SYN+AIR Newsletters M13

Deliverable ID:	D6.8
Dissemination Level:	PU
Project Acronym:	SYN+AIR
Grant:	894116
Call:	H2020-SESAR-2019-2
Topic:	SESAR-ER4-10-2019 ATM Role in Intermodal Transport
Consortium Coordinator:	Universitat Politècnica de Catalunya
Edition date:	23 March 2022
Edition:	00.02.00
Template Edition:	02.00.05

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Document History

Edition	Date	Status	Name / Beneficiary	Justification
00.00.01	30/11/2021	Release of internal deliverable	Damaris Coll /UPC	Working document
00.00.02	12/12/2021	Internal deliverable	Josep Lluis Larriba / UPC	First issue
00.00.03	16/12/2021	Internal deliverable	Stella Noutsou /AETHON	Second issue
00.00.04	15/02/2022	Review first draft of deliverable	Ismini Stroumpou/SPA	Internal review of D6.8

00.00.05	23/02/2022	Final version of D6.8	Damaris Coll/UPC	Incorporated internal review comments
00.01.00	09/03/2022	Release	Ismini Stroumpou/SPA	New document for review by the SJU
00.01.01	23/03/2022	Internal deliverable	Damaris Coll / UPC	Integration of comments and suggestions of SJU
00.02.00	23/03/2022	Release	Ismini Stroumpou/SPA	New document for review by the SJU

SYN+AIR

SYNERGIES BETWEEN TRANSPORT MODES AND AIR TRANSPORTATION

Abstract

The present document presents SYN+AIR's newsletter strategy and the first issues released to its subscribers. SYN+AIR consortium followed a strategy to maximize the effectiveness of newsletter series as it is an important piece of its communication, dissemination and exploitation strategy presented in D6.3. The strategy's steps were followed to generate not only the timeline of the newsletters' release but also to identify the context and the audience of each issue. Hence, this report is divided into two main parts the methodological part of SYN+AIR's newsletters' campaign and the presentation of the two first issues released, and the statistics (key performance indicators) extracted by the tool we used.

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Table of Contents

List of Figures

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1 Newsletters' campaign and methodology

This chapter deals with the identification of the methodology to be followed in order to have efficient newsletters. Digital marketing and emailing newsletters is an emerging trend in general as well as in European projects for the following reasons:

- People spend more and more time behind their screens (i.e. computer and smart phone) either to work or in social media (e.g., the worldwide average amount of time per day spent using the Internet on any device is 6 hours 40 minutes according to a survey conducted by [Smallbiztrends](#)).

- People prefer a quick read as it is less time consuming

- Saving paper is encouraged by all policy makers

1.1 Methodological steps

Newsletters are one of the most important parts of marketing. Not only do they offer ample space for advertising the project's results, but they also help to maintain the relationships between stakeholders and the project. At first glance, the topic of creating a newsletter may seem to be one easy task. It's not so easy, at least not if you want it to be successful. If the newsletter has to meet multiple requirements and the desired outcomes, it is necessary to follow a certain methodology which will allow the project's partners to canalize the information that they want to present to the stakeholders.

Planning is key to the success of any newsletter campaign and should not be overlooked under any circumstances. Hence, SYN+AIR consortium defined a strategy composed by different stages.

Step 1: Set out goals

The first step in developing our newsletter strategy was to define our goals. To identify the aims of our newsletter strategy, we consider why it is that we want to create the campaign. To do that we had to answer the following questions:

- What do we want to achieve?

- Do we want to make potential and existing stakeholders aware of new blog posts, special events, or project results? Or is it more about, winning new stakeholders and strengthening bonds with existing stakeholders?

Step 2: Develop Key Performance Indicators (KPIs)

The definition of specific KPIs is super important at the planning phase of the newsletters' campaign. KPIs are key figures that help us to measure the success of our email campaign and, in turn, of your overall strategy. Some of the key figures and tools include:

- Open rate

- Click rate

- Deliverability rate

- Sign-up rate

- Click-through rate

- Bounce rate

- Spam rate

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- Conversion rate
- Rate of new subscriptions, etc.

Step 3: Find the optimal sending time

When planning, we should consider the best time (and day) to send out our newsletter email. The time at which you send out our newsletter is critical for its success. It is vital that you reach your recipients when they are likely to be in front of their computer or have their phone or tablet in their hands. But how do you find out what the best times are?

Step 4: Create content guidelines

The content of our newsletters is essential to achieving our goals. Setting up content guidelines ensures that your content sticks to our defined aims. So, our newsletter content should ensure that your goals are met, and they guide and motivate your target group/stakeholders to perform certain activities such as download our project deliverables. We consider what type of content is most appropriate for our strategy and audience.

Step 5: Choose your newsletter software

Once our newsletter strategy is in place and we have defined our objectives, and which resources you need to meet them, all we needed was to ensure that we have the technical infrastructure to meet these needs. Essentially, we need a professional newsletter software to create, send out, and evaluate your email campaigns.

1.2 SYN+AIR newsletters' campaign

Step 1: SYN+AIR newsletters' goals

The goal of SYN+AIR newsletters is twofold

i) Disseminate the project results and inform stakeholders about the project status

ii) Keep its stakeholders engaged

Target Audience: The SYN+AIR newsletters series was designed to reach stakeholders such transport service providers, academia and more specifically data and mobility experts, EU projects' community, policy makers etc. Hence, we needed to take into account that the content of each newsletter should cover at least one of the identified stakeholders of the project.

Step 2: Key Performance Indicator

We have decided to send this newsletter to the subscribers of newsletter which is a number of 36 people. However, the mailing list for GDPR reason is not available to the public or to the project partners except of the dissemination leader and the project manager. We need to highlight that the subscription procedure follows the GDPR, and ethics requirements described in D1.1 and D1.2 of SYN+AIR. The KPI chosen are depended heavily on form the tool used. In addition to the KPIs listed we would like to have the opinion of the stakeholders concerning the content, hence we decided to perform a quick survey in a random sample of the 2 first issues and the results are annexed.

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Step 3: Optimal sending time

We have decided that the optimal day would be a normal weekday and during the afternoon that most of the people do not have a lot of meetings and have 10minutes to spend to read a newsletter. The indicative dates are related with the content of each newsletter and are presented in the following timeline figure.
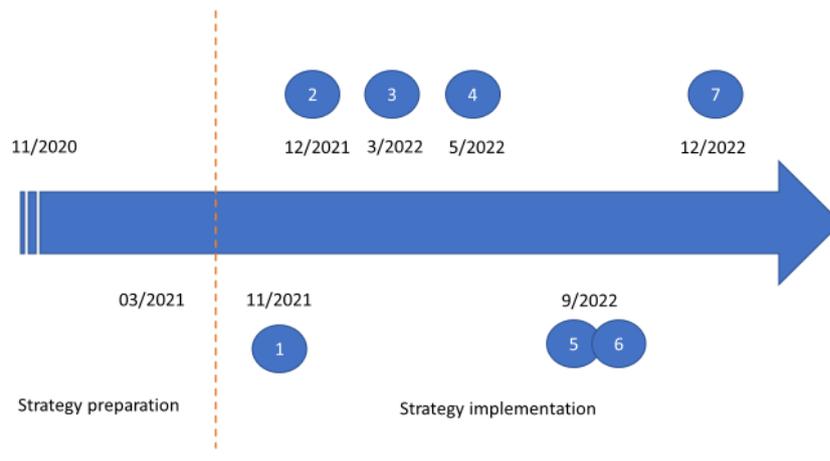

Figure 1: Timeline of newsletters' release

Step 4: Create content guidelines/Newsletter Topics

Topics for the newsletters were chosen based on the common practices and the evolution of the project/actual calendar and project's remarkable results. The topics selected were:

1. Introduction Letter.
2. Highlights from the 1st questionnaire survey of T3.1 in form of an interview.
3. Highlights from the 2nd questionnaire survey of T4.4 in form of an infographic.
4. Presentation of Data Flow Diagrams of multimodality in form of a video.
5. Presentation of data governance models.
6. Presentation of Smart Contracts Framework in form of user stories and invitation to the 2nd stakeholders' workshop.
7. Highlights and outcomes of SYN+AIR project.

The time of their release is indicated in Figure 1.

Step 5: Choice of Delivery Method

We choose mailchimp as the delivery method of our newsletters as it is embedded in our project landing page, and it is proven to be a useful tool.

The newsletter could be distributed to a large number of people on the same time and can be easily tailored based on the needs of the project's identity.

2 Newsletters #1 and #2

In this section we summarized the results obtained from the travel demand model for users' behaviour and the sensitivity analysis. In specific, we described the main findings of the cluster analysis, meaningful correlations, Binary Logistic Regression and Multinomial Logistic Regression.

2.1 SYN+AIR 1st Issue

The 1st issue was an introduction and welcome from the project coordinator aiming to familiarize the stakeholders with the project and its main objectives.

2.1.1.1 SYN+AIR 1st Issue statistics

The following figures present the KPIs extracted from mailchimp and are indicative to the strategy that we followed. Figure 2 shows that the 1/3 of the mails received where opened and that none of the recipients unsubscribed. Figure 3 shows the top location that SYN+AIR 1st newsletter was opened and surprisingly USA is the country that the most subscribers opened our newsletter followed by Spain and other EU countries. Figure 4 shows the times that the most subscribers opened the 1st issue which is in the early morning hours.
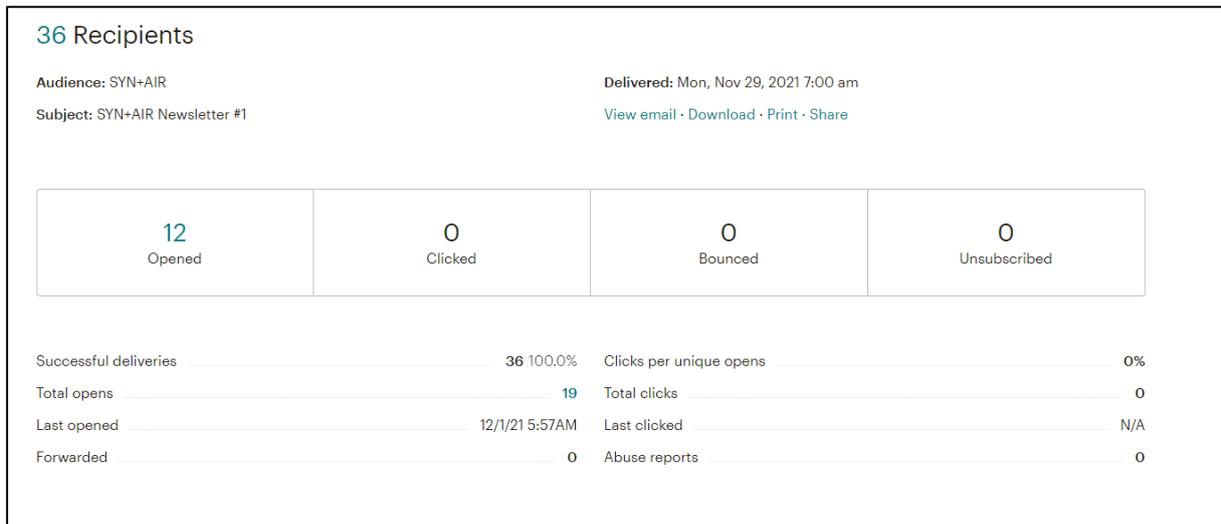

Figure 2: Number of newsletters opened, clicked, bounced, or unsubscribed for 1st issue
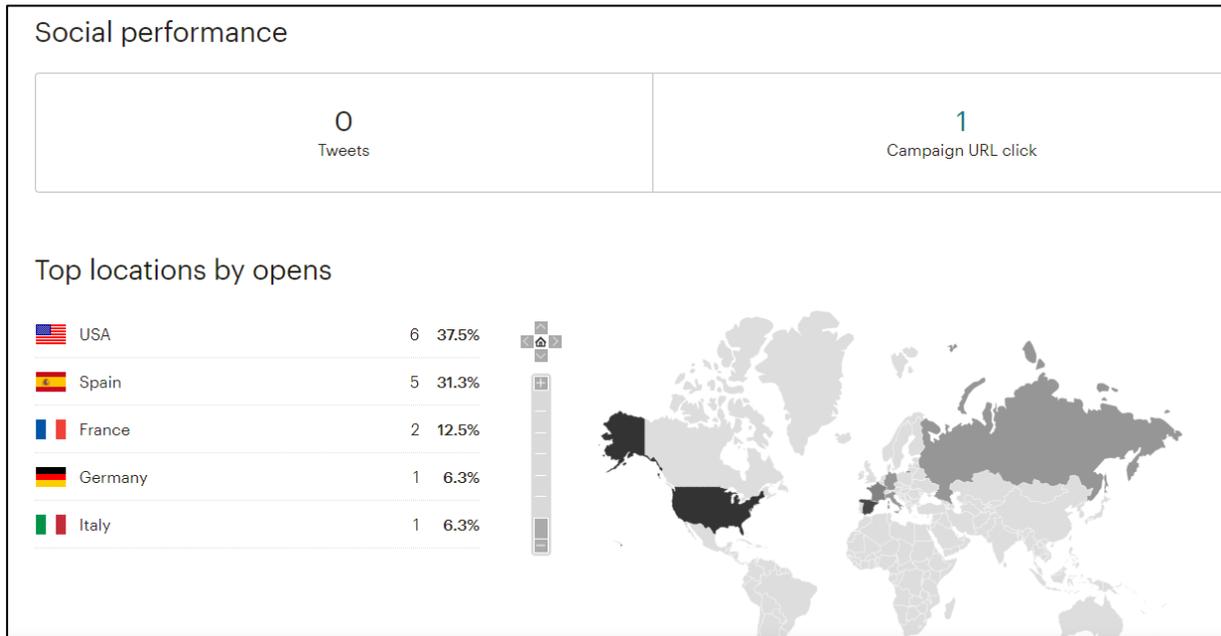
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Figure 3: Social performance, top ten location by opens for 1st issue
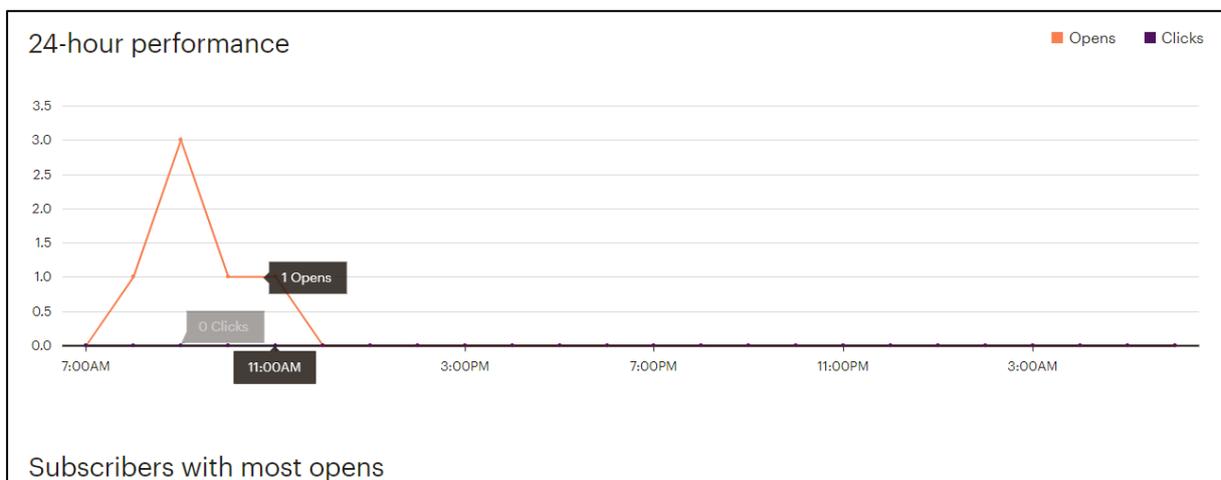

Figure 4: 24-hours for the 1st issue

2.2 SYN+AIR 2nd Issue

The 2nd issue/newsletter was dedicated to the results of the stated preference survey conducting within the framework of T3.1. The results of this questionnaire survey are duly detailed in D3.1, a really well written document that should gain visibility hence we used the newsletters of SYN+AIR to attract more readers. This newsletter presents the highlights of the survey in a playful way, an interview of the project manager of AETHON. In this way, we intent to disseminate the results of the survey but on the same time allow the reader to easily read the main outcomes and trigger his curiosity to find out details.

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2.2.1.1 SYN+AIR 2nd Issue statistics

The following figures present the KPIs extracted from mailchimp and are indicative to the strategy that we followed for the 2nd issue of SYN+AIR's newsletter. Figure 5 shows that again the 1/3 of the mails received where opened and that we had 1 recipient unsubscribed. Figure 6 shows the top location that SYN+AIR 2nd newsletter was opened; USA remains the country that the most subscribers opened our newsletter followed by Russia. Figure 7 shows the times that the most subscribers opened the 2nd issue, we notice that most of the people opened it in the morning most probably before starting their working day.
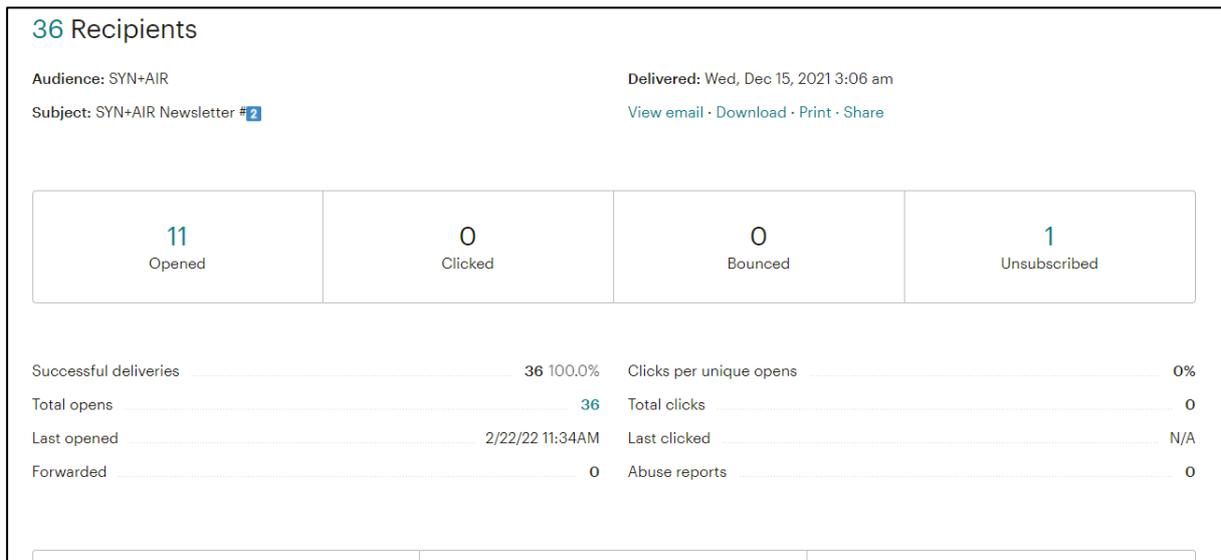

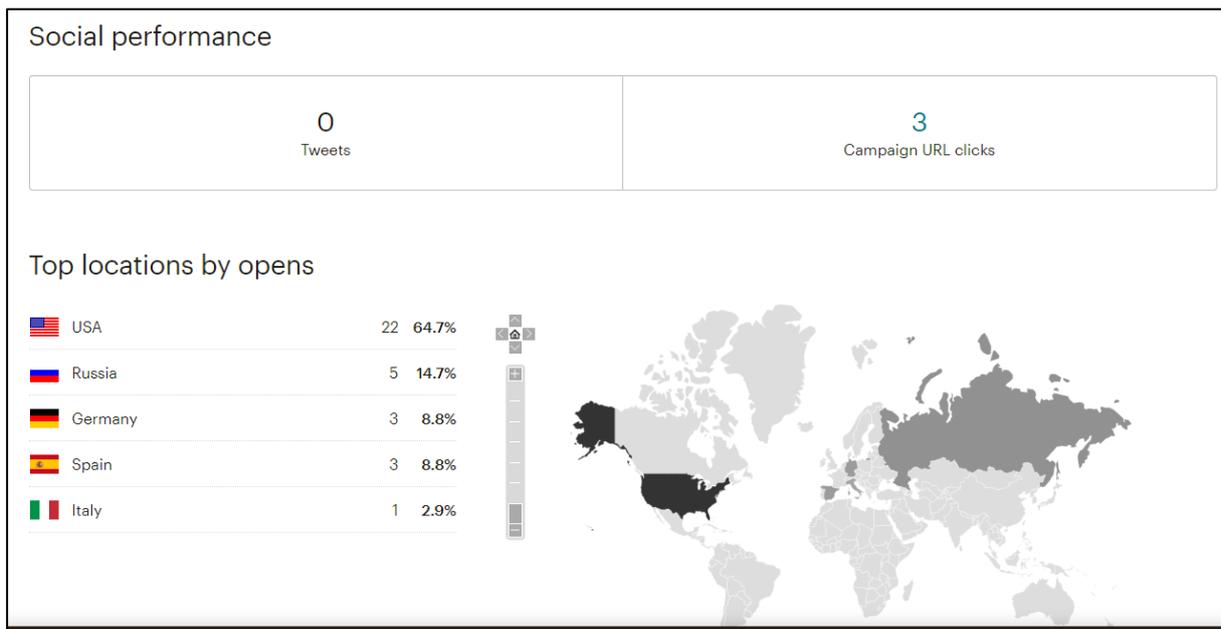**Figure 5: Number of newsletters opened, clicked, bounced, or unsubscribed for 2nd issue**

Figure 6: Social performance, top ten location by opens for the 2nd issue

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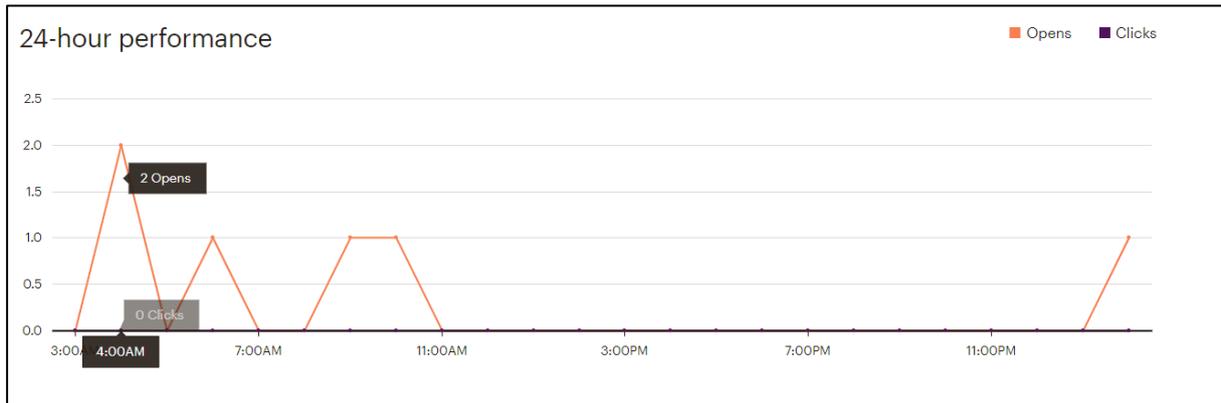
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Figure 7: 24-hour performance for the 2nd issue

2.3 Next steps

Based on the methodology and the campaign explained in section 1.2 and in combination with the outcomes derived from the statistics analysis of the first newsletters, SYN+AIR consortium will not modify the topics nor the planning of the next newsletters release. However, it was essential to think of a way to increase the number of subscribers of SYN+AIR newsletter. To that end, the consortium is going to perform certain activities.

1. Promote more the project in social media and invite people to subscribe to the project's newsletter
2. In each presentation of SYN+AIR, the partners will be asked to invite the audience to visit SYN+AIR website and subscribe to the newsletter by entering their email at the dedicated field.
3. Send the next newsletter also via mailing lists and social media and allow SJU communication department to assist us in this dissemination activity.
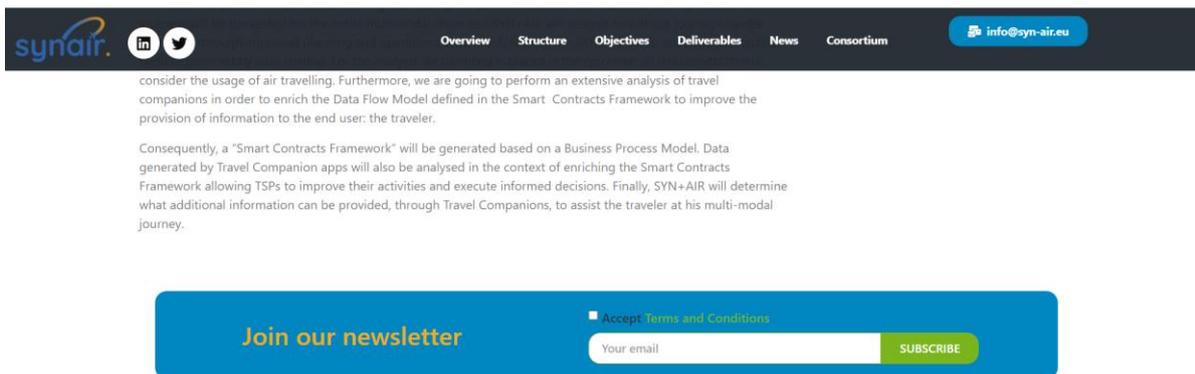

Figure 8: Subscribers' field

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3 Conclusions

This deliverable presents the methodological steps to arrive in an effective newsletter strategy. It shows the decisions taken by the consortium partners taking into account the needs of the project to define each step and generate a plan for the release of SYN+AIR's newsletter series. Furthermore, the two first issues accompanied with their key performance indicators are presented in section 2. Based on the statistics of the two first issues released with 2 weeks of difference we believe that we need i) to have more subscribers in our mailing list ii) to continue our strategy as concerning the content of the newsletters and the release time. Additionally, as the sample of subscribers was comparable (of the two newsletters), we believe that we have some "faithful" followers in the USA. SYN+AIR consortium aims to follow certain activities especially in social media to adhere more subscribers for its newsletters. Finally, the update of this deliverable is planned in M25 of the project, and it will contain a revision of the strategy implemented and its results as well as the following issues of SYN+AIR's newsletter series.

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4 Appendix A: 1ˢᵗ newsletter

A Letter From SYN+AIR Consortium

Dear reader,

We are pleased to welcome you to the first issue of the SYN+AIR Newsletters. Started in November 2020, SYN+AIR is a two-year project addressing the exciting novel approach of developing a Smart Contracts Framework and enhance the collaboration among different travel service providers. Funded in the framework of the SESAR program, it involves ICT solution providers and research organizations from the fields of transport engineering, data engineering and legal.

The mobility ecosystem is rapidly evolving, whereby we see the rise of new stakeholders and services including Mobility as a Service, Single ticketing etc. In response to their own pressures, they face from increasing globalization, customers in the transport sector are now demanding the creation of a seamless transport market, in which modal boundaries neither delay movements nor hinder choices of the most appropriate route/mode combination for the movement required. The development of such a seamless transport market will be assisted and supported by a wider spread and deepening integration within different transport means of a multimodal chain. Hence, seamless transport means a 'free-from-disturbance' journey and its main purpose is to interconnect different systems of travel services. Furthermore, the possibility of creating digital services for seamless transportation is being considered but not yet achieved at great extent. Hence, the development of seamless transport technologies, data sharing protocols and standardization procedures predetermines increased interaction between organizations of various types of transport, not as competitors, but as partners with a high level of cooperation aimed at achieving the common goal of seamless coordinated transport. SYN+AIR is called to examine the aforementioned challenges which revolve around three main axis (i.e., business logics, data sharing and technology exploration). Hence, SYN+AIR is devoted to research and develop a Smart Contracts Framework (SCF) that will facilitate the collaboration between different transport service providers (TSPs) and that will enhance passenger multimodal door-to-door experience. Considering the existing collaborations of TSPs at an urban or peri urban level, SYN+AIR takes it at a step further and examines a 4h multimodal trip including aviation as the main leg of a chain trip.

To be more precise, Smart Contracts are agreements among TSPs that define data sharing criteria (scope, parties' obligations, contract's time span and fulfilment criteria). Therefore, we will achieve this by generating common goals for Transport Service Providers (TSPs) that will justify data sharing, facilitating the user to execute a seamless D2D journey. Customer journeys will be generated for the entire multimodal chain and SYN+AIR will analyze how those journeys can be facilitated through improved planning and operations activities (following the ATFCM phases: strategic, pre-tactical,

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tactical) powered by data sharing. For the analysis, air travelling is placed in the epicentre; all multimodal chains consider the usage of air travelling. Furthermore, we are going to perform an extensive analysis of travel companions to enrich the Data Flow Model defined in the Smart Contracts Framework to improve the provision of information to the end user: the traveler.

Consequently, a "Smart Contracts Framework" will be generated based on a Business Process Model. Data generated by Travel Companion apps will also be analysed in the context of enriching the Smart Contracts Framework allowing TSPs to improve their activities and execute informed decisions. Finally, SYN+AIR will determine what additional information can be provided, through Travel Companions (web apps or mobile apps), to assist the traveler at his multi-modal journey.

This newsletter is the first issue of a project communication tool we plan to publish regularly, offering you an easy and quick way to keep in touch with SYN+AIR activities and be informed about important events, achievements and results throughout the lifetime and at key phases of our project. We will be glad if you will keep reading us in the future, and for any thought, you may wish to share with us on the exciting theme of Mobility as a Service (MaaS) and seamless door-to-door travelling.

We wish you a pleasant read,

SYN+AIR consortium

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5 Appendix B: 2ⁿᵈ newsletter

Mobility choices when air Travelling

Maybe you are planning to travel for Christmas maybe not? Anyway, we wish you a Merry Christmas and a pleasant 10min reading of this short newsletter that highlights the mobility choices of air travellers. Stella Noutsou, a project manager at AETHON and co-developer of SYN+AIR's passengers' survey shares some interesting results...

Q1: What was the purpose of this questionnaire survey?

We conducted a survey in order to identify the mobility choices of the passengers related with the trips to and from the airport. We wanted to understand how the air travellers behave and how they select the transport mode to reach the airport.

Q2: How was this survey conducted and what was its duration? Which was the main difficulty conducting it?

The survey was conducted in 4 countries: Italy, Spain, Greece, Serbia and was disseminated for 1 month (April-May 2020). Our main goal was the survey to not be that long, so we could receive answers from numerous participants. The survey lasts aprox. 20'

Q3: Which are the main characteristics of the sample?

Eventually we collected 2251 responses, 54,4% were female and 44,5% were male. The average respondent was 39 years old and 52% of the respondents were employed in the private sector.

Let's go to the core of this survey

Q3: Which are the main conclusions of this survey? Show us the most relevant diagrams generated by the analysis

Nearly the 80% of Greek respondent would choose to travel by car to/from the airport. It is interesting to point out that the mode preference of Serbian travelers for metro ranks very high (at around 20%) regardless of the fact that metro is not an available means of transport currently for Serbia, meaning that there is a significant willingness to use metro if it would be available.

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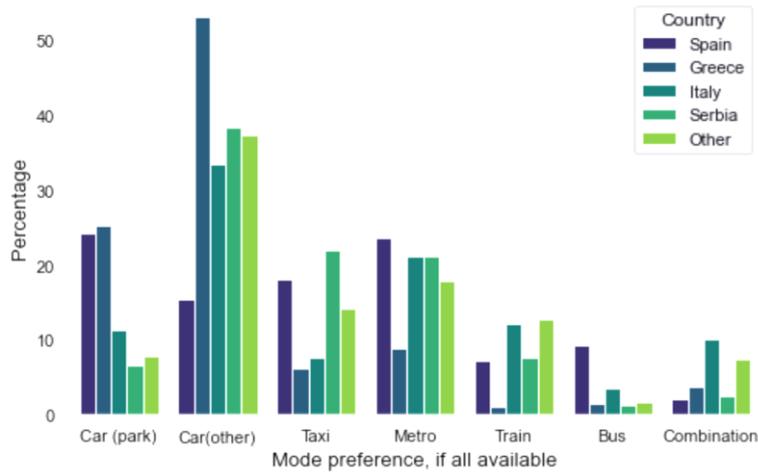
At the survey were included different travel scenarios. The first travel scenario presents the case where customers can choose to travel between train and bus from the airport to the port. The price is the same, but the bus is more frequent, drops the customers closer to the port and is less fast and reliable than the train. The results indicate that around ¾ of the respondents chose the train over the bus.
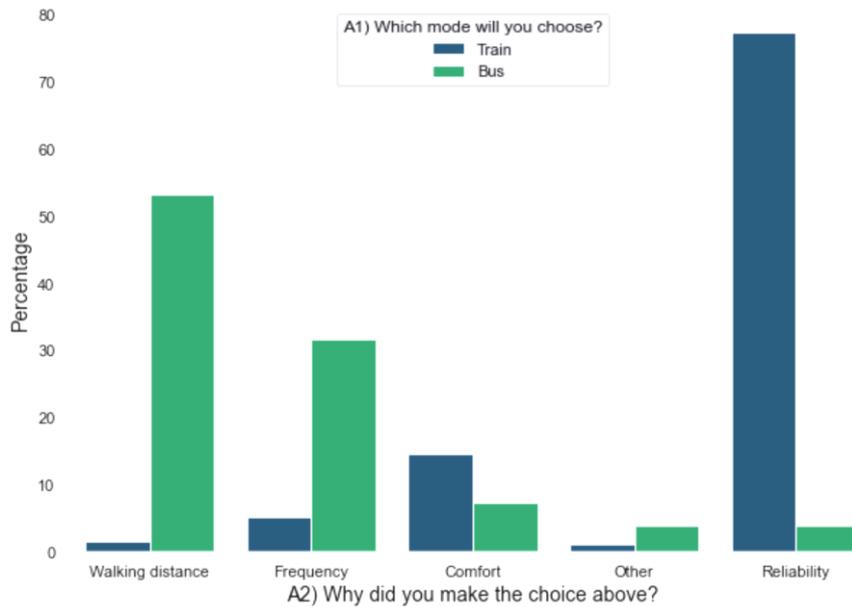
In the third scenario the first case was a trip with 4 hours duration including taking the taxi to the airport, afterwards taking the plane and then a taxi from the airport to the final destination. The second case was a 6-hour trip consisting of a taxi to the station of an intercity train, the train, and a taxi to the final destination. Around ¾ of the respondents choose the plane over the train

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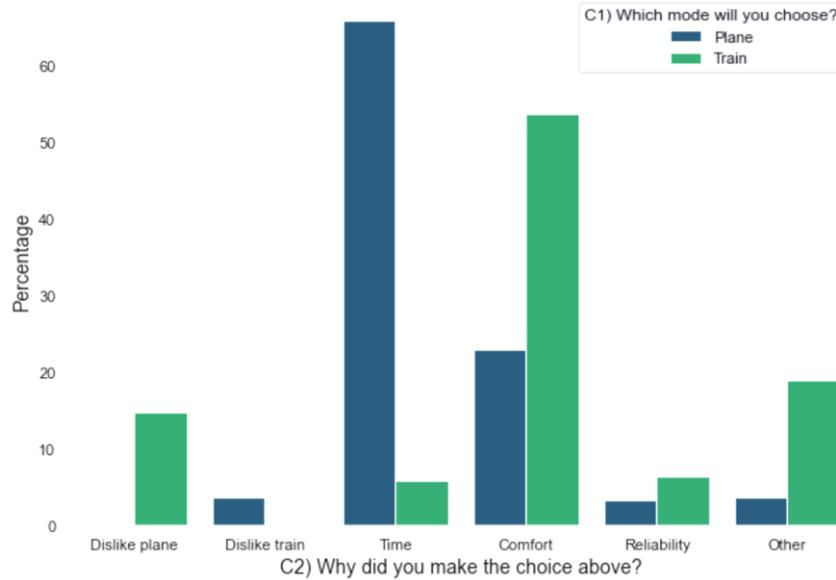
Bonus question: Tell us an unexpected or strange result…

Greece has a lot of women! Most Greek travellers answered the survey were women. There were some non-valid answers which have been excluded from the statistical analysis (i.e., unemployed passengers travelling for business!) Most of the respondents didn't find stressful at all the airport processes (passport control, check-in, security check process, walk to the gate etc.)

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6 Annex

This annex presents the feedback of the random sample taken from the 2ⁿᵈ issue receivers. We have selected randomly 25 people from the SYN+AIR's newsletter list.

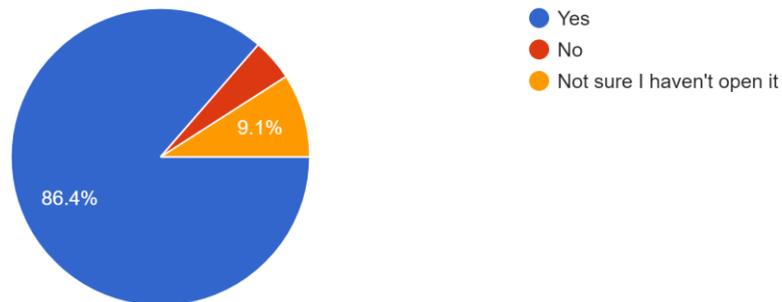Do you think that the content of the newsletter was informative?
22 responses

Figure 9: Answers to the question if the 2ⁿᵈ newsletter was informative

Do you think that the length of the newsletter was appropriate as a 10min read?
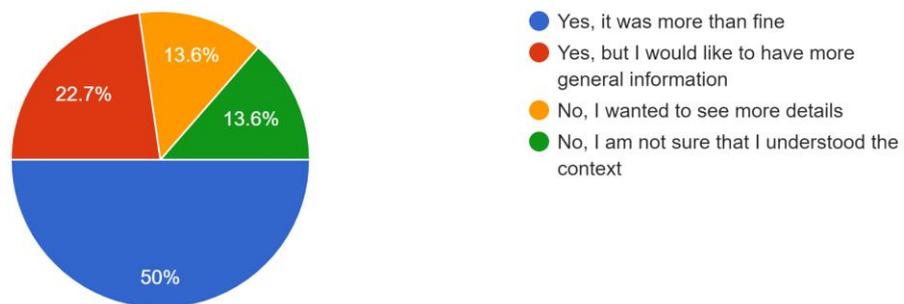22 responses

Figure 10: Answers to the question concerning the length and the information provided

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