



DELIVERABLE

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D2.3 – Newsletters

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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This deliverable contains original unpublished work except where clearly indicated otherwise.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

Newsletter #18 October 2015



Rational

It is a busy autumn for the AFE-INNOVNET Network. On 1 of October, we celebrated the 25th International Day on Older Persons, which focused the year on the impact of urban environments on older persons' rights ([read more](#)). On 14 October, we organised a successful workshop on "The Silver Economy: what approach should the regions adopt?" in the frame of the EU Open Days ([read more](#)) and shortly after, we published an updated stocktaking report on age-friendly environments initiatives ([see](#)). Last but not least, great progress has been made to prepare the launch of the Covenant on Demographic Change on 7 December at the Council of the Regions. While the room is getting fully booked, we released the legal statutes of the Covenant ([see](#)). Get ready, the registration to the Covenant will start early November!

Featured news

WHO publishes its World report on ageing and health



On 30 September 2015, the World Health Organization published its World report on ageing and health. Based on research outcomes on healthy life expectancy, WHO calls for a fundamental shift in the way society thinks about ageing and older persons.

[Read more here](#)

AARP launches new report on the liveability economy



AARP, the US largest organization for older persons, has recently launched a report on the economic benefits of livable communities. It strongly advocates that livable communities are good for people and good for businesses.

[Read more here](#)

New ILO study shows more than half of the world's older persons lack quality long-term care



A new International Labour Organisation (ILO) study reveals a global shortfall of 13.6 million care workers undermining the delivery of quality services to more than half of the world's older persons. The study strongly calls to ban age and gendering discrimination to address the shortfall.

[Read more here](#)

Housing Europe publishes a guide on the European Structural and Investment Funds 2014-2020



A year after the adoption of the European Structural and Investment Funds 2014-2020, Housing Europe has recently published a guide providing all countries with all housing-related funding opportunities. The guide also lists the priorities of each region in the country profiles as well as the right contact persons.

[Read more here](#)

Why we joined

The Institute for Home Care of the City of Ljubljana has recently started a project called Active and Quality Ageing in Home Environment (A-QA), which aims at helping families care for the older relatives, and supporting the latter remain at home for longer while increasing their quality of life.

[Read more here](#)

Featured projects

SOPHIE project publishes its conclusions on health inequalities



Catalonia: My Home project on accessibility and independent living





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%