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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689682.

## D5.5 Biannual Newsletters

This is version 1.0 of D5.5 `Biannual Newsletters`. This document is a deliverable of the AMBER project that has received funding from the European Union's Horizon 2020 Programme under Grant Agreement (GA) # 689682.

## History of changes

Version	Date	Changes	Pages
1.0	28 Sept 2020		

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## Executive summary

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Communication of the results of AMBER is a key component of the project’s success. Supported by a comprehensive Plan on Exploitation and Dissemination, WP5 have developed and implemented wide reaching communication and dissemination activities that includes the circulation of regular newsletters to project stakeholders.

This report documents the impact of the AMBER newsletters.

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## Contents

<b>1</b>	<b>INTRODUCTION</b>	<b>4</b>
<b>2</b>	<b>DESIGN AND CONTENTS</b>	<b>4</b>
<b>3</b>	<b>DISTRIBUTION</b>	<b>6</b>

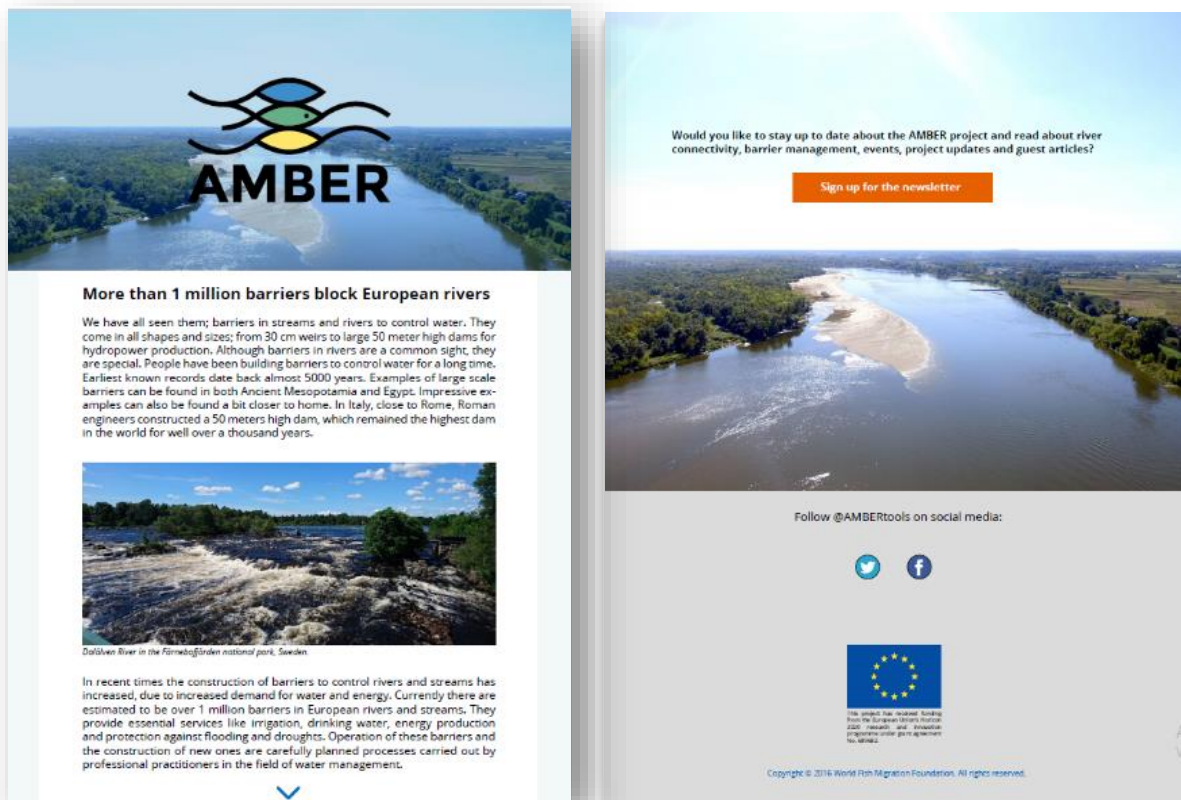
## 1 INTRODUCTION

AMBER has produced 14 regular newsletters which have been distributed to end users to inform of the progress and main achievements of the project. The initial plan was to produce two newsletters per year, but, following the early success of this dissemination tool, it was decided to increase the number of newsletters issued from eight to 14.

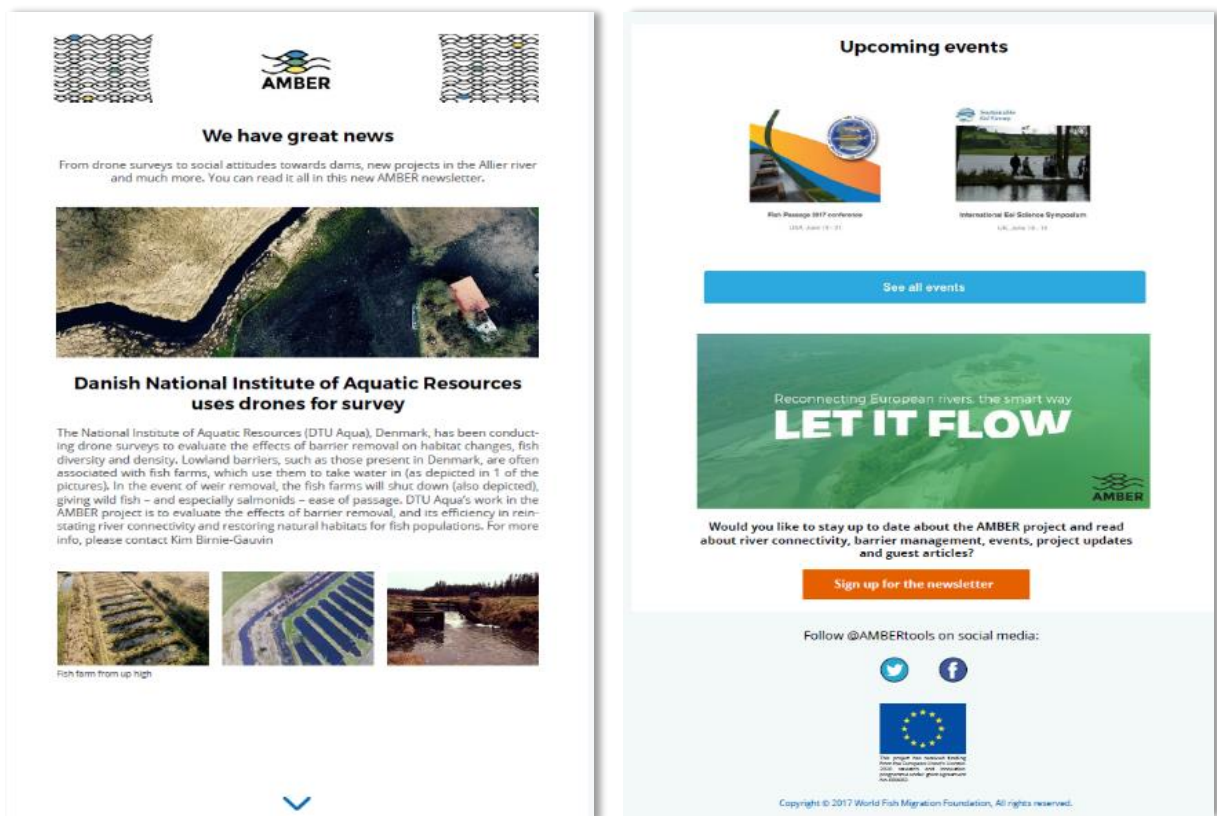
The number of newsletter subscribers has increased throughout the project lifecycle and today, newsletters are distributed to 2,365 partners, key regional coordinators, contacts, contributors and other parties who subscribed by registering online on the AMBER website and at AMBER events. This has exceeded the projected number of 2,000 newsletters distributed by month 52 of the project.

## 2 DESIGN AND CONTENTS

The newsletter layout was designed in line with the AMBER visual identity as the following previews of the newsletter show in **Figure 1** and **Figure 2**:



**Figure 1.** Layout of the first and last pages of the AMBER Newsletters #1 and #2



**Figure 2.** Layout of the first and last pages of the AMBER Newsletters #3 - #14  
Each newsletter included a summary of events, a work package in the spotlight, upcoming events and news from partners, including progress and achievements. Mailchimp, a professional emailing solution, has been used to ensure a professional design and the best delivery rate.

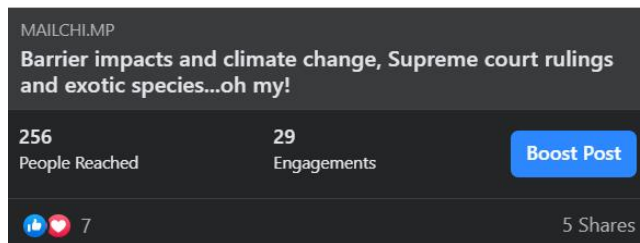
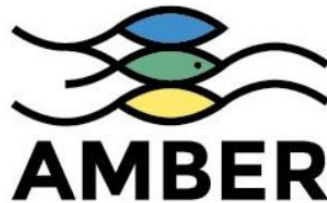
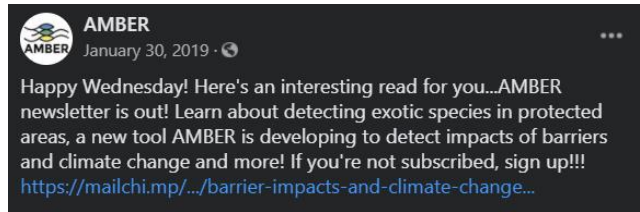
The 14 newsletters produced by the AMBER project (**Table 1**) are available on the AMBER website at <https://amber.international/newsletters/>.

**Table 1.** AMBER Newsletters

	Date	Title
Newsletter 1	30-Nov-16	<b>More than 1 million barriers block European rivers</b>
Newsletter 2	02-Mar-17	<b>#LETITFLOW</b>
Newsletter 3	31-May-17	<b>We have great news</b> From drone surveys to social attitudes towards dams, new projects in the Allier river and much more. You can read it all in this new AMBER newsletter.
Newsletter 4	28-Aug-17	<b>Citizens become scientist</b> In this newsletter: Citizen Science, Drone case studies, Milan meeting, partner updates and upcoming events.
Newsletter 5	29-Nov-17	<b>Case studies!</b> For this newsletter we have a selection of case studies ranging from invasive species in Scotland to weir removals in Denmark and other exciting news.
Newsletter 6	28-Feb-18	<b>Exciting things are coming</b> For this newsletter we have exciting events, launches and findings of the AMBER project!
Newsletter 7	09-May-18	<b>The Barrier Tracker is live</b> During World Fish Migration Day the Barrier Tracker was launched by AMBER partners all over Europe. Are you already tracking barriers?
Newsletter 8	31-Oct-18	<b>We have a new word: AMBERSSADORS</b> These are people who are enthusiastic about the AMBER project and the expected results. Like us!
Newsletter 9	30-Jan-19	<b>AMBERSSADORS</b>
Newsletter 10	18-Jun-19	<b>AMBER correspondence in Nature Magazine</b>
Newsletter 11	19-Dec-19	<b>Happy holidays!</b>
Newsletter 12	26-Feb-20	<b>Don't miss out on these two opportunities to learn more about our project and results!</b>
Newsletter 13	07-May-20	<b>Join us on the 29th of June for our [virtual] event!</b>
Newsletter 14	28-Jul-20	<b>The European Barrier Atlas is Here!</b>

### 3 DISTRIBUTION

To increase the visibility of the newsletters and to increase the number of subscribers, a far-reaching and continuous campaign over the lifecycle of the project was carried out. Newsletters were distributed and circulated using the AMBER subscription list, posted on the website and social media channels (**Figure 3** and **Figure 4**) and circulated by partners to their networks. This helped to ensure that people who were not subscribed to the newsletter also had the opportunity to view AMBER news and results and to learn more about the project.



**Figure 3.** Sharing the newsletter link on Facebook prompted reshares among the project's over 4,900 followers on Social Media.



**Figure 4.** Sharing the newsletter on Twitter prompted retweets among the project's over 4,900 followers on Social Media.



One of the more successful elements of the newsletter dissemination campaign was to subscribe participants of AMBER events to the newsletter, as they were already interested in the topics and results and agreed to add their email addresses to the mailing list.

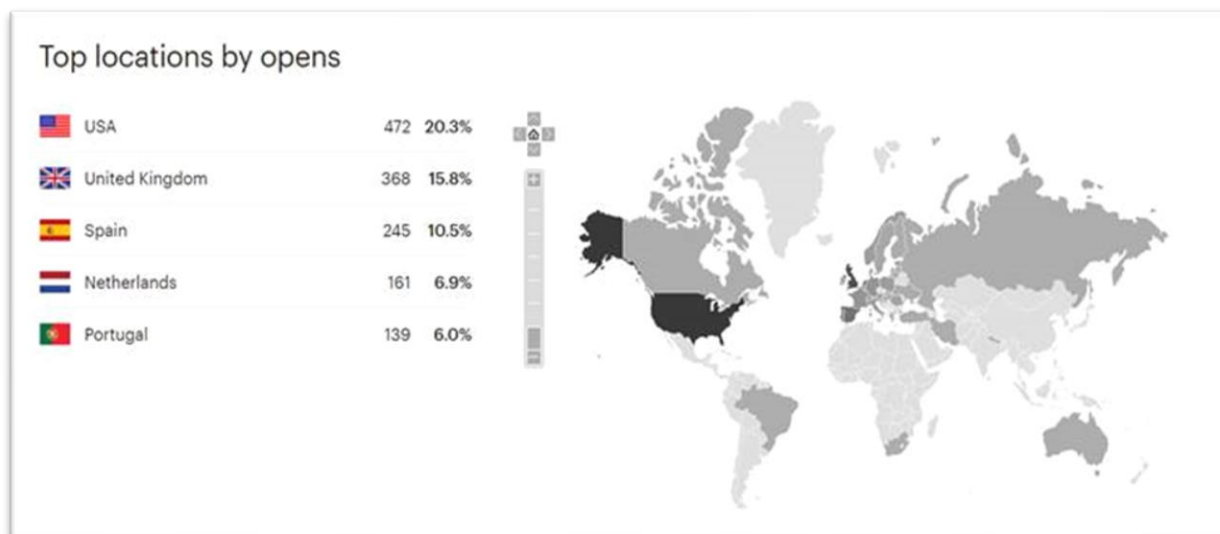
Regular analysis was performed on newsletter results (opens and clicks) to optimise the impact using Mailchimp analytics (**Table 2** and **Figure 5**). These numbers have increased throughout the project lifecycle.

**Table 2.** Newsletters analytics

	Date	Subscribers	Open Rate	Click Rate
Newsletter 1	30-Nov-16	115	55.7	20.9
Newsletter 2	02-Mar-17	247	36	23.1
Newsletter 3	31-May-17	285	29	18.1
Newsletter 4	28-Aug-17	296	40.1	18.5
Newsletter 5	29-Nov-17	321	40.3	23.6
Newsletter 6	28-Feb-18	336	42.8	23.4
Newsletter 7	09-May-18	383	38.6	15.9
Newsletter 8	31-Oct-18	421	32.8	13
Newsletter 9	30-Jan-19	1002	27.3	10.1
Newsletter 10	18-Jun-19	996	25.6	7
Newsletter 11	19-Dec-19	1353	18.8	6
Newsletter 12	26-Feb-20	1461	29.4	3.7
Newsletter 13	07-May-20	1522	25.8	8.2
Newsletter 14	28-Jul-20	2365	29	10.8

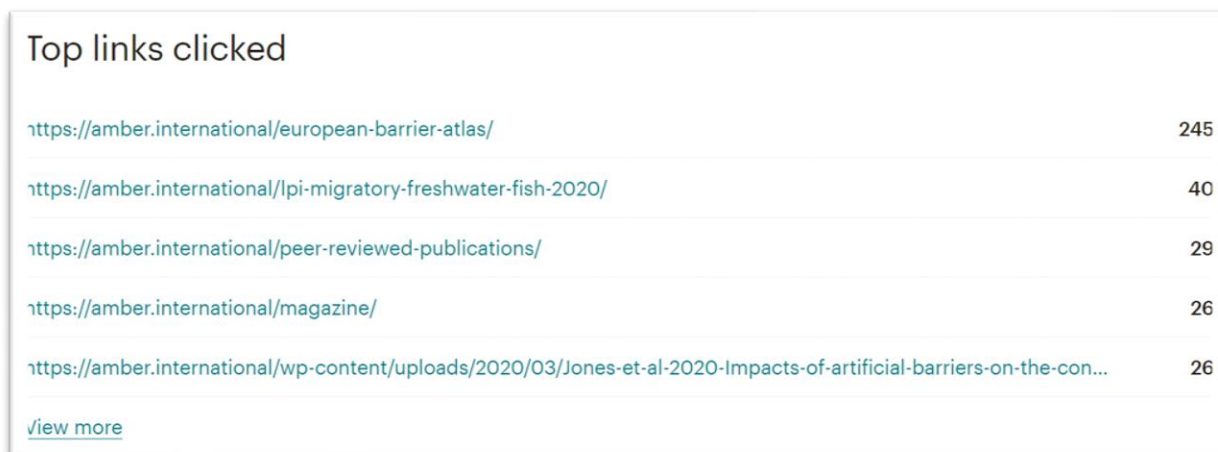
As depicted in **Figure 5**, the top location where the newsletter was opened was Europe overall, however, newsletter open numbers in the USA are also significant. In the USA, there is a lot of activity surrounding river connectivity, and the European work and results of AMBER are easily transferrable overseas. By engaging and reaching out to this world-wide audience, the work of the project is more widely noticed and used.





**Figure 5.** Top locations representing the opens from newsletter #14

Newsletter subscribers have showed interest in the outputs and deliverables mentioned in the newsletters, as these were the article or weblinks with the most clicks overall. **Figure 6** depicts the links clicked in the most recent newsletter (#14) demonstrating the impact of the release of the AMBER Barrier Atlas and the attention given to this key project output.



**Figure 6.** Top links clicked from newsletter #14