DELIVERABLE

Project Acronym: AFE INNOVNET

Grant Agreement number: 620978

Project Title: Thematic Network for age-friendly environments in the European Union

D2.3 – Newsletters

Revision: FINAL

Authors:

- Ophelie Durand (AGE)
- Julia Wadoux (AGE)

Dissemination level: Public

Revision History

Revision	Date	Author	Organisation	Description
1	15 March 2016	Ophelie Durand	AGE	Compiling existing information as advised during the final review of the project

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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1. Introduction

22 editions of AFE-INNOVNET newsletters were foreseen in the description of work (one every month except in August).

The newsletter aimed to provide information on the project's implementation and to serve as a campaign tool for activities under WP3; it was planned to be disseminated widely through the consortium members' networks and through open and free subscription (with a subscription functionality on the website).

As planned, PAU Education prepared the html template and looked after the shipping. AGE was in charge of the content.

In total, 448 people subscribed to the newsletter. The newsletter was sent to them, and then uploaded on AFE-INNOVNET website (both in a dedicated webpage here and in the Library here). It was also shared on AFE-INNOVNET Twitter account.

2. Structure of the Newsletter

The newsletter was divided in four sections:

- Editorial: presenting the project's latest news and upcoming events. It aimed at communicating the project's achievements and support the mobilisation efforts.

- Four news: presenting key initiatives and reports linked to age-friendly environments. It aimed at contributing building the community, making links between initiatives at different levels and promoting AFE-INNOVNET Members' activities.

- A "Why we joined" section: this section was linked to the AFE-INNOVNET blog. It aimed at giving the floor to one AFE-INNOVNET member each month and inviting this organisation to present itself and to tell why it joined AFE-INNOVNET.

- Two featured projects: it aimed at presenting new projects in the field of ageing or age-friendly environments, as well as showcasing reports and outcomes of existing projects.

3. Example of a newsletter

4. List of newsletters

The newsletters are available on AFE-INNOVNET website both in a dedicated webpage here and in the Library here.

March 2014
April 2014
May 2014
June 2014
July 2014
August 2014
September 2014
October 2014
November 2014
December 2014
January 2015
February 2015
March 2015
April 2015
May 2015
June 2015
July-August 2015
September 2015
October 2015
November 2015
December 2015
January 2016

5. Click through rate

This is the summary of newsletters sent and their click-through rate:

		Sent	Viewed	%Viewed
1	April 2014	83	35	42%
2	may-14	124	38	31%
3	June 2014	155	48	31%
4	July 2014	184	69	38%
5	August 2014	198	78	39%

6	September 2014	227	86	38%
7	October 2014	206	87	42%
8	November 2014	210	91	43%
9	December 2014	218	93	43%
10	January 2015	228	101	44%
11	February 2015	281	104	37%
12	March 2015	297	111	37%
13	April 2015	293	107	37%
14	may-15	298	103	35%
15	June 2015	306	97	32%
16	July/August 2015	271	110	41%
17	September 2015	314	125	40%
18	October 2015	329	129	39%
19	November 2015	341	130	38%
20	December 2015	357	120	34%
21	January 2016	448	125	28%