

Action E.5	E-Newsletter
<i>Description (what, how, where and when):</i> (max. 10.000 characters)	
<p>The e-newsletter is a cost-effective, and relatively environmentally friendly solution to publicising the project. Unlike the website, which relies on an active interest from the visitor, the e-newsletter is an active communication measure, which will serve to regenerate interest among those who would have signed up to the mailing list, but do not visit the website regularly on their own initiative.</p> <p>The design and layout for the project's e-newsletter will be developed in-house at MEPA by the 6th month. After that, a newsletter will be published every quarter. The project manager will be responsible for the features and text, using the standard design and layout. The newsletter will provide project updates and project results, and publish calls for volunteers. It will have links to the project website and will help to maintain relationships with the public. A newsletter can go a long way in educating, engaging and persuading the public. The e-newsletter will help to generate a higher level of brand recall and association, as recipients will be exposed to the project brand and the LIFE logo. Contrary to other forms of communication e-newsletters can be easily personalized, and have the potential for quicker, wider outreach.</p> <p>The newsletter will be sent out to all entities and individuals who subscribe to the mailing list online.</p>	
<i>Reasons why this action is necessary:</i> (max. 2.000 characters)	
<p>Email newsletters are said to be the best way to maintain customer relationships on the internet. The project e-newsletter is necessary to ensure a continued interest in the project. It will serve as a reminder to visit the website, providing brief updates about the progress of the project, helping the project to keep in touch with interested parties.</p>	
<i>Beneficiary responsible for implementation:</i>	
MEPA	
<i>Expected results (quantitative information when possible):</i> (max. 2.000 characters)	
<p>The design and layout for the project's e-newsletter will be developed in-house at MEPA by the 6th month. After that, a newsletter will be published every quarter.</p>	
<i>Cost estimation (verify consistency with F forms):</i> (max. 2.000 characters)	
<p>Personnel</p> <p>The costs of the project manager's time for the update and issue of quarterly newsletters is subsumed under Action F1.</p> <p>The development of the design and layout will cost €396 (1 official at MEPA Grade B 3 days at €132 per day).</p> <p>Total cost €396</p>	
<i>Pictures (If you wish to add a table or a picture, save it as an image file and upload it)</i> <input type="checkbox"/>	