PROJECT Nº. 1941

PARTICIPATORY HUB FOR EFFECTIVE MAPPING, ACCELERATION AND CAPITALIZATION OF EU- MPC NEXUS BEST PRACTICES

[D5.4] [Periodic dissemination of newsletter issues to widest possible audience]

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1 INTRODUCTION

The present document aims to introduce the Newsletter of the PHEMAC project. This Newsletter is a key tool of the dissemination and communication strategy and it will be used as a periodic document to state the situation of the project and the forthcoming activities. In general terms, the Newsletter aims to reach the broadest possible audience in order to raise the awareness and social acceptance, to improve the exchange of information and good practices among Europe and the MPC regions, to develop and improve the learning capabilities and to create a framework for knowledge transfer among regions. The target audience of the project and the Newsletter has been set in order to reach these objectives. The target groups are: International Scientific Community, Policymakers, Civil Society, Research Stakeholders, Private Sector, Media…

The delivery method is basically, through massive mailing; 06 newsletters have to be published along the 3 years of the project; the first edition was done at M6 and then every 6 months a newsletter will be published.

To evaluate the scope and impact of the newsletters, the project has designed a set of indicators to monitor the well performance of the activity and to be aware of any issue or problematic that needs to be redirected.

2 OBJECTIVES

The Newsletter is a key tool in any communication strategy. The objective of a Newsletter is to communicate the development of a project. The PHEMAC Newsletter is aiming to answer 3 questions;

- Where are we?
- What have been done?
- What is forthcoming?

These three questions will be answered through the presentations of different topics; project results and achievements, news about WEF sectors, activities carried out, calls and application processes, forthcoming activities and events.

- Project Results and achievements: It shows the goals reached and objectives achieved.
- News: It will inform about some issues related on WEF sector in Europe and in the MPC.
- Activities performed: The activities and events performed along the project (i.e. dissemination activities, networking actions, meetings with key actors, etc.).
- Forthcoming events and activities: All the actions foreseen on the project along 6 months.
- Calls and Applications processes: All the applications procedures launched by the project or by other R2I projects.
- Timeline: It will present the timeline of the entire project, showing the relevant activities and milestones of the project as well as the project's status of the art.

3 TARGET AUDIENCE

A key issue of any communication activity is to identify the target audience. On the PHEMAC project, the target audience can be considered the society in general. However, there are some priority groups that have been identified though the communication is intended to the public.

The project has a special focus on the following groups:

- Main target Audiences: Political system (ministries and national agencies), educational system (research centers, academics and universities), economic system (private sector, technology transfer organizations, tech parks, venture capital and business angels), media and culture-based organizations (communication multipliers, think tanks, civil society).
- The three target Regions: the EU, Southern Mediterranean Neighborhood (SMN) and international ones.

TARGET AUDIENCES at EU, MPC and international level
Citizens and civil society associations.
Regional, EU and MPC media to facilitate project's diffusion; TV, radio and internet, both general and specialized. Local, regional and national newspapers and other printed media, presenting main project findings to different audiences.
International scientific and innovators communities, active in mapped projects in EU-MPC (public/private research actors, research centres, R&D units in private companies) developing innovation linked to PRIMA's SRIA priorities.
Technology parks operators & technology transfer operators & Technology brokers; private investors, business innovators (venture capitals and business angels' associations) Technology transfer offices' representatives…
Industrial actors and representatives of entrepreneurial stakeholders.
Policy makers and governmental bodies (including Ministry of Research). EU-MPC Public authorities such as national, local and municipal authorities and governmental departments working in PRIMA's SRIA priorities involved in R&I strategies and policies development. Ambassadors or their representative, scientific counsellor or EU delegation.
Members of the main technological platforms concerned. Such as EU technology platforms' representatives, e.g. Water Supply and Sanitation Technology Platform (WssTP), EIP on water, EIP on Agricultural Sustainability, etc…
Associations and Networks, defined as stakeholders who could benefit from PHEMAC's outcomes, such as Non-Governmental Organizations, trade unions, professional engineering associations, regional chambers of commerce, business associations, relevant funding institutions who invest in agriculture technologies and business incubation centres for new early-stage businesses and SMEs (e.g. European Federation of Waste Management and Environmental Services).

4 DESIGN

During the planning and production, the newsletter was conceived according to the graphical charter of PHEMAC project design; the header includes the same corporative image that one used in the Facebook page of the project:

https://www.facebook.com/phemacproject

Under the header, there is a brief description of the project, which explains the main goals, and expected results of the project.

The newsletter includes also the most recent and important news about the project. The articles are clear, concise and the titles are short and eye-catching. Moreover, the Newsletter includes a timeline, which clearly shows the milestones of the project and some relevant activities as well as what the project has done. Thus, it will be easily to understand graphically the three questions that the Newsletter is aiming to answer: **What have been done? Where are we? What is forthcoming?**

After this relevant information, we have devoted a part to publish articles that touch the very substance of the PHEMAC project's subject:

At the foot of the Newsletter, a section was dedicated to the most relevant coming events related with the thematic of the project and which might be interesting for our target.

Summary of the Newsletter:

- **PHEMAC Newsletter Goals**
- **About PHEMAC**
- **PHEMAC News**
- **PHEMAC WPs Progress**
- **WEF NEXUS FACTS IN THE WORLD**
- **NEXT EVENTS**

Figure 1 : Design of the 1st Newsletter June 2020 - M6

Figure 2 : Design of the 2nd Newsletter December 2020 - M12

Figure 3 : Design of the 3re Newsletter June 2021 - M18

Figure 4 : Design of the 4th Newsletter December 2021 - M24

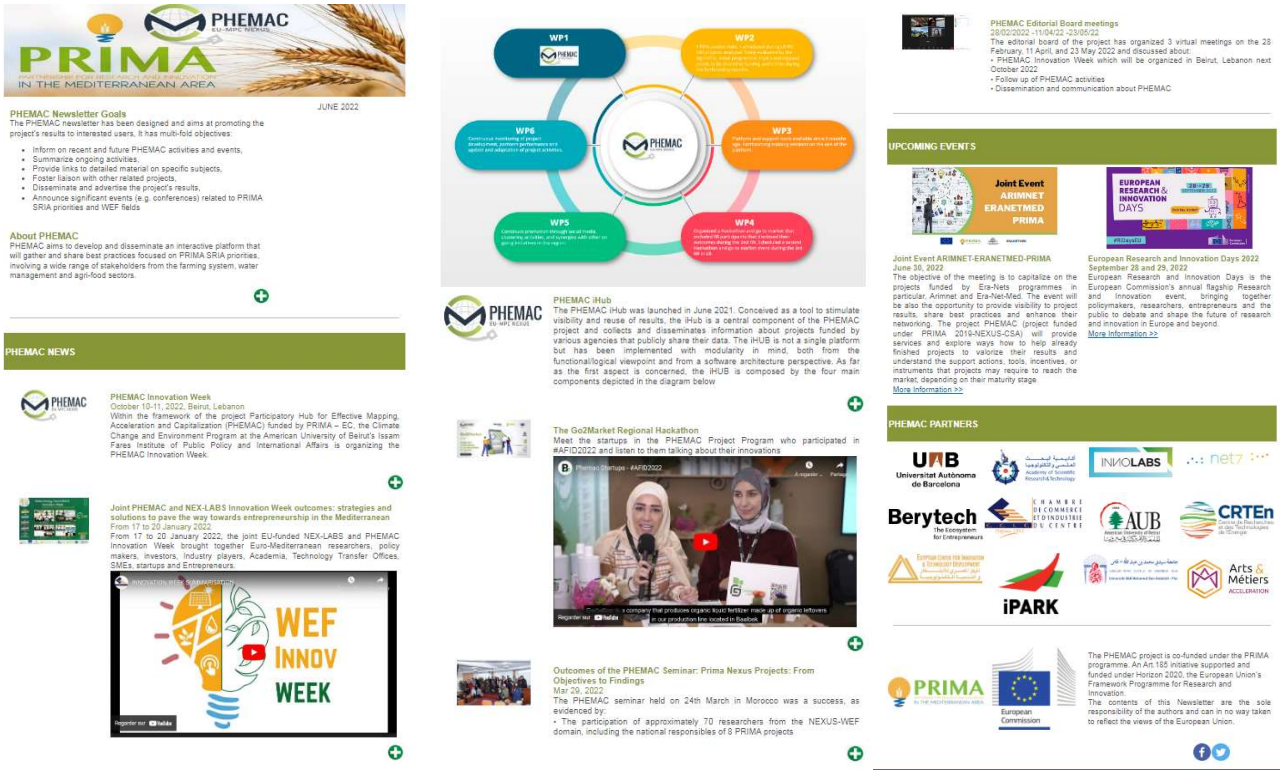

Figure 4 : Design of the 5th Newsletter June 2022 - M30

Figure 5 : Design of the 6th Newsletter December 2022 - M36

View this email in your browser

JULY 2023

PHEMAC Newsletter Goals

The PHEMAC newsletter has been designed and aims at promoting the project's results to interested users. It has multi-fold objectives:

- Inform on recent and future PHEMAC activities and events;
- Summarize ongoing activities;
- Provide links to detailed material on specific subjects;
- Foster liaison with other related projects;
- Disseminate and advertise the project's results;
- Announce significant events (e.g. conferences) related to PRIMA SRIA priorities and WEF fields

About PHEMAC

PHEMAC aims to develop and disseminate an interactive platform that will gather and share best practices focused on PRIMA SRIA priorities, involving a wide range of stakeholders from the farming system, water management and agri-food sectors.

PHEMAC NEWS

PHEMAC Innovation Week

Main outcomes

May 22-24, 2023, Fez, Morocco

The fourth innovation week of PHEMAC project was held from 22nd to 24th of May 2023 in Fez- Morocco. The event was organized by Sidi Mohamed Ben Abdellah University (USMBA) in collaboration with the innovation city of Fez, the Maroc Biotech association and the Foundation of Khnata Bennouna for scientific research for young people, and took place at the premises of conference centre of the Faculty of Sciences and Technologies.

Figure 6 : Design of the 7th Newsletter July 2023 - M40

5 DELIVERY METHODOLOGY

PHEMAC will edit newsletters every 6 months including, project news, research themes and progress activities of the project.

The newsletters will also invite readers to visit the website and express interest for participation in future projects and coming events, it's a way to create a significant traffic for the website.

Five newsletters have been already published at M6, M12, M18, M24, M30 & M36 ; the identification of a broad number of the target population from EU-MPC countries is an essential target to reach a successful project scope. Thus, the CCIC has developed a heterogenic database capable to reach a broad representation and which will be enlarged along the whole project.

This activity will allow the project to reach a broader number of people, to disseminate the performed and foreseen activities. Thus, the methodology presented aims to reach successfully the targets and to achieve an excellent communication with the stakeholders. This methodology can be changed and improved along the project if some failure or malfunction appears.

Due to Covid19 and the limited number of participation of project members in face-to-face events to further develop the existing database, we have limited the number of mailings to a restricted mailing basis, which is the result of research by the CCIC.

The email base has been enriched by the email base of the participants who registered to participate to the innovation week organized virtually from January 17 to 20, 2022 and which was organized jointly between the PHEMAC project and NEX-LABS in the framework of the MOU signed between the two projects. Indeed, 1451 new e-mail addresses have been added to this database.

6 EVALUATION

6.1 Evaluation of the 1st Newsletter M6 - June 2020:

Indicator	Result Indicator
Total Audience	4024
Recipients	3114
Total Open	1522
Open Rate	49%

Top Location: Tunisia, France, Italy, USA, UK, Lebanon Turkey, Switzerland

6.2 Evaluation of the 2nd Newsletter M12 - December 2020:

Indicator	Result Indicator
Total Audience	5676
Recipients	5676
Total Open	1199
Open Rate	21%

Top Location: Tunisia, UK, Italy, USA, Spain, France, Sweden, Lebanon, Nigeria

Figure 3 : Top locations by opens 1st Compaign

USA	103	47.9%
Tunisia	68	31.6%
United Kingdom	28	13.0%
Italy	8	3.7%
France	2	0.9%

Figure 4 : Top locations by opens 2nd Compaign

6.3 Evaluation of the 3rd Newsletter M18 - June 2021:

Indicator	**Result Indicator**
Total Audience	6773
Recipients	6355
Total Open	1107
Open Rate	17%

Top Location: Tunisia, UK, Italy, USA, Spain, France, Switzerland, Lebanon, Nigeria, South Africa, Nigeria

6.4 Evaluation of the 4th Newsletter M24 - December 2021:

Indicator	**Result Indicator**
Total Audience	6773
Recipients	6665
Total Open	1601
Open Rate	24%

Top Location: Tunisia, USA, United Kingdom, Turkey, Nigeria, France, Switzerland, Spain, Egypt, South Africa

6.5 Evaluation of the 5th Newsletter M30 - June 2022:

Indicator	**Result Indicator**
Total Audience	6946
Recipients	6862
Total Open	1587
Open Rate	22.84%

Top Location: Tunisia, USA, Spain, United Kingdom, Italy, Lebanon, France

Open rates are one of the best ways to tell whether our email strategy is working. This number shows the percentage of the audience, which opens the emails sent. We have reached more than 20% opening rates, it means that our subject lines resonate with the audience and shows the trust and the interest of the recipients toward the content of the newsletter.

6.6 Evaluation of the 6th Newsletter M36 - December 2022:

Indicator	**Result Indicator**
Total Audience	6012
Recipients	5563
Total Open	1537
Open Rate	25.57%

Top Location: Tunisia, Italy, USA, Spain, Lebanon, France, Egypt, UK

1st mailing campaign

2nd mailing campaign

6.7 Evaluation of the 7th Newsletter M40 - July 2023:

Indicator	**Result Indicator**
Total Audience	4966
Recipients	4506
Total Open	1289
Open Rate	28.60%

Top Location: USA, Tunisia, Spain, Lebanon, Egypt , France, Uk

USA	810	85.7%
Tunisia	53	5.6%
Spain	14	1.5%
Lebanon	12	1.3%
Egypt	10	1.1%

7 ADDITIONAL COMMENTS

The findings from our monitoring of periodic newsletter issues generated by the project provide valuable insights into how we can enhance our outreach and engagement efforts. Firstly, to enrich the newsletter's mailing database, we recommend a concerted effort to collect approximately 60 contacts in the Water, Energy, and Food (WEF) fields from each consortium partner. These contacts should represent a diverse range of stakeholders, including Policymakers, Research Institutions, companies, and other relevant organizations. This expansion of our mailing list will enable us to reach a broader and more diverse audience, ensuring that our newsletter is disseminated to key players in our target sectors.

Additionally, we suggest several strategies to maximize the visibility of our newsletter. Linking the newsletter on the PHEMAC Project website and the websites of our project partners will ensure that it is easily accessible to anyone visiting these platforms. Furthermore, publishing the newsletter on our project's Facebook page and sponsoring its publication can significantly boost its reach on social media. Leveraging the social media pages of project partners for newsletter publication is another effective way to amplify our message. Moreover, encouraging newsletter subscription directly from our project website can help us build a loyal readership and maintain an engaged audience.

One notable achievement highlighted in our findings is the significant expansion of our email database through the registration of participants for the virtual innovation week held jointly between the PHEMAC project and NEX-LABS. This collaboration, facilitated by the MOU signed between the two projects, resulted in the addition of 1451 new email addresses to our database. This substantial increase in contacts provides a clear demonstration of the potential for strategic partnerships to enhance our outreach efforts.

In conclusion, the findings suggest that by enriching our mailing list, optimizing our online presence, and capitalizing on strategic collaborations, we can significantly enhance the effectiveness of our newsletter distribution. These actions align with our goal of reaching a wider and more diverse audience within the Water, Energy, and Food sectors. By implementing these recommendations, we are poised to strengthen our communication strategy and maximize the impact of our project's newsletters.

PHEMAC CONSORTIUM

Nº.	Participant organization name	Acronym	Country
1	UNIVERSITAT AUTÒNOMA DE BARCELONA	UAB	ES
2	ACADEMY OF SCIENTIFIC RESEARCH AND TECHNOLOGY	ASRT	EG
3	INNOLABS	INNOLABS	IT
4	NET 7 SRL	NET7	IT
5	BERYTECH FOUNDATION	BERYTECH	LB
6	CHAMBRE DE COMMERCE ET D INDUSTRIE DU CENTRE	CCIC	TN
7	AMERICAN UNIVERSITY OF BEIRUT	AUB	LB
8	RESEARCH AND TECHNOLOGY CENTER OF ENERGY (CRTEn), ECOPARK BORJ-CEDRIA (TBC)	TBC	TN
9	EGYPTIAN CENTER FOR INNOVATION & TECHNOLOGY DEVELOPMENT	ECITD	EG
10	ROYAL SCIENTIFIC SOCIETY (IPARK)	RSS	JO
11	UNIVERSITÉ SIDI MOHAMED BEN ABDELLAH	USMBA	MO
12	ARTS & MÉTIERS ACCÉLÉRATION	AMA	FR