



# SPARCS

## D8.6 Newsletter layout

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Description of the related task and the deliverable. Extract from DoA	<p><b>T8.3 Online and Offline Communication Tools (GOPA Com.) M1-M60</b></p> <p>To be able to keep the stakeholders interested throughout the duration of the project, a regular newsletter will be produced highlighting news from the lighthouse and Fellow cities, updates, new results, replication opportunities and other relevant developments while inviting the subscribers to share the newsletter further.</p> <p>For disseminating the newsletter, a template/layout for the newsletter has been created as a deliverable. The deliverable (newsletter template) will be used each time when compiling and distributing the SPARCS newsletter.</p> <p><b>D8.7 Flyers/ postcards (GOPA)</b> These are the individual designs and the finished products of the flyers and postcards, as we will be delivering them. (DEC/PU, M3 and according to events)</p>		
Participants	GOPA Com.		
Comments	N/A		
V	Date	Authors	Description
0	13/12/2019	GOPA Com.	First Version of the Deliverable released to the Coordinator and the Quality Manager for quality check
0	17/12/2019	VTT	Coordinator and the Quality Manager sent feedback to GOPA.
0	20/12/2019	GOPA Com.	Checked by WP leader and released to the Coordinator and Quality Manager for subsequent submission to the EC
1	26/12/2019	VTT	Coordinator submits the deliverable to the EC



## About SPARCS

Sustainable energy Positive & zero cARbon Communities demonstrates and validates technically and socioeconomically viable and replicable, innovative solutions for rolling out smart, integrated positive energy systems for the transition to a citizen centred zero carbon & resource efficient economy. SPARCS facilitates the participation of buildings to the energy market enabling new services and a virtual power plant concept, creating VirtualPositiveEnergy communities as energy democratic playground (positive energy districts can exchange energy with energy entities located outside the district). Seven cities will demonstrate 100+ actions turning buildings, blocks, and districts into energy prosumers. Impacts span economic growth, improved quality of life, and environmental benefits towards the EC policy framework for climate and energy, the SET plan and UN Sustainable Development goals. SPARCS co-creation brings together citizens, companies, research organizations, city planning and decision making entities, transforming cities to carbon-free inclusive communities. Lighthouse cities Espoo (FI) and Leipzig (DE) implement large demonstrations. Fellow cities Reykjavik (IS), Maia (PT), Lviv (UA), Kifissia (EL) and Kladno (CZ) prepare replication with hands-on feasibility studies. SPARCS identifies bankable actions to accelerate market uptake, pioneers innovative, exploitable governance and business models boosting the transformation processes, joint procurement procedures and citizen engaging mechanisms in an overarching city planning instrument toward the bold City Vision 2050. SPARCS engages 30 partners from 8 EU Member States (FI, DE, PT, CY, EL, BE, CZ, IT) and 2 non-EU countries (UA, IS), representing key stakeholders within the value chain of urban challenges and smart, sustainable cities bringing together three distinct but also overlapping knowledge areas: (i) City Energy Systems, (ii) ICT and Interoperability, (iii) Business Innovation and Market Knowledge.

## Partners



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## EXECUTIVE SUMMARY

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The deliverable, newsletter template, is foreseen for laying out the SPARCS newsletter that will be disseminated by GOPA Com. and through SPARCS partners own networks: partners, multipliers, stakeholders, social media with a third party tool, in this case selected Campaign Monitor.

## 1. INTRODUCTION

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The SPARCS newsletter template is introduced to harmonise news sending both visually and content-wise. Below, we introduce the design and content elements of the SPARCS newsletter template, and explain the relations between the individual elements.

## 2. DESCRIPTION

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The original newsletter template is built into an HTML format to fit a third party application template: Campaign Monitor in order for GOPA Com. use it for distributing the SPARCS newsletter in line with all GDPR rules as well as all project requirements.

The template includes the following elements:

- Intro article section
- Call for action of the month section
- Two city articles (Espoo and Leipzig)
- Fellow city highlights sections
- Events section
- Place for Video and any other content
- Links to all social media
- Unsubscribe/manage buttons



### 3. NEWSLETTER TEMPLATE

The JPG format of the template can be found below:

