D6.6 ELECTRONIC NEWSLETTERS - - 2ND HALF OF PROJECT

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V0.1	23/06/2022	General review	Joao Gaspar; Alexandre Almeida

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* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

EXECUTIVE SUMMARY

This deliverable provides first an overview of mass-mailing tools and channels utilised by the TETRA project, their objectives and target users.
Second, the document provides an overview of electronic newsletters distributed by the TETRA project and newsletters and newsflashes with TETRA contents distributed by the NGI Outreach Office.
Additionally, an overview of TETRA newsflashes distributed to NGI beneficiaries who registered in TETRA webinar series, online public funding masterclass and online bootcamps is provided at the end of the deliverable.

More specifically, the document is structured as follows:

1. Overview of mass-mailing tools and objectives
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TETRA, in order to mass-mail NGI beneficiaries on project upcoming and past activities, utilised:

1. **TETRA Newsletter**, to update TETRA users on upcoming bootcamps and other activities or materials available on TETRA website

2. **NGI Newsletter and Newsflashes**, to update NGI users on upcoming TETRA bootcamps and other activities or materials available on TETRA website

3. **TETRA Newsflashes**, to update TETRA users on a monthly basis on upcoming TETRA webinars and other activities or materials available on TETRA website

MASS-MAILING TOOL	TARGET		OBJECTIVES	
	NGI users	TETRA users	Update on upcoming bootcamps and other activities	Update on upcoming webinars and other activities
TETRA Newsletter		X	X	
NGI Newsletter and Newsflashes	X		X	X
TETRA Newsflashes		X		X

TABLE 1 - MASS-MAILING TOOLS AND CHANNELS

TETRA distributed in February 2021, July 2021, October 2021 and June 2022 four official Newsletters to promote, respectively, the first Scale-up bootcamp, the second Build-up bootcamp, the second Scale-up bootcamp organised in online and/or hybrid formats, as well the final materials and results of the project. While on a monthly or bi-weekly basis, TETRA users were updated on project activities through newsflashes (21 newsflashes distributed from December 2020 to June 2022).

2 TETRA ELECTRONIC NEWSLETTERS

TETRA Newsletters were used to announce and encourage to register to upcoming TETRA bootcamps and to provide an overview of materials and resources available on TETRA website stemming from previous project activities (e.g. presentations and recordings of past webinars).

TETRA second newsletter was distributed in February 2021 to NGI beneficiaries who registered in TETRA webinar series (151 recipients as of February 2021) and provided a call to action to register for the first online edition of TETRA Scale-up bootcamp, as well an overview of all webinars' recording and presentations available on the project website.
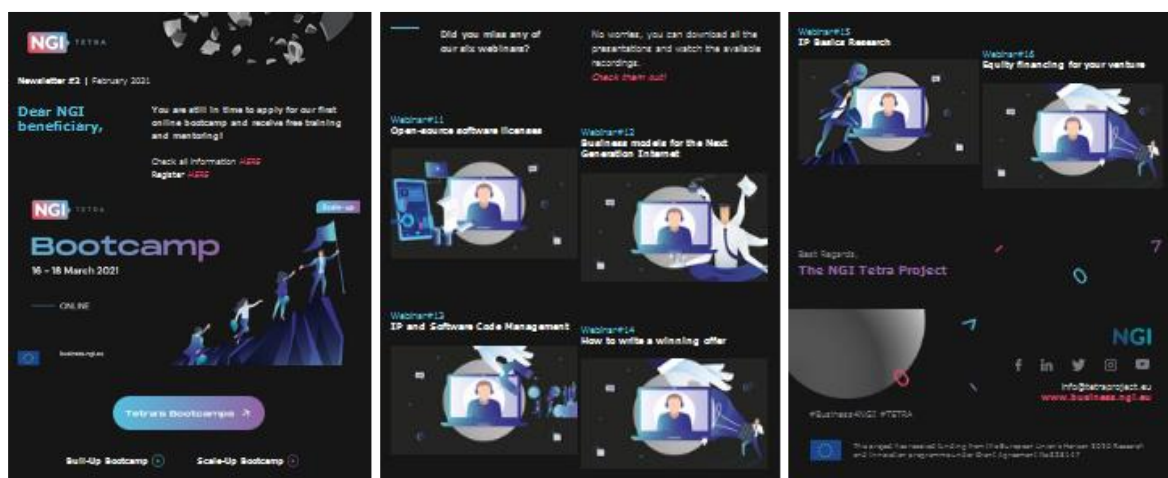
FIGURE 1 - TETRA SECOND NEWSLETTER

TETRA third newsletter was distributed in July 2021 to NGI beneficiaries who registered in TETRA webinar series (182 recipients as of July 2021) and provided a call to action to register for the second online edition of TETRA Build-up bootcamp, as well an overview of useful materials, webinars' recording and presentations available on the project website.
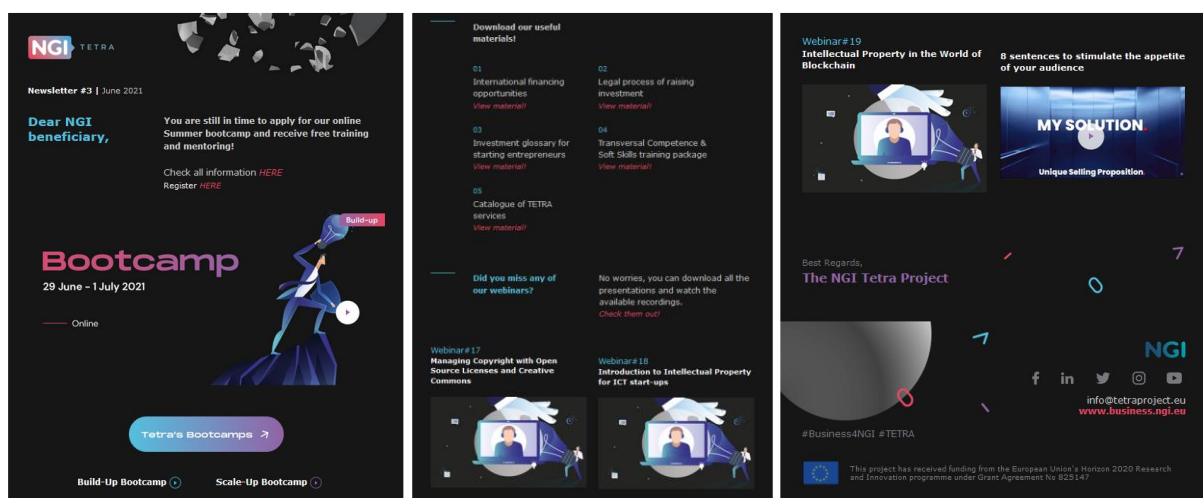

FIGURE 2 - TETRA THIRD NEWSLETTER

TETRA fourth newsletter was distributed in October 2021 to NGI beneficiaries who registered in TETRA webinar series (198 recipients as of October 2021) and provided a call to action to register for the second online edition of TETRA Scale-up bootcamp, as well an overview of useful materials, webinars' recording and presentations available on the project website.
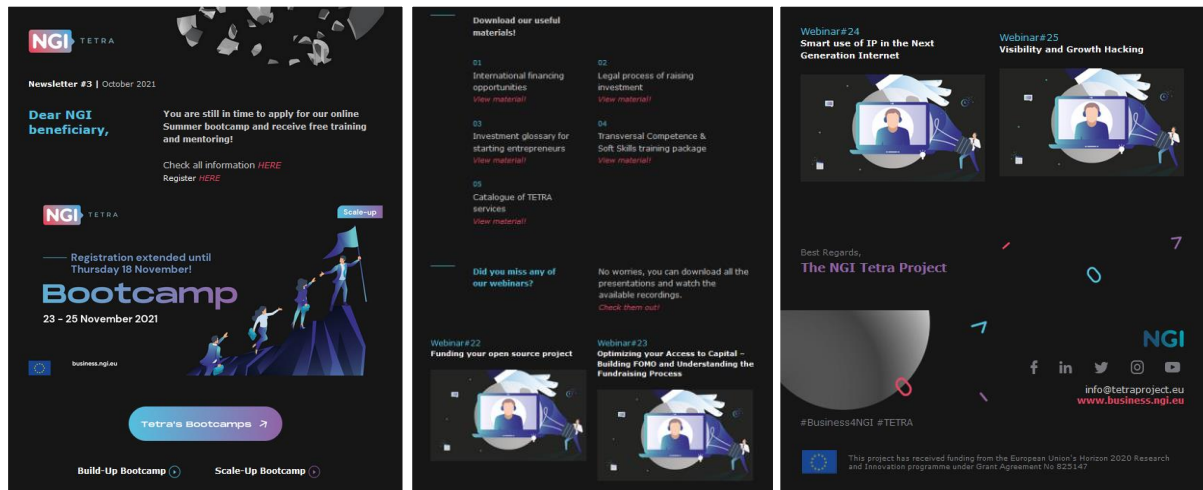

FIGURE 3 - TETRA FOURTH NEWSLETTER

TETRA fifth and last newsletter was distributed in June 2022 with the objective of informing users on the new structure of project website which provides materials, presentations and recordings that will be available for NGI Innovators in the future.
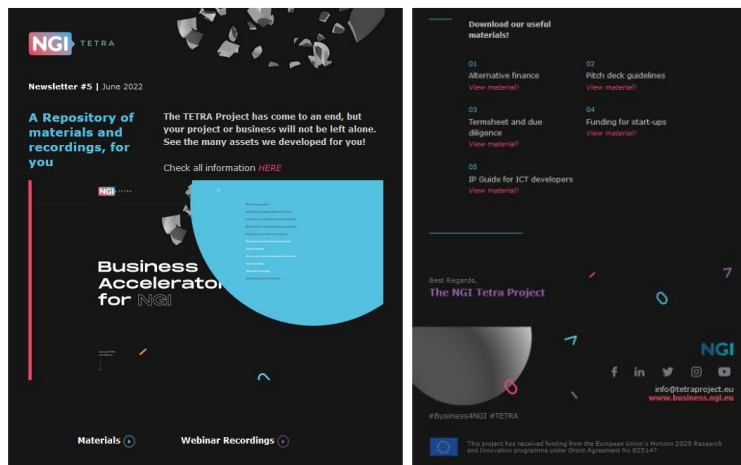
FIGURE 4 - TETRA FIFTH NEWSLETTER

3 NGI NEWSLETTERS AND NEWSFLASHES

In order to promote specific activities and materials from the project to the broad NGI Community of Innovators, TETRA's information and related banners, in close collaboration with the NGI Outreach Office, were included also in NGI Newsflashes and Newsletters.

NGI NEWSLETTERS

- Promotion of TETRA first Scale-up Bootcamp. Link (February 2021): https://mailchi.mp/ngi/latest-news-from-ngi-n11-feb2021
- Promotion of TETRA second Build-up Bootcamp and Tenderio Open call. Link (June 2021): https://mailchi.mp/ngi/latest-news-from-ngi-n12_june2021
- Promotion of Tenderio Open call and Webinar "Visibility and growth hacking". Link (September 2021): https://preview.mailerlite.com/g3q2w5/1784689955704936834/s9h5/
- Promotion of Tenderio Open call. Link (December 2021): https://preview.mailerlite.com/l1k8g8/1845574908340345695/f7w3/
- Promotion of TETRA IP Guide for IT developers and Final Event "NGI Pitch and Matchmaking Event". Link (April 2022): https://preview.mailerlite.com/n6r4n9h6u3/1937026955459173150/a9q1/
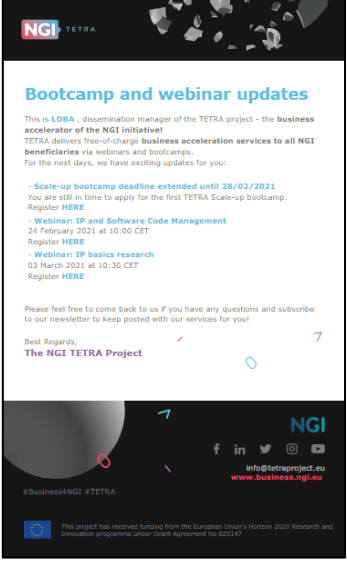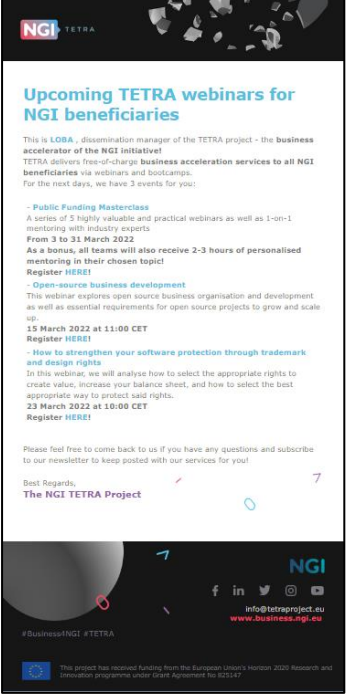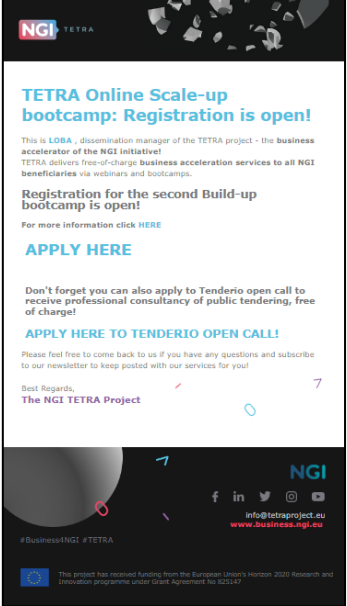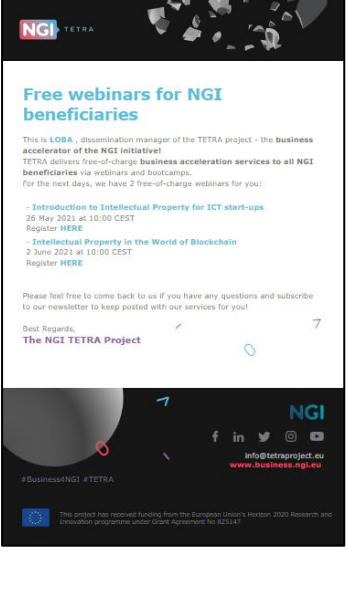
NGI NEWSFLASHES
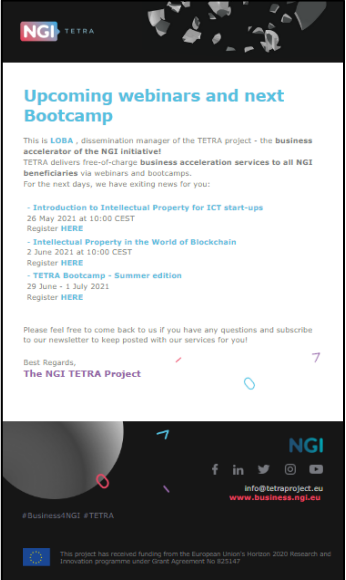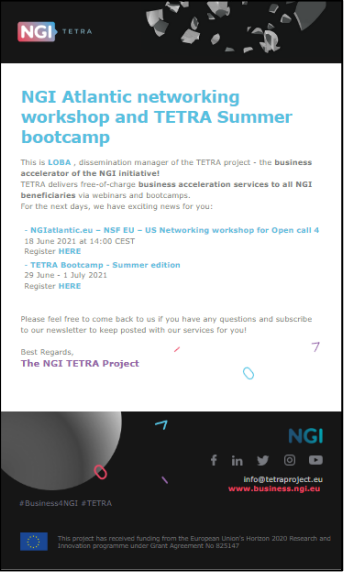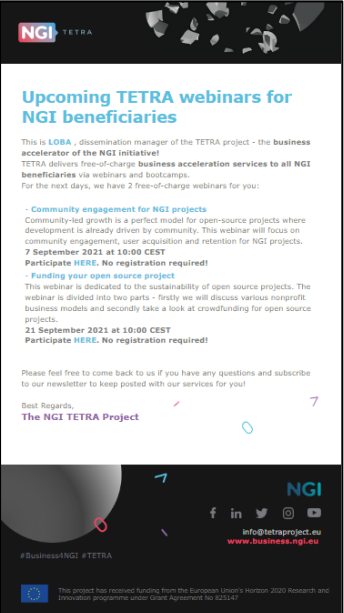
- Promotion of TETRA first Scale-up Bootcamp and Tenderio Open call. Link (January 2021): https://mailchi.mp/ngi/ngi-newsflash-jan2021
- Promotion of the overview of TETRA first Scale-up Bootcamp and Tenderio Open call. Link (May 2021): https://mailchi.mp/ngi/ngi-forum-2021-booknow
- Promotion of TETRA second Build-up Bootcamp. Link (July 2021): https://mailchi.mp/ngi/ngi-summer-edition
- Promotion of TETRA Survey on NGI Innovators' needs and Tenderio Open call. Link (October 2021): https://preview.mailerlite.com/d5h6v3
- Promotion of TETRA second Scale-up bootcamp, TETRA Survey on NGI Innovators' needs and Tenderio Open call. Link (November 2021): https://preview.mailerlite.com/n5u4x2
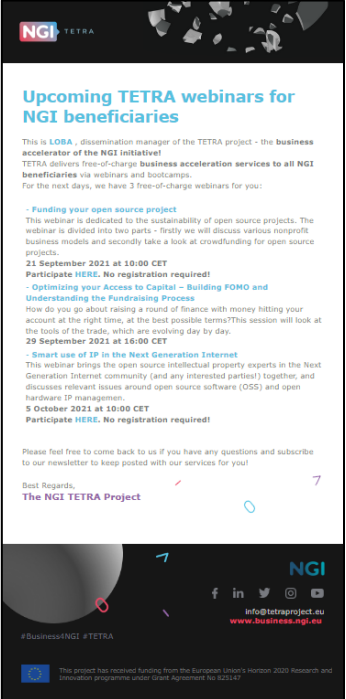
4 TETRA NEWSFLASHES
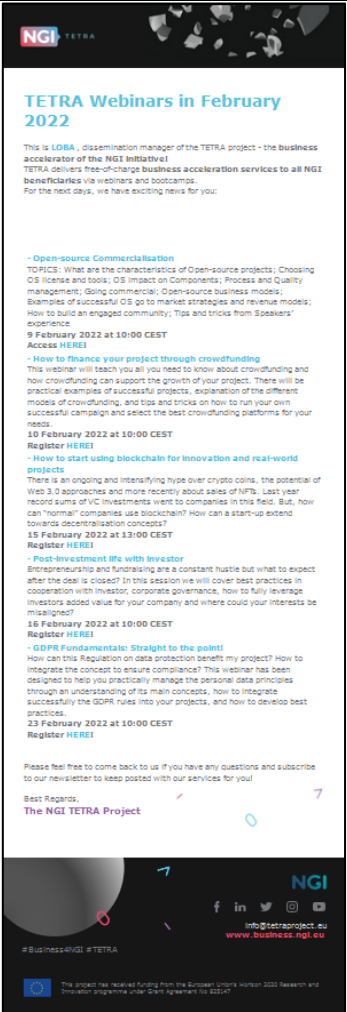
In order to promote and update TETRA users on a monthly/bi-weekly basis on TETRA webinar series, bootcamps and activities, TETRA distributed 21 newsflashes from December 2020 to June 2022 to TETRA mailing list of NGI beneficiaries (224 recipients as of June 2022).

December 2020	January 2021 (1)
January 2021 (2)	**February 2021 (1)**

February 2021 (2)	March 2021

May 2021 (1)	May 2021 (2)

May 2021 (3)	June 2021

August 2021	September 2021 (1)

September 2021 (2)	October 2022

November 2021	January 2022

| February 2022	March 2022

April 2022	May 2022
June 2022	

TABLE 2 - TETRA NEWSFLASHES