

D7.8

WP7

Newsletter / Policy Brief 3

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 & 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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| Authors: | Dr. Sonja Kabicher-Fuchs INSET | |
| Checked by: | Dr. Rebecca Moody | EUR |
| | Dr. Bernhard Krieger | UP |
| | Henrik Emilsson | MHU |
| | Claudia Schäfer | ZARA |
| | Bernhard Jäger | SYNYO |
| | Blaise Bourgeois | IMOOTY |
| | Ronald Derks | CITYROT |

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1 Introduction

The communication and dissemination of research and technology developed in funded research projects is an important task of project participants. The main aim is to reach as many relevant people (so called target groups) as possible. To draw the target publics' attention to the research project is thereby the most challenging task, thus the communication and dissemination strategies must be clearly defined before media is selected.

UniteEurope addresses several target groups as illustrated in Figure 1 and which include policy-makers, communities, NGOs, scientists and the general public.

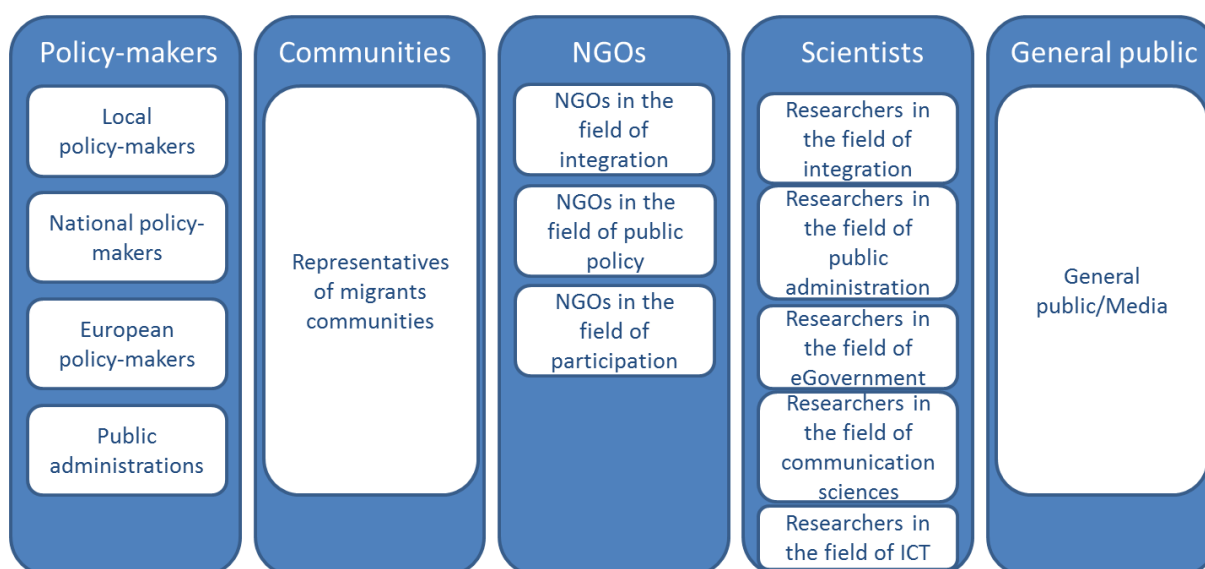


Figure 1: UniteEurope's target groups

UniteEurope follows a multi-channel dissemination approach as illustrated in Figure 2 to address these target groups. In this additional report to the deliverable (D) 7.8 "Newsletter / Policy Brief 3", the usage of the channel "Info mailing" is described to provide an overview of the performed activities during the whole project. The info mailing channel is used to address particularly policy-makers, communities and NGO's. Furthermore, focus is put on the elaboration and distribution of the third and final issue of the annual UniteEurope newsletter and the UniteEurope policy brief.

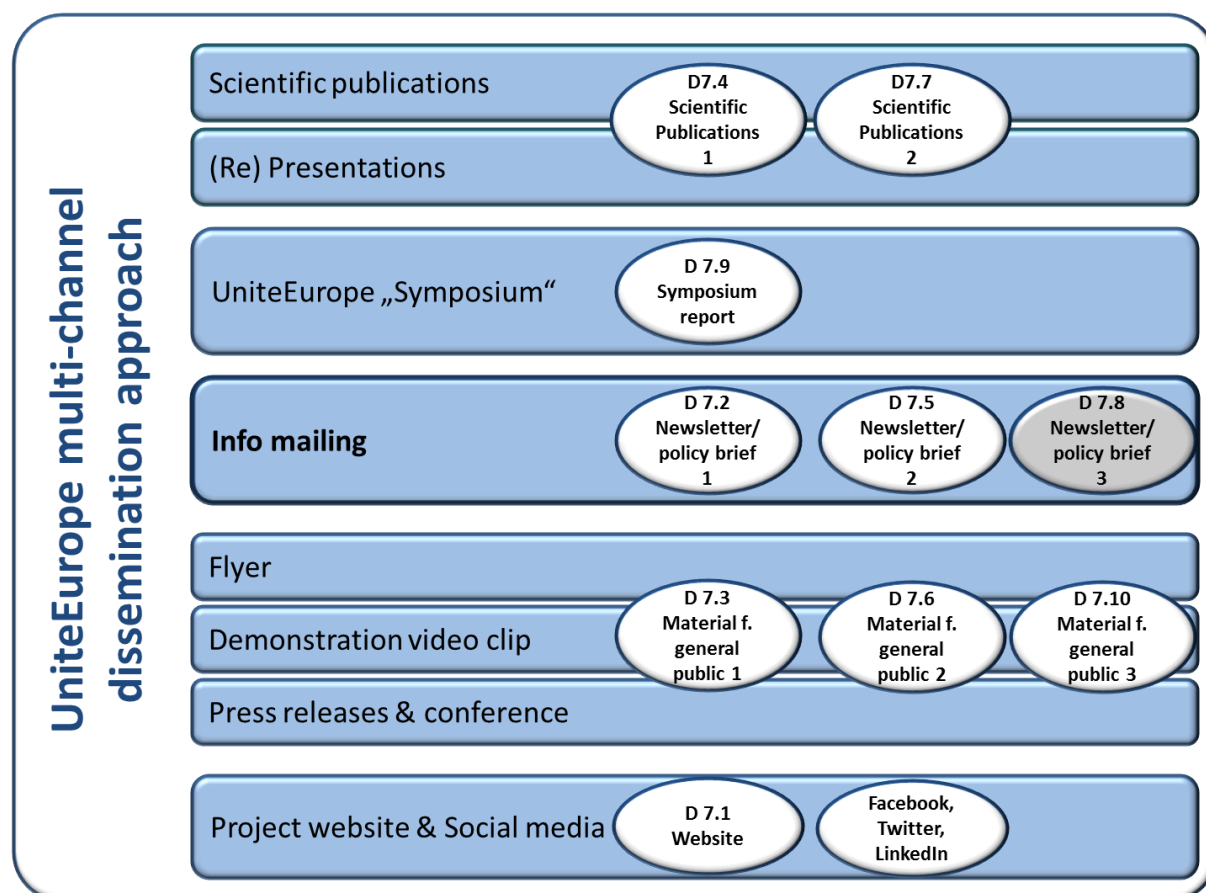


Figure 2: UniteEurope multi-channel dissemination approach

2 UniteEurope newsletters and policy briefs

During a project period of three years three newsletters and two policy briefs were published in the UniteEurope project as illustrated in Figure 3.

The main aim of the newsletters was to provide the UniteEurope's target groups an overview of the scientific and technological developments on a regular basis. The invitations to download the newsletters from the website were sent to a pool of several hundred contacts from research, academia, organisations that are active in the field of migration and integration, newsletter subscribers and advisory board members. The contact details were gathered since the beginning of the project, particularly 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.

The aim of the policy briefs was to particularly address policy makers by offering a summary of the challenges of migrant integration policy making procedures and illustrating the benefits

of the usage of the UniteEurope social media analytic tool. The policy briefs were 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.

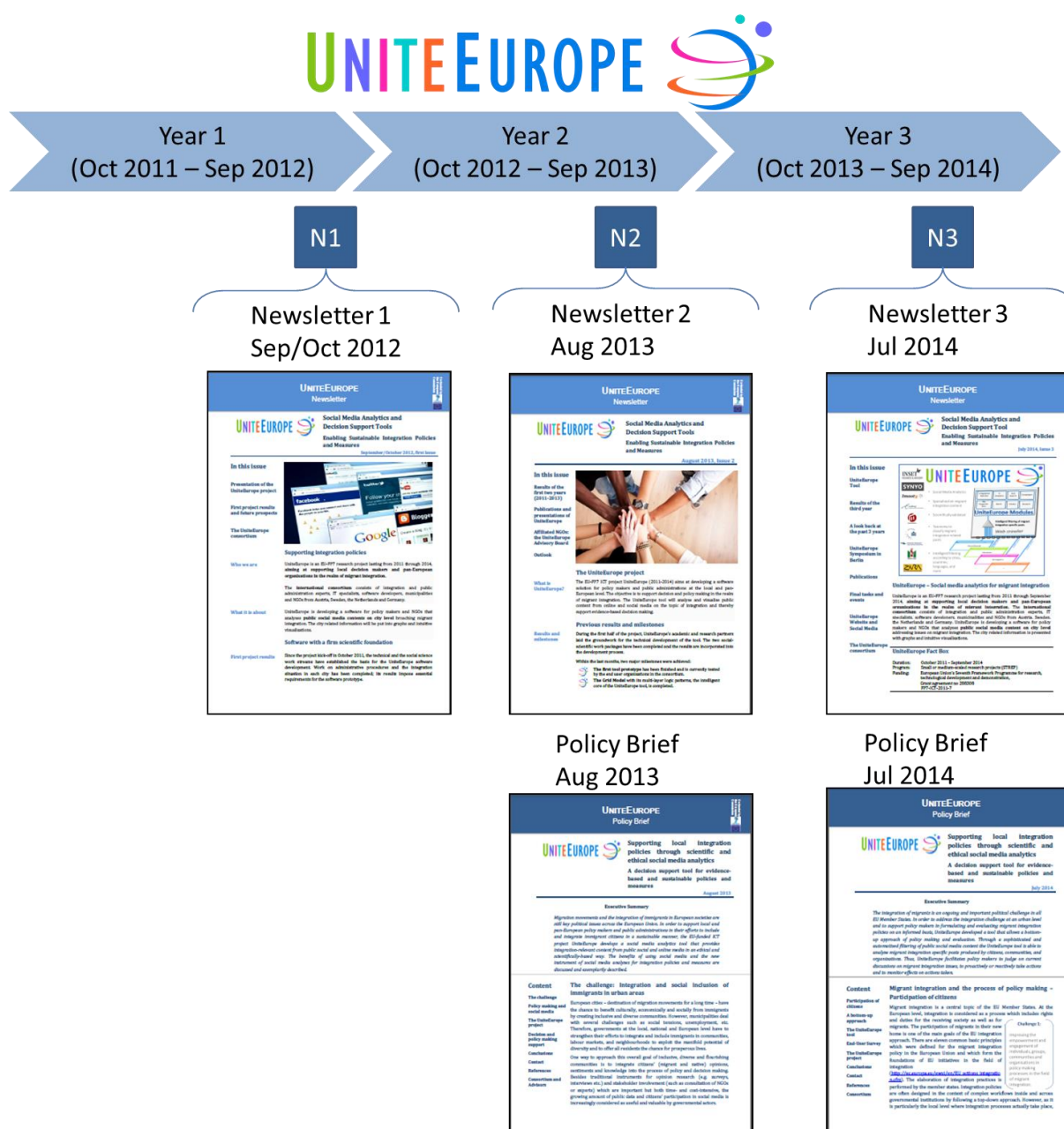


Figure 3: UniteEurope info mailing – overview of newsletters and policy briefs

3 Newsletter / Policy brief 3

The newsletter and policy brief issue in July 2014 represents the final issues and final activities of the info mailing channel in the UniteEurope project.

The aim of the third newsletter is to summarize activities and project results of the final year and to highlight the achievements during the whole project. A detailed description of the third newsletter structure of the content is given in Table 1.

| Structure of newsletter 1 | Structure of newsletter 2 | Structure of newsletter 3 |
|--|---|---|
| <ul style="list-style-type: none"> • Presentation of the UniteEurope project • Results of the first year • Outlook • Contact information • UniteEurope consortium | <ul style="list-style-type: none"> • Introduction to UniteEurope • Results of the first two years • Publications and presentations of UniteEurope • Presentation of the affiliated NGOs • Outlook • Contact information • UniteEurope consortium | <ul style="list-style-type: none"> • Introduction to UniteEurope • Tool presentation • Results of the third year • Achievements of the past three years • UniteEurope Symposium • Publications on UniteEurope • Upcoming tasks and events • Contact information • UniteEurope Consortium |

Table 1: Structure of the newsletter contents

The newsletter was internally reviewed by the consortium partners in order to ensure the high quality of the deliverable. All reviews were considered in the final version of the newsletter.

The invitation to download the newsletter from the website will be send to the contacts which have been collected from the beginning of the project, particularly in the context of WP2, WP3 and WP7. Further contacts were added which were researched during the preparations of the UniteEurope symposium. The newsletter will be published via the website and communicated via the social media sites of UniteEurope including Facebook, Twitter and LinkedIn.

The aim of the final policy brief was to communicate the finalisation and the benefit of the UniteEurope tool to policy makers in the context of migrant integration. The structure of the final policy brief is described in Table 2.

| Structure of the policy brief in Aug 2013 | Structure of the policy brief in Jul 2014 |
|--|--|
| <ul style="list-style-type: none"> • Challenge: Integration and social inclusion of immigrants in urban areas • Support: Policy making and social media • Solution: UniteEurope | <ul style="list-style-type: none"> • Challenges: (a) participation of citizens in policy making in the context of migrant integration, (b) continuous improvement of policies on an informed basis • Support: Bottom-up approach in policy |

| | |
|---|---|
| <ul style="list-style-type: none"> • Benefit: Decision and policy making support • Conclusions • Contact • References • Advisory Board • Consortium | <p>making but gap of specialized social media analytics tools for migrant integration</p> <ul style="list-style-type: none"> • Solution: UniteEurope tool description, results of user tests • Description of the project • Conclusions and recommendations • Contact • References • Advisory Board • Consortium |
|---|---|

Table 2: Structure of the policy briefs

The policy brief was internally reviewed by the consortium partners in order to ensure the high quality of the deliverable. The feedback was considered in the final version of the policy brief.

The policy brief will be published via the website and the UniteEurope social media sites Facebook, Twitter and LinkedIn. Furthermore, the policy brief will sent to selected addresses in public administrations, municipalities and NGOs at the local level.

4 Conclusion

The newsletter series was an important dissemination tool to keep the UniteEurope target groups informed on a regular basis about project status, developments and results throughout the duration of the project.

The policy brief series supported UniteEurope to draw the policy makers' attention to potential application areas of social media analytic tools and to present the unique specialization of the UniteEurope social media analytic tool on migrant integration related content.

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