

D7.5

WP7

Newsletter/Policy Brief 2

Additional description

O – Other, PU – Public

The UniteEurope Consortium:

Participant no.	Participant organisation name	Short name	Country
1 (Coordinator)	INSET Research and Advisory	INSET	Austria
2	Erasmus University Rotterdam - Department of Public Administration	EUR	Netherlands
3	SYNYO GmbH	SYNYO	Austria
4	Imooty Lab	IMOOTY	Germany
5	Malmö University - Institute for Studies of Migration, Diversity and Welfare	MHU	Sweden
6	ZARA – Zivilcourage und Anti-Rassismus-Arbeit	ZARA	Austria
7	City of Rotterdam	CITYROT	Netherlands
8	City of Malmö	CITYMAL	Sweden
9	University of Potsdam, Department for Public Management	UP	Germany

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1 Introduction

Disseminating the research and development results of UniteEurope on a regular basis through several channels is a key objective to guarantee the effectiveness and the impacts of our efforts and the financial contribution of the European Commission.

Therefore, we have elaborated a thorough dissemination strategy to reach different target groups. Through a great number of activities, measures and deliverables we produce and publish inter alia material for media and the general public (such as a flyer and press releases), newsletters for researchers, NGOs, related projects and other organisations in the realm of migrant integration and ICT, policy briefs for our core target group (policy makers and public administrators), scientific publications and presentations etc.

The deliverable at hand includes the second issue of the annual UniteEurope Newsletter on the one hand and a Policy Brief on the other.

2 Purpose of newsletter and policy brief

The aim of the newsletter is to raise awareness for our project, the issue of migrant integration in European cities and the potentials of social media analytics as a new instrument of information gathering for policy and decision making. We want to promote the UniteEurope project and tool and get into contact with a wide range of interested organisations and persons.

Therefore, the newsletter is circulated as broadly as possible. The first newsletter (D7.2) has been published and widely distributed in September and October 2012. One year later we inform the subscribers and our network of contacts on the progress, new deliverables and publications and upcoming events. Furthermore, we introduce the external Advisory Board of UniteEurope.

The target group of the policy brief in contrast is narrower. Its purpose is to promote the UniteEurope project and especially the social media analytics tool for local and pan-European policy makers and public administrators in the realm of migrant integration. The policy brief describes how social media and social media analytics (SMA) can contribute to effective and efficient integration policies and measures. The instrument of SMA in general and the UniteEurope tool in particular are presented. The aim is to raise the interest and awareness of policy makers for our project and the software solution in order to get in contact with them and gain them as future users.

3 Collaboration among partners

The material produced for this deliverable, the second issue of the project newsletter and the first policy brief, have been elaborated under the lead of INSET. However, input with regards to the content and feedback to several draft versions from all partners contributed extensively

to the results at hand. Furthermore, contact details from the professional networks of social scientists and city administrators were gathered to further extend the number of addressees.

4 Distribution

After the first issue of the newsletter in autumn 2012 over 30 persons subscribed on the UniteEurope project website (<http://www.uniteeurope.org/>). An invitation to download the newsletter from the website and/or subscribe to receive further issues will be sent to a pool of several hundred contacts from research and academia, organisations that are active in the field of migration and integration, ICT projects etc. The contact details were gathered since the beginning of the project – in the context of policy and stakeholder research in WP2 and WP3, strategic information search for WP7 as well as the networks of all partners who provided the e-mail addresses of interested persons. In addition, the newsletter will be published on our website and can be downloaded by visitors.

The policy brief will be published on the UniteEurope website, too. In addition, it will be sent to selected addresses in public administrations, municipalities and NGOs at the local level. The contact details for this target group have been provided by the city partners of UniteEurope and collected through research by the WP7 leader INSET.

5 Outlook

As outlined above, D7.5 is embedded in a comprehensive multi-channel dissemination strategy. Several measures addressing the defined target groups of UniteEurope's dissemination approach have already been developed, including the newsletter and the policy brief.

The newsletter will be published in a third issue in July 2014 (D7.8) summing up the results and achievements of the UniteEurope project. The deliverable will also include a second policy brief with information, recommendations and advice for policy makers and public administrators. The UniteEurope social media analytics tool will be presented and promoted as a new and innovative means to support evidence-based decision and policy making by offering high-quality analyses of public user-generated content from online and social media.