newsletter, an agenda of WATER-MINING related events will be featured.

While the intention is to follow the same structure for the newsletters' editions, the indicative structure above will be always adjusted to the specific news agenda decided for each edition of the newsletters, and thus it may take different formats to respond to our project's news and our readers' needs.

4.1 Newsletter Template

To incorporate all the news items and features anticipated for the first edition of the WATER-MINING Newsletter, a newsletter template has been created on MailChimp, combining several different elements as presented below: an opening section, space for various news items, as well as videos. The template will get updated and enriched with more sections and items, according to the news agenda of each newsletter.



This is your main title

THIS IS YOUR SUBTITLE



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Figure 2. Opening Section of the WATER-MINING Newsletter Template

This is your main title

THIS IS YOUR SUBTITLE



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[Read more.](#)

This is your main title

THIS IS YOUR SUBTITLE



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

[Read more.](#)

This is your main title

THIS IS YOUR SUBTITLE

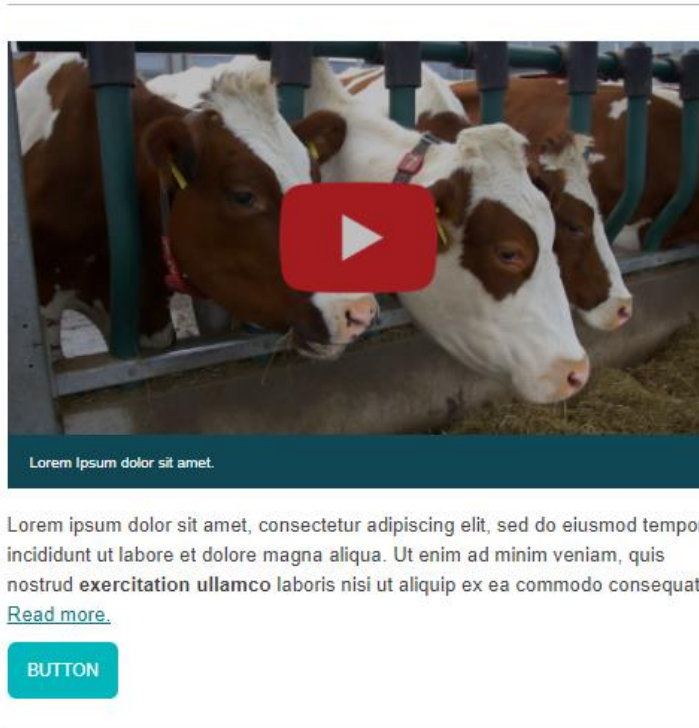


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Figure 3. Space for news items in the WATER-MINING Newsletter Template



Thanks!

Figure 4. Space for the inclusion of videos in the WATER-MINING Newsletter Template

4. Newsletter Frequency

To cover all the main project's updates on a yearly basis, it has been decided that four newsletters will be released until the end of the project at month 11, 22, 33 and 44.

The first newsletter aims to cover the initiation stage of the project, raising awareness on the project's objectives and activities; the second and third newsletters of the project will focus on the implementation phase of the project and the latest results produced, while the fourth newsletter will provide an overview of all the main project's deliverables, the benefits the project brings and how the WATER-MINING audience can stay engaged with the project's outcomes even after its closure.

At table 1 are presented the expected delivery dates of the WATER-MINING Newsletters.

Table 1. Expected delivery dates of the WATER-MINING project's newsletter

Deliverable Nr	Deliverable Name	Deliverable Date
D11.3	WATER-MINING newsletters	(M11, M22, M33, M44)

With regards to the release date of the first newsletter's edition that is on month 11, and therefore, within the summer period of 2021, it has been decided by the deliverable responsible and the project's coordinators that it would be more beneficial for the project's visibility to postpone the release of the newsletter until September 2021 that is a more appropriate timing for securing the newsletter's broad outreach and impact.