eNewsletter 1
March 2017 (M6)

D7.4 eNewsletter 1
WP7, T7.3

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Modelling the PRocesses leading to Organised crime and TerrOrist Networks
FCT-16-2015
## Technical References

<table>
<thead>
<tr>
<th>Project Acronym</th>
<th>PROTON</th>
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<tr>
<td>Project Title</td>
<td>Modelling the PRocesses leading to Organised crime and TerrOrist Networks</td>
</tr>
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Università Cattolica del Sacro Cuore  
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| Project Duration | October 2016 – September 2019 (36 months) |

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<tr>
<th>Deliverable No.</th>
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<td>Dissemination level</td>
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<tr>
<td>Work Package</td>
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<td>Task</td>
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<td>Lead beneficiary</td>
<td>15 (YOURIS)</td>
</tr>
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<td>Contributing beneficiary(ies)</td>
<td></td>
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<tr>
<td>Due date of deliverable</td>
<td>31 March 2017</td>
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<td>Actual submission date</td>
<td>31 March 2017</td>
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1 PU = Public  
PP = Restricted to other programme participants (including the Commission Services)  
RE = Restricted to a group specified by the consortium (including the Commission Services)  
CO = Confidential, only for members of the consortium (including the Commission Services)

## Document history

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<th>V</th>
<th>Date</th>
<th>Beneficiary</th>
<th>Author</th>
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<tr>
<td>1</td>
<td>31/03/2017</td>
<td>15 YOURIS</td>
<td>Silvia Raimondi, Elena Gaboardi</td>
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0 Summary

The present document represents the first of the deliverables dedicated to the eNewsletters of the PROTON project: as such, it describes fully the approach and process adopted by youris.com in the planning, production, release and evaluation of the newsletters. The following releases of these deliverables will be more dedicated to the production of contents and to the assessment of the performances of the actions undertaken, in order to possibly alter the mentioned process to improve the results obtained.

The first issue of the eNewsletter was issued at the end of March and was sent to the community of stakeholders that subscribed to the website, at present composed of 17 users. Further actions of dissemination are taking place after the release and their results will be evaluated in the following months.

In the following sections the newsletter is illustrated in all its formats and peculiarities, along with the early results collected from the mail-out.
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1 Objectives

The main aim of the PROTON project newsletters is the engagement of the stakeholders community through a periodic interaction with the project’s contents. Since the project, due to its limited production of public contents, is not engaging in other continuous public communication activities, such as a social media presence, the newsletter will be used as a primary way to reach out the stakeholders’ community.

While the contents of the single issues are naturally supposed to vary and be tailored to the specific communication needs of the project, the general approach followed by youris.com in the production is to give much relevance to PROTON’s own news and information. These news will be originally issued by the PROTON consortium, while youris.com takes care to adjust them and fit them for the newsletter format. This procedure can ensure that an appropriate level of detail and technicalities is employed that will result in a better understanding and appreciation from readers.

2 Contents

The first issue of the PROTON newsletter is foreseen by the DoA to take place at M6, March 2017, a period in which the project is still in its initial phase and has not yet produced results. For the same reasons, the public communication actions that are foreseen for the project has not yet begun, and are instead planned for the following months, in order to take advantage of the more advanced state of the research.

Due to the timings, therefore, the contents for the first issue of the newsletter were determined to be based on the updates on the work of the project, especially of those work packages that are already on-going: WP1 and WP2. A part from the updates on on-going work, the first event organised by the project, “Workshop on Inequality, Intergenerational Mobility, and Organized Crime” that will take place in July 2017, was also featured.

In order to make the newsletter more appealing for readers and to provide valuable information regarding the broad topic of the project, a small selection of external events has also been included.

Below a list of the contents provided in the first issue of the newsletter:
1. **Editorial** – an introductory text, prepared by the project coordinator, welcoming the reader and setting the context of the issue with a little introduction to the project.

2. **News from the project** – two main news regarding the on-going work of WP1 and WP2, originally provided by the partners and adapted by youris.com to the newsletter format.

3. **Events** – a selection of events due in the next six months, deemed relevant for the newsletter readers: three of them are external events, while one is organised by the project.

4. **Credits and disclaimers** – a number of official information is required at the end of the newsletter: a disclaimer, acknowledging the EC funding, and a footer for un-subscriptions for the html format.

### 3 Subscribers

The PROTON project website has been designed keeping in mind some security measures. In fact, given the general topic of the PROTON project, the Consortium felt the need to ensure the protection of both the website itself and the safe custody of the personal data from users who will become subscribers. These security measures are detailed in D7.2 Project Website, under section 2.2 Security Measures.

The newsletter subscription, data storage and mail-out has followed the same security principles and youris.com has therefore agreed to relinquish the use of more traditional tools, such as Mailchimp®, for the collection of contacts and the composition and mail-out of the newsletter.

A **sign-up form** has been set in place at the moment of the website online through a Wordpress® plug-in that relies on the security measures that have been set in place for the project website domain. This form allows users to register their e-mail address and so doing to become part of the PROTON stakeholders’ community and receive the periodical communications from the project. The registration to the community is only possible following the acceptance of the privacy policy of the project.

This database of users is now being built, on a voluntary basis: so far, no specific actions have been put in place by the youris.com or by the Consortium in order to increase the registrations. Such actions will be undertaken starting from the first year of the project (M12), in order to start interacting with potential stakeholders once the project will be in a slightly more advanced stage and will possibly be in the position to offer its stakeholders specific contents and early results.

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This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 699824.
At the present moment such database is composed of **17 subscribers**, who registered from the online of the website till now, from M4 and M6.

### 4 Technical implementation

The implementation and distribution of the newsletter is **structured through different steps**, that ensure the maximum possible distribution of the contents and at the same time safeguard the custody of the subscribers’ personal data.

After the initial collection of contents is completed, the first instrument to be put in place is the Scoop.it e-zine of the issue. Once this is completed, the newsletter is exported and customised for the mail-out; finally, the Scoop.it e-zine is embedded on the PROTON website, so as to give it maximum visibility. At the same time, the newsletter is sent out and a PDF version is uploaded on the website for download.

#### 4.1 Scoop.it e-zine

While the traditional newsletter mail-out ensures that the community of registered stakeholders will receive the issue, other tools has been set in place by youris.com **in order to facilitate a wider distribution of the newsletter contents**.

In this perspective, **Scoop.it** has been selected as a suitable tool, thanks to the specific features it offers. First of all, the public boards that constitute the e-zines facilitate the access to the contents from users that don’t necessarily know of the project or of the release of the newsletter: this can happen through the internal mechanism of Scoop.it, that allows users to search and re-blog contents on the basis of tags and keywords associated. This way, a number of people that are not strictly considered PROTON stakeholders can easily come in contact with its contents, thus broadening the scope of its communication, as well as its numbers.

The Scoop.it format allows the posting of **different formats of contents**, from mere links to web-pages, to images, documents, videos or simple texts. All the content selected for the newsletter issues can therefore be easily represented and explored by users.

Scoop.it can finally contribute to the affirmation of the **PROTON brand identity**, since the e-zine can be customised in graphics so as to display the colours and typography of the PROTON project.
Figure 1 – Scoop.it e-zine of the PROTON newsletter

PROTON - Newsletter 1 - March 2017

Welcome to the 1st PROTON newsletter

On March 9th, Europol presented its Serious and Organised Crime Threat Assessment Report stating that European LEAs have reckoned 5,000 Organised Crime groups currently under investigation, an increase of 1,400 groups in two years. More attention to the topic and/or more organised crime groups? The threat is changing face!

Khalid Masood - 52 years old, a criminal carrier for petty crimes, British citizen and radicalised in the UK - killed four people and injured many others in London on March 22nd. Organised crime has developed and changed dimension: it occurs more frequently and on a smaller scale. Terrorism threat develops through its traditional patterns in Europe: lone wolves.

Organised crime and terrorism are two different problems addressed by project PROTON, which aims to answer the key questions of their recruitment. Citizens wonder who and where the next target will be, and we all want to know whether the recruitment process is inevitable or its patterns may be controlled and stopped. Can we predict both?

PROTON started on October 1st 2016 launching three literature systematic reviews on psychological, economic and social factors driving individuals in organised crime terrorism and cybercrime as a cross-cutting third group. WP1, 2 and 3 are already ongoing; their results will then be captured by those partners developing agent-based models for simulating the recruitment by organised crime and terrorist groups. The first meeting dedicated to these developments is scheduled on April 3rd 2017.

Things move fast. PROTON is a complex scientific and policy challenge that needs robust data and deep analyses for producing excellent results. The two guiding Universities - Università Cattolica del Sacro Cuore-Transcrime and the Hebrew University of Jerusalem - cooperate with the other partners in the achievement of this result. This newsletter will update the readers on the progress we make in this direction.

Ernesto Ugo Savona,
PROTON Scientific Coordinator

PROTON main research areas

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N° 699824.
4.2 Wordpress newsletter

After the creation of the Scoop.it e-zine, the newsletter is then adapted into an html file that can be sent out to subscribers through a mailing engine. This adaptation is performed by youris.com through different instruments, but starting from the materials and formats used for the Scoop.it e-zine.

The links in the html version are also modified in order to incorporate a tracking code, that will allow to track the visits that are made to the website through the newsletter that the users will receive in their inbox. This will allow youris.com to assess the performances of the newsletter in detail and to monitor them over time via the other issues that will be released at a later stage.

The html version of the newsletter includes also an un-subscription option for users who do not want to receive project’s communications anymore, in accordance with EU privacy regulations.

Figure 2 – Scoop.it e-zine of the PROTON newsletter
4.3 Website embed

The PROTON newsletter is also made available to the visitors of the website, in order to encourage them to register and receive the next issues of the newsletter. The Scoop.it e-zine allows youris.com to embed the newsletter posts into a webpage, while retaining all the functionalities and most of the graphic elements of the original platform. All the issues of the newsletters will be displayed on the website under the section “Newsletters” within News.

Users will also have the chance to download the newsletter as a PDF file; this format will also allow the consortium to easily share the newsletter with other contacts and to include it into their own newsletters and communications.

5 Early results

The first issue of the newsletter was mailed-out on March the 28th: for this reason it is still not possible to provide full results on the performances of the release and a complete report will be given in the second release of this deliverable, D7.11 due at M12. Following the same logic, the full results of each newsletter will be given in the following deliverable.

Some early results are anyways already available and are presented below:

Table 1 – Performances of the Newsletter first issue

<table>
<thead>
<tr>
<th>Mail-out date and time</th>
<th>Delivery rate</th>
<th>Open rate</th>
<th>Click rate</th>
<th>Scoop.it views</th>
<th>Visits on website</th>
<th>Unsubscription</th>
</tr>
</thead>
<tbody>
<tr>
<td>28/03/17 18:00</td>
<td>100%</td>
<td>47,06%</td>
<td>23,53%</td>
<td>11</td>
<td>11</td>
<td>0</td>
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</table>

Below a small explanation of the variables analysed:

- **Mail-out date and time** – the moment in which the html version of the newsletter was sent to subscribers;
- **Delivery rate** – the percentage of subscribers that actually received the newsletter; this could be less than 100% in the case that some of the addresses in the database should be de-activated, or full, or misspelt at the moment of registration;

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• **Open rate** – the percentage of recipients that opened the newsletter in their inbox;
• **Click rate** – the percentage of recipients that clicked onto a link in the newsletter from their inbox;
• **Scoop.it views** – the number of visits to the Scoop.it e-zine of the newsletter, either on the Scoop.it platform or on the website embed;
• **Visits on the website** – number of visits to the website that were originated from the newsletter mail-out: this is tracked via the tracking code explained in section 4.2 of the present document;
• **Un-subscriptions** – the number of users that, after receiving the newsletter, requested to be removed from the database and to avoid receiving the newsletter in the future.

These variables are monitored and quantified by youris.com through different instruments: Google Analytics, Scoop.it Insights, Wordpress.

### 6 Next issues

The PROTON project will have **5 issues of the newsletter**, to be released every six months, starting with the present release at month six.

The main **design and production process of the newsletter will remain mainly unvaried** throughout the whole project, but youris.com will nevertheless adapt the present approach to the changing needs of the project and with the aim of achieving better performances or to make it easier for partners to further disseminate the newsletter.

**Contents** if the newsletter will naturally evolve as the project progresses and will be able to deliver and disseminate results: this will most likely impact not only on the specific contents featured in newsletters, but also on the structure and sections that compose it.

For example, starting from the second issue, a section about public web communication will probably be added, where journalistic articles and interviews produced by youris.com within the framework of T7.4 - public web communication.

Regarding timings, each issue of the newsletter is associated with a project deliverable and from this schedule also descends the schedule of the mail-outs.
### Table 2 – Timeline of next issues of the Newsletter

<table>
<thead>
<tr>
<th>Release number</th>
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<td>eNewsletter 1</td>
<td>March 2017</td>
<td>D7.4 PROTON eNewsletter 1</td>
<td>M6</td>
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<tr>
<td>eNewsletter 2</td>
<td>September 2017</td>
<td>D7.11 PROTON eNewsletter 2</td>
<td>M12</td>
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<td>eNewsletter 3</td>
<td>February 2018</td>
<td>D7.12 PROTON eNewsletter 3</td>
<td>M18</td>
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<td>M24</td>
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<td>February 2019</td>
<td>D7.14 PROTON eNewsletter 5</td>
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