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A general-audience newsletter for NetZeroCities has been created, with two iterations being sent thus far. Interested parties can sign up for the newsletter easily from the NetZeroCities website, which has a dedicated pop-up window to prompt readers to that end.

Subject Line and Content	Date
<p><a href="#">The Cities Mission Journey Newsletter #1</a></p> <ul style="list-style-type: none"> <li>• Meet the 112 cities selected to join the EU Mission for 100 Climate Neutral and Smart Cities</li> <li>• Kickoff Event Summary</li> <li>• Video</li> <li>• Announcement of forthcoming Call for Pilot Cities</li> <li>• City Needs, Drivers and Barriers Towards Climate Neutrality</li> </ul>	July 2022
<p><a href="#">The Cities Mission Journey Newsletter #2</a></p> <ul style="list-style-type: none"> <li>• Call for Pilot Cities application updates</li> <li>• NetZeroCities Portal overview</li> <li>• Additional calls open under Horizon Europe in 2023</li> <li>• City Panel updates</li> <li>• Interview video from Kickoff Event</li> <li>• Media Coverage</li> <li>• Summary of Event Attendance               <ul style="list-style-type: none"> <li>○ Limerick Symposium</li> <li>○ Mayors Investment Forum</li> <li>○ COP27</li> <li>○ Cities Mission Baltic Conference</li> <li>○ Smart City Expo World Congress</li> </ul> </li> <li>• Upcoming Events</li> </ul>	December 2022

Table 2: NetZeroCities General-Audience Newsletters

## 9 Conclusion

A detailed and cross-channel approach to communications and content production has been carried out, in keeping with the main goals and target audiences established for NetZeroCities in the early days of the initiative, and in order to highlight NetZeroCities as the platform for the Cities Mission. Building awareness of, support for, and interest in the activities and offerings of NetZeroCities and the Cities Mission remains the core aim of NetZeroCities content production; guiding a central and frequently updated Editorial Calendar that spans partners, channels, and topics.

Since the project's start, NetZeroCities content production has spanned multiple channels, including a dedicated website with resources, news articles and press releases; social media accounts; newsletters; multimedia and video; as well as print and designed media. This approach was rooted in the need to reach different audiences by way of a diverse range of storytelling styles, formats, and methods of dissemination. This gave rise to short-form content like news articles, social media posts, and press releases, complemented by longer-form content like a "deep dive" video series explaining fundamental concepts guiding NetZeroCities, a Spotlight Series, and more. Balancing this mix of content types has been a strong point of communications and dissemination thus far, and is anticipated to grow as Mission Cities' and Pilot Cities' stories become more accessible to WP12 over time – providing ample material for further content about the progress being made on the Cities Mission, the experiences of involved cities, and key takeaways for broader audiences.

