

# Newsletter as an Email Marketing Tool in NGOs: The Case of Telecentre-Europe

Data analysis of newsletters in May 2011 – July 2014

Ilona Griniute

Communication and Campaign Specialist,

Telecentre-Europe AISBL

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## Introduction: Telecentre Europe and its newsletters

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Telecentre-Europe AISBL (further Telecentre Europe or TE) is a European non-for-profit organisation (NGO) and a member-based association established in 2010 in Brussels, Belgium. The organisation represents publicly funded telecentres and their networks, ICT learning centres, adult education centres and libraries across Europe where children and adults can access the Internet, learn the latest digital skills and keep up to date with technology and community developments. Telecentre Europe aims to increase the impact, effectiveness and profile of all European telecentres and other NGOs working with digital inclusion and e-skills in order to bridge the digital – and technological – divide.

Since Telecentre Europe counts over 43 members in its network and is constantly growing, regular communication with members is one of the Telecentre Europe existing pillars. More importantly, online communication is of great importance to reach members operating in other European countries. Among communication tools Telecentre Europe uses regular newsletters to keep its members informed about its activities, news and events in the ICT and digital inclusion field.

Its first newsletter was published in May 2011. Since then 33 newsletters were published before August 2014 with the number of total subscribers growing from 379 in 2011 to 809 in 2014. Therefore, it is important to reflect on the performance of newsletters having this sufficient data. This analysis should help to identify the most successful newsletters in terms of KPIs, understand the content, the audience and their reading dynamics. The analysis will be the basis to draw conclusions and suggest recommendations to improve future newsletters.

# Analysis of most successful newsletters

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**Period: May 2011 – July 2014**

## KPI: Open Rate

Open rate is a percentage of total recipients (successful deliveries) who opened a newsletter. It helps to measure subscriber engagement. Yet it is important to consider the accuracy of this KPI. Open rate tracking in MailChimp is based on the invisible web graphic in the bottom of the HTML email and only works in HTML email where recipients choose to load images when viewing the newsletter. Because some email clients automatically block this feature from displaying, it is not possible to track open rate unless recipients manually choose otherwise.<sup>1</sup> The 3 most successful Telecentre Europe newsletters based on the open rate tracking are:

Newsletter	Open rate
November 2011	24.05 %
July 2011	23.80 %
May 2014	23.53 %

Table 1 Top 3 newsletters with the best open rate

All three newsletters were sent on a different weekday with **Monday** proving to give slightly better open rate results. Two of the newsletters, namely July 2011 and May 2014, were sent in the morning before 10 am whereas November 2011 was sent in the afternoon at 16:36. Day of the month for the first two newsletters falls on the same 21<sup>st</sup> and May 2014 newsletter was sent on 3<sup>rd</sup> of the month which doesn't seem to affect open rates.

Newsletter	Open rate	Weekday	Sent	Day of the month
November 2011	24.05 %	Monday	16:36	21/11
July 2011	23.80 %	Thursday	09:53	21/07
May 2014	23.53 %	Tuesday	09:45	03/06

Table 2 Top 3 newsletters with best open rates in detail

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<sup>1</sup> MailChimp Support: About Open Tracking (05/27/2014). Link: <http://kb.mailchimp.com/article/about-open-tracking> Accessed on: 08/01/2014

The reason why November 2011 newsletter was the most successful of all times could be the fact that this issue covered TE Summit, an annual event which gathered most of the organisation's members and took place just the month before. Subscribers, especially those who participate, were waiting to see pictures and find out about the event results. In addition to this, 2011 was the first year of TE newsletter, thus, both curiosity and excitement of subscribers were still at their peak.

Considering all newsletters, the average open rate since the first newsletter is 19.84%. In comparison with the non-profit industry average which is 25.12%,<sup>2</sup> TE newsletters are below this average. Compared to the average of 22.49% in education and training industry<sup>2</sup>, it is below the average but only by 2.65%. There is no significant tendency in open rate throughout the history of all newsletters published by TE (see Figure 1). Yet, one can conclude that from the very start the open rate was the highest in 2011 compared to other periods. There is a slight recovery seen in 2014, most likely because of the change of the newsletter format in April.

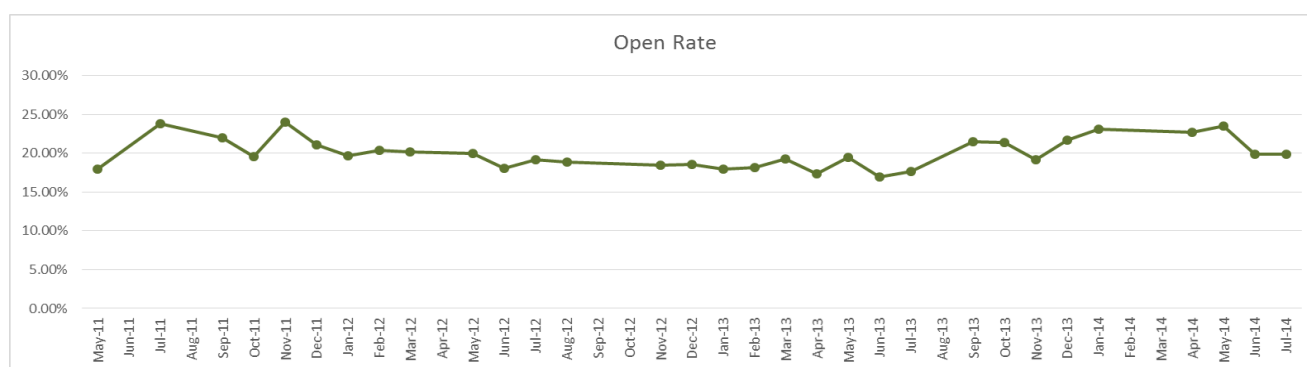


Figure 1 Open rate for all newsletters in 2011-2014

## Email subject line

The subject of the email of the newsletter plays a key role in triggering subscribers to open it. The majority of TE newsletters have very short and simple subject lines, e.g. Newsletter November 2012. To pick a few examples with more descriptive subject lines, May 2013 newsletter had "May Newsletter: Spark conference, Digital Agenda, events and more"; October 2013 said "Annual Summit in Malta roundup, Map of eInclusion actors, TEDx Brussels and Microsoft vouchers". Did these subject lines attract a higher attention in terms of open rate? Not exactly. The open rate of October 2013 newsletter was 21.34 %

<sup>2</sup> MailChimp research: Email Marketing Benchmarks. Link: <http://mailchimp.com/resources/research/email-marketing-benchmarks/> Accessed on: 08/06/2014

compared to the highest open rate of November 2011 with 24.05 %. Most likely, the success of October 2013 newsletter was determined by other factors, such as the annual summit that took place that month where all members were invited to participate. The open rate of May 2013 newsletter was 19.43% which is below the total average (19.84%). The other two: July 2013 with a subject line “July Newsletter: Telecentre-Europe Summit 2013, Unite-IT first annual conference and more” hit 17.69% only while June 2013 with a subject line “June Newsletter: Digital Agenda Assembly, Local Coalitions and more” reached 16.99%, both below the average open rate (19.84%).

However, email marketing practice suggests that choosing the right words for the subject line can result in higher open rates.<sup>3</sup> According to one study that MailChimp carried out, people tend to open emails with subject lines including words like *urgent*, *important*, *announcement*, or *invitation*.<sup>3</sup> Yet, it can be a completely new story in the case of a newsletter which comes once a month and, therefore, subscribers know they will receive it. Based on the analysis and comparison of 40 million emails sent through MailChimp, it is clear that most successful subject lines were rather short and straightforward, e.g. *[COMPANYNAME] Sales & Marketing Newsletter, Eye on the [COMPANYNAME] Update (Oct 31 - Nov 4)* and *[COMPANYNAME] Newsletter - February 2006* are among the top five.<sup>4</sup> Among other relevant subject lines *October 2005 Newsletter, [COMPANYNAME] Jan/Feb 2006 Newsletter* or *Upcoming Events at [COMPANYNAME]* also proved to generate a better success in terms of open rate. Another interesting fact regarding the connection between newsletters and their open rates is that usually newsletters start very well, but over some time their open rates drop.<sup>5</sup> This could be influenced by many factors like irrelevant content, inactive subscribers, frequency, emails in junk/spam folders to name a few. But one important change is how email clients handle images. More and more of them tend to block images by default or show only plain text whereas open rate calculation is based on a tiny graphic image in the email. So in these cases even though subscribers opened a newsletter, it will not count.<sup>6</sup> On one hand, it is important to establish continuity and branding and keep the content fresh, on the other hand, subject lines should ideally vary by

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<sup>3</sup> Subject Line Data: Choose Your Words Wisely (11/13/2013). Link: <http://blog.mailchimp.com/subject-line-data-choose-your-words-wisely/> Accessed on: 08/27/2014

<sup>4</sup> Subject Line Comparison: The Best and Worst Open Rates on MailChimp. Link: <http://mailchimp.com/resources/research/email-marketing-subject-line-comparison/> Accessed on: 09/02/2014

<sup>5</sup> Best Practices for Email Subject Lines (07/09/2014). Link: <http://kb.mailchimp.com/article/best-practices-in-writing-email-subject-lines> Accessed on: 09/02/2014

<sup>6</sup> The Basics of Email Metrics: Are Your Campaigns Working? (10/2008) Link: [http://www.idealware.org/articles/email\\_metrics.php](http://www.idealware.org/articles/email_metrics.php) Accessed on: 11/18/2014

indicating the added value: that is to answer the question of what is inside of this particular newsletter that is of interest to subscribers.<sup>7</sup>

## KPI: Click Rate

Click rate is a percentage of total recipients (successful deliveries) who clicked any tracked link in the newsletter. Click rate reveals whether the content is relevant and interesting to subscribers so they want to click links provided in the content to find out more.<sup>8</sup> The three best TE newsletters in terms of their click rate are the following:

Newsletter	Click rate	Weekday	Sent	Day of the month
July 2011	10.54 %	Thursday	09:53	21/07
November 2011	9.11 %	Monday	16:36	21/11
September 2011	8.61 %	Wednesday	12:31	14/9

Table 3 Three most successful TE newsletters based on the click rate

All three newsletters were sent on different weekdays as well as times (see Table 4). This may lead to a general conclusion that the time and the day of newsletter delivery are rather not a determining factor for its success. Other dynamics might have a stronger impact on the click rates. Let us have a look at each newsletter's content to determine possible reasons.

- **Top most clicks in the July 2011 issue were:** link to [www.telecentre-europe.org](http://www.telecentre-europe.org) (1251), registration form to participate at the TE Summit (13), links to two hotels Aqua (12) and Argus (12). Total clicks account to 1,344.
- **Top most clicks in the November 2011 issue:** a group photo from Telecentre Europe Summit (16), Telecentre-Europe's Impact Assessment Survey PARTICIPATE AND HELP US DISSEMINATE (8), [telecentreeurope.ning.com](http://telecentreeurope.ning.com) (8), Global Photo Essay Contest My Telecentre@Work (6), and [www.telecentre-europe.org](http://www.telecentre-europe.org) (5). Total clicks 57.
- **Top most clicks in the September 2011 issue:** Telecentre Europe Summit registration (7), Announcement of Telecentre Europe Summit 2011 (6), Call for

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<sup>7</sup> Best Practices for Email Subject Lines (07/09/2014). Link: <http://kb.mailchimp.com/article/best-practices-in-writing-email-subject-lines> Accessed on: 09/02/2014

<sup>8</sup> MailChimp Support: About click tracking (08/11/2014). Link: <http://kb.mailchimp.com/article/about-click-tracking/#clickreports> Accessed on: 08/20/2014

proposals to support partnerships in the field of youth (6), Skills for Employability Awards 2011 APPLY NOW AND WIN 5000€ (5), Skills for Employability Awards 2011 Application form (3). Total clicks 41.

The success of July 2011 content was determined by the launch of the new TE website, hence, resulted in so many clicks. Other two newsletters covered pre- event information (announcement and registration) and post- event news with photos bringing a lot of attention from the subscribers and those who participated. From the above clicks one can conclude that information about: (1) events, event announcements and photos, (2) contests/ competitions/ open calls, (3) relevant studies/ surveys, and (4) campaign reports is most likely to bring a better success to the newsletters in terms of click rate.

Another source suggests that a good click rate is between 1 and 10 percent with newsletters falling somewhere in the middle. The problem with click rate is that the number is lowered when fewer people open the email. In order to adjust this metric, there is a following formula: **number of clicks : number of messages opened**<sup>9</sup>. For example three previous TE newsletters with adjusted click rates will look as in Table 4 below:

Newsletter	Adjusted click rate
July 2011	35:79=0.44 or 44%
November 2011	36:95=0.378 or 38%
September 2011	29:74=0.39 or 39%

Table 4 Adjusted click rate of three TE newsletters

Adjusted click rate is generally between 10 and 40 percent<sup>10</sup>. Thus, in TE case all three newsletters were very successful considering their click rates.

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<sup>9</sup> The Basics of Email Metrics: Are Your Campaigns Working? (10/2008) Link: [http://www.idealware.org/articles/email\\_metrics.php](http://www.idealware.org/articles/email_metrics.php) Accessed on: 11/18/2014

<sup>10</sup> The Basics of Email Metrics: Are Your Campaigns Working? (10/2008) Link: [http://www.idealware.org/articles/email\\_metrics.php](http://www.idealware.org/articles/email_metrics.php) Accessed on: 11/18/2014



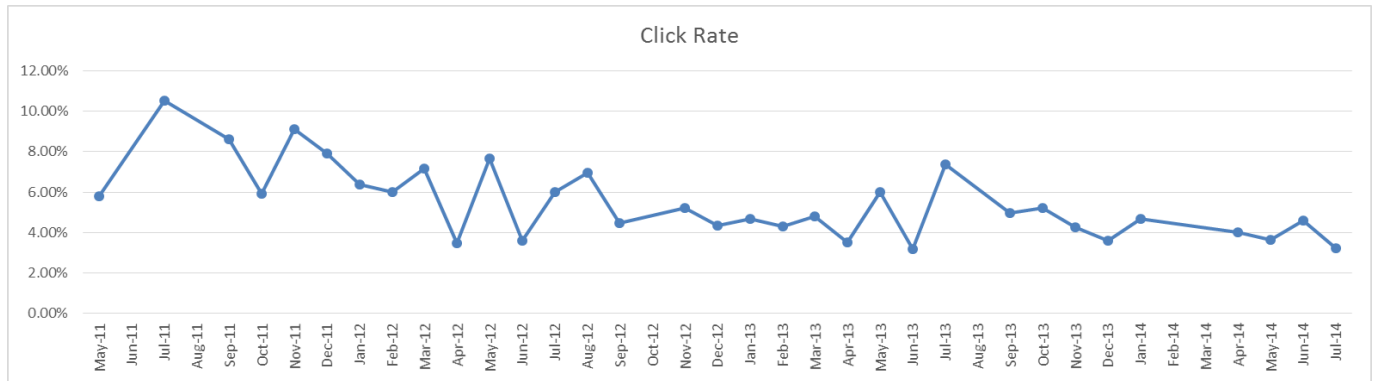


Figure 2 Click rate for all newsletters in 2011-2014

Figure 2 reveals the decreasing trend of click rate since the launch of TE newsletter in 2011: from 10.5% in July 2011 to 3.16% in June 2013 with the overall average of 5.48%. This could be explained by the following assumptions:

1. At the launch of newsletter, subscribers were excited and curious to read the very first content. However the curiosity and excitement of something new naturally have declined during the following editions of the newsletter so less people were interested to click hyperlinks.
2. The content and its layout have undergone changes, e.g. the way hyperlinks are emphasized in the text or having less links, and this could have triggered a change in subscribers' behaviour.
3. The number of subscribers during almost 4 years has doubled (increased by 2.12 times). The open rate has not changed and rather stayed the same throughout years which means that new subscribers also open TE newsletter emails. However, considering the drop in click rate this implies that even though more subscribers open newsletter emails, yet not all of those who open then click the hyperlinks in the content. This is closely tied with the next assumption regarding the behavioural changes.
4. A general change in subscribers' behaviour and the way they consume information could be a cause for lower click rates: too much information from other sources; too many other newsletters; people tend to skim rather than read content so they have become more selective; newsletter has become less important source of information as other communication channels like social media take over, etc.

# Analysis of the audience: subscribers with most opens

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## **Based on the open rate of 3 most successful newsletters**

It is equally important to identify the most active subscribers who are opening TE newsletters in order to define the profile and answer questions that could help to improve the overall concept of TE newsletter. Questions to address are:

1. Do TE members open newsletters mostly or people from other organisations?
  2. From what countries does the audience open TE newsletters the most?
  3. Are there any subscribers from the European Commission opening TE newsletters?
  4. Is it women or men more interested in TE newsletters?
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1. Having analysed the data it is clear that TE newsletters are being opened both by many of TE member organisations as well as other organisations from Europe and even other continents. Among these are United Nations (ITU, UN ESCAP), Workers' Educational Association in UK, World Vision International in USA, Agriculture Information Study and Consultancy Center in Nepal, Digital Europe in Belgium, Liberty Global in the Netherlands, Radioexpert in USA, Work and Technology Research Centre in Belgium, CEPIS in Belgium, National Information Society Agency in South Korea, ECDL in Belgium, UK Online, VoxWorld.Coop in Ireland, to name a few.

Most active members come from Educating for an Open Society Foundation (EOS) Romania, Langas I Ateiti Lithuania, Information Society Development Foundation Poland, Dedalo Foundation for the Information Society Spain, Maks vzw Belgium, Digipolis Belgium, TEB Association Spain, Association Creatif France, etc. By analysing top five subscribers with most opens, one can conclude that not only TE member organisations are interested in TE newsletters. Yet the activity also depends on additional events happening around the time of the newsletter launch, e.g. TE annual conference (previously Summit) which attracts a lot of attention.

2. Considering subscribers by countries for the three most successful newsletters based on open rate, subscribers from Spain and UK are the most active openers (see Table 4). Among other active countries, we find readers from Belgium, Romania, Italy, France, Poland, Hungary, USA and Ireland.

Country	July 2011	November 2011	May 2014	Total
Spain	4	8	15	27
UK	2	16	9	27
Belgium	2	6	18	26
Romania	8	0	11	19
Italy	2	2	13	17
France	3	4	9	16
Poland	2	3	10	15
Hungary	5	2	7	14
USA	2	3	5	10
Ireland	2	2	4	8

Table 5 Most active subscribers by countries (top 10)

3. Yes, there are a few subscribers from the European Commission opening TE newsletters regularly, however not many. This calls for a better distribution and networking to involve more subscribers on the policy making level or tailor the content to suit their interests.
4. After analysing the subscribers that were identified, it is clear that more men than women tend to open TE newsletters. The difference is the following:
  - July 2011 newsletter: Male – 30, Female – 22
  - November 2011: M – 55, F – 28
  - May 2014: M – 84, F – 77

The total percentage by gender is shown in the below Figure 3:

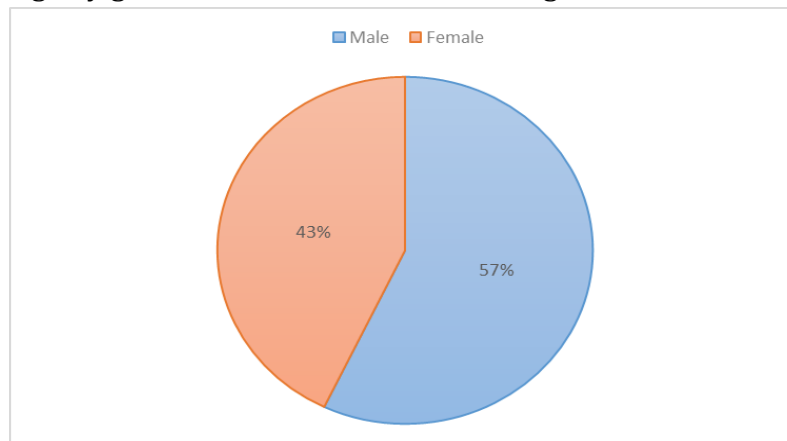


Figure 3 Subscribers with most opens by gender

# Analysis of content: top stories of the last 10 newsletters

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**Sample period: July 2013 – July 2014**

**(note: no newsletters in Aug 2013, Feb 2014, and Mar 2014)**

Top most clicked content in each newsletter of the given period was:

1. [July 2013](#): Registration form online for Telecentre-Europe Summit 2013
2. [September 2013](#): Registration form online for Telecentre-Europe Summit 2013 (note: summit was taking place in October 2013)
3. [October 2013](#): Read the blogpost by Karolina Jasvinaite (TE Summit 2013 in Malta posted on Unite IT website)
4. [November 2013](#): Get Online Week 2014 (link to a concept doc)
5. [December 2013](#): Letter from our Director (position 1 in the layout)
6. [January 2014](#): Microsoft to continue working with TE on helping fight youth unemployment (link to a blogpost Grand Opening of the Microsoft Centre in Brussels); Get Online Week website (both got the same number of clicks)
7. [April 2014](#): link to [www.telecentre-europe.org](http://www.telecentre-europe.org) website (possibly because of the first cover image which links to the TE website); a blogpost *YouRock: where young people meet employers*
8. [May 2014](#): Survey from 24 countries shows that many adults still lack basic ICT knowledge (link to a blogpost on TE website *Survey from 24 countries reveals that many adults still lack basic ICT knowledge*)
9. [June 2014](#): Engaging Seniors in ICT: Best Practice Package (posted on Unite IT website)
10. [July 2014](#): Is Your Coding Event on the Map? (link to EU press release about the coding activities in relation to the Code Week)

From the above, one can conclude that circumstances influence the popularity of the content: events and related news, e.g. event registration forms, happening at the time boost the click rate. In terms of the position in the layout, the majority of the news items were placed as #1 in 2013 newsletters with the previous long content structure before the change (exception: November 2013 with the most successful #2 news item). January 2014 newsletter is also an exception where most clicked content came #2 and #3. By looking at the last four newsletters in April – July with a new 3-column structure, the best position for content was #1 and #2 (or the first two positions in the center column, see the image below).

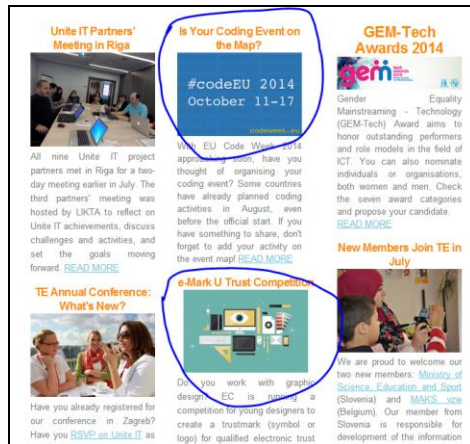


Figure 4 The best position for a news item in a 3-column newsletter with 3 items

One more assumption can be made in what regards the success of the news item: an image is not a main factor in triggering clicks, but rather a supporting element. In the above 5 top stories out of 10 subscribers clicked on links: to websites, to other blogposts, to documents to be downloaded.

## Conclusions based on data analysis

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After analysing TE newsletters in the given period based on MailChimp data, one can draw the following conclusions:

1. Newsletters sent in the beginning of the week give slightly better open rate results compared to other weekdays. The time of delivery and the day of the month do not affect opening of newsletters.
2. With the average open rate of 19.84% TE newsletters are below the average of non-profit industry which is 25.12% and below the average of education and training industry which is 22.49%.
3. TE newsletters that were analysed have rather short and simple email subject lines. Based on the suggestions of one MailChimp analysis of emails, short and straightforward subject lines were the most successful and should normally fit into 50 characters.
4. In terms of click rate, information about events (upcoming event announcements, post event summaries, photos related to events), contests or competitions, relevant studies and survey results, and reports of organization's campaigns determine higher number of clicks and drive better subscribers' engagement.
5. Since the launch of TE newsletter in 2011 one can see a decreasing trend in the click rate numbers: from 10.5% in July 2011 down to 3.16% in June 2013. This could be due to various factors, such as a natural, over-time decrease in open rates which in turn results in lower click rates, the profile and interests of subscribers that change where a newsletter is not able to keep up with relevant information tailored for all target groups.
6. Analysis of the audience of the most successful TE newsletters shows that among TE members who are opening newsletters, there are also other European and global organisations opening them. Yet most active readers come from European countries (Spain, UK, Belgium, Romania, Italy, France, Poland, Hungary, Ireland) and USA.
7. Most popular stories of the last ten TE newsletters were from event registration forms to survey results to various news items. In terms of the position in the layout, the majority of these news items were placed as #1 in 2013 newsletters with a few

exceptions. Images seem to play a supporting role because 50/50 clicks were on the links of websites and other blogposts, on documents to be downloaded.

# Recommendations

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General recommendations to improve TE newsletter are these:

- Subject lines could vary between the months indicating a few keywords of what is expected in each newsletter to generate higher open rates (tell the reader what is inside this time?). People also like to be thanked for their contribution and, whenever possible, this could be part of the subject line. Examples of keywords could include but not limited to: *invitation to x event, announcement of x conference, thank you for x, urgent..., update..., invitation from Telecentre Europe, website news..., etc.*
- A/B testing is a good way to understand what type of newsletters work better. The idea is to split a subscriber list in half and send two different newsletters to measure their performance: the difference could be in writing two different subject lines which will then indicate how this affects open rates and if another strategy for subject lines is needed.<sup>11</sup> Another option could be a change in content to determine click rate, for example, by underlining hyperlinks in two different colors. There can be more options and even small changes like font color, call out boxes, buttons or specific keywords can count when using A/B testing.
- A list of subscribers could be revised and possible segmented lists could be created in order to address different needs of target groups, e.g. formal members vs. European institutions officers. In this case it would help to tailor the right content to the right audience, yet this would require additional time and effort.
- In terms of relevance, it is always useful to check what links people clicked the most on in previous editions to determine successful – relevant – content. Another way could be to carry out a short survey to ask subscribers what content they like and what content they miss in newsletters. The survey could be open on the website for those willing to contribute.
- It is important to know the profile of subscribers to be able to determine what kind of information is useful and how to go about planning the content. This could include information about the type of company they work for (public, private, NGO,

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<sup>11</sup> Email Open Rates Woes: Why not to be fooled by email open rate? Link:

<http://emailmarketing.comm100.com/email-marketing-tutorial/email-open-rate.aspx> Accessed on: 09/30/2014



etc.), their job position, the country, and more specific demographics. Hence, the best way of getting this information is by asking it in the subscription form.

- Low number of policy makers opening TE newsletters calls for a better networking and relationship management in order to involve more subscribers from the policy making level or tailor the content to suit their interests.
- As the new column layout allows, TE should identify the most important news item to be placed at the top of the content. This will ensure easier content reading and will help subscribers to get a quick idea of what is the highlight of this newsletter edition.
- Events is one global topic that always interests people and draws their attention. Hence, TE newsletter could include a dedicated section (a call out box, a calendar like list, etc.) to highlight upcoming events.
- Frequency of newsletters should also be evaluated. Poor open rates might indicate that newsletters are sent too often (or too rarely). Depending on the content being created every month newsletters could be sent out on special occasions, e.g. after General Assembly in January-February; after one major TE Get Online Week campaign in March; one summer edition in May-June; after TE Annual Conference in September-October and finally one winter edition in December.
- The hyperlink text could be more descriptive and informative by tailoring a standard phrase “click here” depending on the context, e.g. “read more”, “answer this survey”, “download a position paper”, “give your feedback”, “share the news”, etc. The rule of thumb: the more the links, the higher the chances of someone clicking them.
- Make the content easily shared on social media channels by including social media buttons, and if possible, even next to each news item.
- Social media channels are good drivers of getting new subscribers. Since TE does not have a strong visibility on YouTube, this channel with more videos in the future could also help to get more people to find out about and subscribe to the newsletter. A few other ideas:
  - A dedicated landing page on the website for TE newsletter
  - Messages from newsletter content on Twitter to attract retweets
  - Actively participate in related forums and LinkedIn group discussions to get a chance to spread the word

- Encourage TE members to share the newsletters
- Offer some benefit, for instance, a downloadable report, a position paper, a video, an infographic on a hot topic
- Promote the newsletter in email signatures.

# Screenshots of most successful Telecentre Europe newsletters

## July 2011 newsletter

Telecentre Europe is a network to share knowledge and form partnerships committed to increasing the impact of community based telecentres in Europe and beyond.

community networking

### New & final date for the Telecentre-Europe Summit

In our quest to find a suitable venue, we have changed the dates for this year's summit to **27-28 October 2011**. We apologize for any inconvenience this change might have caused.



Our annual network gathering will take place in **Brussels, Belgium at Espace Moselle** and will be co-hosted by our Belgian member **Interface3**. This is the fourth annual gathering of the European telecentre leaders after **Riga** (2008), **Istanbul** (2009), and **Budapest** (2010).

Telecentre-Europe will cover the accommodation for its **formal members** who can each send two participants for two nights at **Aqua Hotel & Argus Hotel**. Please register as soon as possible by filling our **online registration form**.

We are still shaping the agenda, and asked our members for **topics and suggestions** that suit their interests. At the **summit group** on our community site you can read a resume of their feedback. Please don't hesitate to join the group and send your own contributions!

### New website launched!

Telecentre-Europe's official corporate website made its debut, today, July 21st at **www.telecentre-europe.org**



We reworked the contents & style towards a more flexible system, offering visitors easier access to information on Telecentre-Europe as an organization, its members, core activities, and many more.

### Digital Agenda Assembly

A team of Telecentre-Europe representatives (Ian Clifford, Mara Jakobsone, Juan Francisco Delgado and Pedro Aguilera) attended the **European Commission Digital Agenda Assembly** in June.



Ian spoke in the workshop on Digital Literacy on the **role of telecentres in supporting people to use technology**, and the impact it has on their lives. Both Mara and Ian were involved in the breakout sessions on SMEs and Employability, while **Telecentre-Europe's video** about Get Online Week 2011 was shown during the plenary session.

Over 1,300 people attended the two day event in Brussels. A comprehensive overview of the workshops and videos from the plenary sessions are available at the **workshop results page**.

### Skills for Employability Awards

This year again, the European Alliance on Skills for Employability and its members – Microsoft, Adecco and State Street - are launching the **2011 Skills for Employability Awards**.



This is the opportunity to celebrate outstanding and effective uses of ICT training and skills development adapted by NGOs to raise employment prospects and improve digital and social inclusion.

Awards are opened to organizations in the voluntary sector or civil society. Applicants can apply **until September 19th**. The Awards ceremony will take place at the European Employment Week in Brussels on November 22<sup>nd</sup>, 2011.

### European Congress on E-Inclusion

In its third year, the European Congress on E-Inclusion 'Transforming Access to Digital Europe in Public Libraries' (ECEI11) will take place on the **6th and 7th of September** at the European Parliament and the Committee of the Regions in Brussels.



This year's agenda will examine the transformative impact of libraries in Europe, as key tools of transition and access in a digital age. Key outcomes of the second day of the conference will be put forward for discussion at the the European Union Presidency event on E-Inclusion in Gdansk in October 2011.

More information on the conference and online registration can be found on **www.ecei11.eu**

### Conference on digital mediation

The Corsican territorial collectivity (CTC), joined by a large spectrum of stake-holder's, including telecentre networks, is organizing a **Conference on Digital Mediation** in Ajaccio (Corsica, France) on the **19th, 20th and 21st of September 2011**, as a specific time for thinking, sharing and creating on the thematic of "Digital mediation", its needs, realities, and evolutions.



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*MailChimp*

# November 2011 newsletter

Telecentre Europe is a network to share knowledge and form partnerships committed to increasing the impact of community based telecentres in Europe and beyond.

Is this email not displaying correctly?  
View it in your browser.



community Networking

## Telecentre-Europe's Impact Assessment Survey

### PARTICIPATE AND HELP US DISSEMINATE

Despite the important role that telecentres play in advancing inclusion and other social goals, little is known about the different efforts of telecentres to systematically measure the impact of their programs. That's why Telecentre-Europe and the University of Washington are conducting a survey to map the different ways in which telecentres and other social organizations assess the contribution of their programs to improve the lives of the people they serve.

We kindly invite all telecentre networks and other European inclusion actors to complete the survey and help us disseminate, as it will be a valuable resource, benefiting the whole community.



## Telecentre-Europe Summit 2011

### UNCOVERING GREAT MOMENTUM

At the fourth Telecentre-Europe Summit (Brussels, 27-28 October 2011), telecentre network leaders and inclusion actors from all over Europe summited actions, progress & partnerships, and composed a great momentum in Europe's Digital Agenda.



Speakers testified on how both governments and the industry can benefit from a more digitally trained corps of customers and citizens that perform all transactions online. Delegates felt the summit was really valuable, and many of them left with a real sense of action happening and recognition for the work they are doing.

» Conference report with links to the slides of the speakers

» Keshia Taylor's blogpost

» @tce\_europe's conference tweets

» Conference pictures

## Global Award for Europe's Most Outstanding female Telecentre Manager

### PUBLIC VOTING NOW OPEN



Telecentre-Europe has nominated 10 European women that are now enlisted among the Top 100 Global Outstanding Telecentre Women Managers. Through public voting and judge rating, one of these women can now become the "Most Outstanding Telecentre Women Manager" for Europe and receive a brand new network.

» Vote on our community site until November 30th, 2011

## Global Photo Essay Contest

### UPLOAD YOUR MyTelecentre@Work PICTURE DIARY

Until November 30th, 2011, you can participate in Telecentre.org's photo essay contest and become one of the six global winners that win a goody bag full of gifts and a holiday e-card made from your album, to be disseminated globally through Telecentre.org's website



## Event

### EUROPEAN EMPLOYMENT FORUM



During 22-23 november 2011 the European Employment Forum is taking place in Brussels. The annual conference and exhibition focuses on the major social and economic issues surrounding employment and creates an effective discussion and meeting forum.

Telecentre-Europe will be present at the booth of Microsoft, promoting our Employment Toolkit "Key Competences for All".

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# May 2014 newsletter

Telecentre Europe Newsletter May 2014

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## TE's grant monitoring service



Have you ever been lost in the EU Funding maze? Gabriela Ruseva from TE explains here what we do the right information at the right time.

## GOW14 Final Report is out!



It is only one week in March but the European Get Online Week has a wider impact. Read more about what happened in each country in this report compiled by Campaign Manager L. Bunescu

## Spanish telecentres discuss future challenges

Our Spanish member, "Asociación Comunidad Redes de Telecentros" held the "12th Annual assembly of telecentres" in Burgos, Spain on May 9th. More information and a recording of the whole event is available [here \(in Spanish\)](#).

## New Member joins Telecentre Europe

We are proud to welcome our new Spanish member: The ["Fernando de los Rios Consorcium"](#) - an organisation active in digital inclusion that manages the Guadalinfo network which in turn coordinates more than 700 telecentres based in Andalusia and other 25 Spanish regions.

Would your organisation like to join Telecentre Europe? [Contact Masha Tarte for more info.](#)



## SAVE THE DATE!

Our annual conference will take

24-26 this year in Zagreb, Croatia. More details to follow soon! If you want to take part and contribute to the conference's success, you can already contact [Masha Tarte](#).

## Survey from 24 countries shows that many adults still lack basic ICT knowledge



The Survey of Adult Skills conducted by the OECD is the first international attempt to assess adults' aged 16-65 skills in three domains: literacy, numeracy and problem solving in technology-rich environments. Read our summary of the survey report on our website.

## Call for good practice in the field of digital inclusion

The Unite IT e-inclusion portal ([www.unite-it.eu](#)) is the focal point of information, news, resources and now a database of good practice and policies in the field of ICT for inclusion in Europe. Why not contribute to the collection by submitting your good practice or policy? You will qualify to win an award and a trip to Zagreb at the end of September. More info in [this article](#).

## Athens holds eSkills for Jobs 2014 official launch



Greece has a small ICT sector. So how does the government deal with job creation?

## Innovation in Europe's Social systems



Telecentre Europe's Managing Director Gabriel Rissola was invited by the European Commission to participate to its High-Level Conference on Social Policy Innovation (Brussels, 19-20th

May). The conference was organised by DG Employment, Social Affairs and Inclusion and aimed to contribute to the deployment of Europe 2020: Social Policies agenda.

## YouthSpark gathering in Seattle puts emphasis on coding



TE's Laurentiu Bunescu was invited as a YouthSpark advisor to Seattle last April and brought us some insights from the gathering where many of our members mingled with young entrepreneurs, developers and tech enthusiasts.

Telecentre Europe's current EU funded projects:



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