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Europeana Food and Drink

E-mail newsletter and signup

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Revision History

Revision	Date	Author	Organisation	Description
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V0.4	May 2014	Anne Bergman-Tahon	FEP	Comments
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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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

Contents

- [1](#) [INTRODUCTION](#)
- [2](#) [OVERVIEW](#)
- [3](#) [SIGNUP](#)

1. Introduction

This document outlines the established e-mail newsletter and signup for the communication and dissemination work undertaken by Work Package 6 of the *Europeana Food and Drink Project*. The primary aim of this work package is to improve the awareness of the scope of Europeana and its potential for developing creative and commercially viable applications by re-using digital cultural content relating to food and drink it contains, connecting with core audiences throughout Europe. The core audiences are:

- cultural sector organisations;
- creative industry companies (publishers, app developers, etc);
- the food and drink industry;

Additionally the newsletter will contain further information for end users interested (ie. food lovers, people interested in food and drink culture and traditions etc.)

The e-mail newsletter is intended to keep the dedicated audience up to date on the project progress, results and activities. This document details its purpose, how to signup, audience and frequency of the publication.

2. Overview

The e-mail newsletter is intended to keep the core audience up to date on the project progress, results and activities. The newsletter will summarise the project highlights and complement information published on the website and in the blog. Additionally the e-mail newsletter will be interlinked with the adequate information on the website and all other channels of communication within the *Europeana Food and Drink project*. This way the reader will be able to retrieve easily qualified project information and broaden his perspective and the knowledge about the project at any time.

ONB will be co-ordinating the preparation of the newsletter releases; all other partners (in particular the WP leads) will be asked to make suggestions and provide information on noticeable project results and announcements. The first e-mail newsletter will be realised by the 2nd June 2014.

The table below summarise the purpose, nature and intended audience of the e-mail newsletter:

Parameter	Information
Purpose	To inform the widest range of stakeholders about the recent activities of Europeana Food and Drink, with calls to action where necessary.
Nature	A quarterly released, variable length e-newsletter highlighting (for example): <ul style="list-style-type: none"> • Basic project information; • Work carried out by the project; • Progress and Results of the project; • Events around the Europeana Food and Drink • Calls to action (e.g. to take part in Europeana Food and Drink Best Practice Network). • Links to further information around the European Food and Drink culture; • Information about project partners and other participants;
Intended audience	<ul style="list-style-type: none"> • Cultural sector organisations; • Creative industry companies; • The food and drink industry

3. Signup

The e-mail newsletter is primary directed to the audience listed above, however any interested party is invited and able to subscribe via the *Europeana Food and Drink* website (www.foodanddrinkeurope.eu) by submitting the e-mail address in the signup form in the bottom right corner of the website. The layout of the website allows visitors to sign up for the newsletter at any page.



When a member signs up, their name is added to a database in the back end of the WordPress site which enables the newsletters to be created, formatted and sent out by ONB to all subscribers on the list.

In order to increase the number of the subscribers, the newsletter will be promoted over and distributed with the promotional materials and media packs as well the social media channels.