Authors: Silva Raimondi, Elena Gaboardi (YOURIS)

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>
</tr>
</thead>
<tbody>
<tr>
<td>Project Title</td>
<td>Modelling the PRocesses leading to Organised crime and TerrOrist Networks</td>
</tr>
</tbody>
</table>
| Project Coordinator | Ernesto Savona  
Università Cattolica del Sacro Cuore  
ernesto.savona@unicatt.it |
| Project Duration | October 2016 – September 2019 (36 months) |

<table>
<thead>
<tr>
<th>Deliverable No.</th>
<th>D7.11</th>
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<tr>
<td>Dissemination level</td>
<td>PU</td>
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<tr>
<td>Work Package</td>
<td>WP7 – Dissemination &amp; Communication</td>
</tr>
<tr>
<td>Task</td>
<td>T7.3 – Dissemination &amp; Communication materials</td>
</tr>
<tr>
<td>Lead beneficiary</td>
<td>15 (YOURIS)</td>
</tr>
<tr>
<td>Contributing beneficiary(ies)</td>
<td></td>
</tr>
<tr>
<td>Due date of deliverable</td>
<td>30 September 2017</td>
</tr>
<tr>
<td>Actual submission date</td>
<td>29 September 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)
0 Summary

As the second release if the Deliverable regarding the newsletter of the PROTON project, the present document will follow closely the structure and the contents of the original one.

The main updates are mainly about the content structure of the newsletter, the numbers of the online community of the project and the statistics and reporting from the first issue of the newsletter.

With regard to the choices that have been made about the format and the distribution process of the newsletter, we refer the reader to the D7.4 “eNewsletter 1”, that was released in March 2017.
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1 Objectives

In this second issue of the project newsletter, the principal aim of the mail-out is to highlight the advance in the project’s work and to promote the project’s events to its community of stakeholders.

The news related to the on-going activities of PROTON were issued by the PROTON consortium, while youris.com took care to adjust them and fit them for the newsletter format. As stated in the previous version of this deliverable, this procedure was set up in order to 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 initial results of the PROTON project make up the main contents of the present newsletter issue, with a special focus on the events that the project organised in the past six months.

As in the first issue, 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, that presents the main achievements of the past six months and introduces the events that will take place in the following period.

2. **News from the project** – two main news, originated from WP2 and WP3, originally provided by the partners and adapted by youris.com to the newsletter format.

3. **Media Room highlight** – the website media room, where users can download the project’s public deliverables, is promoted.

4. **PROTON Past Events** – the three events organised by the project in the past six months are here presented, together with a short description.

5. **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.

6. **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

As mentioned in the previous version of the present deliverables, the subscribers to the PROTON online community are gathered through a **sign-up form** that has been set in place at the moment of the website online. 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.

Till this moment, **the database of users was built on a voluntary basis**: so far, no specific actions have been put in place in order to increase the registrations, but as the first year of the project approaches its end, it is foreseen that they will be undertaken.

At the present moment such database is composed of **39 subscribers**, who registered from the online of the website till now, from M4 and M12. Below a graph shows the trend in registration for the past months: the spike in January 2017 follows the website online and the subsequent traffic generated.

![Subscriptions' trend (December '16 – September '17)](image-url)
4. Technical implementation

The design and implementation of the newsletter follows the steps illustrated in the first version of this deliverable, in a process that ensures the maximum possible distribution of the contents and at the same time safeguards the custody of the subscribers’ personal data.

The steps for the implementation are explained in the following chapters.

4.1 Scoop.it e-zine

Scoop.it has been selected as a suitable tool, thanks to its specific feature that facilitates the access to the contents from users that don’t necessarily know of the project or of the release of the newsletter.

Figure 2 – Scoop.it e-zine of the PROTON newsletter
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 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 3 – Html version 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.
Welcome to the 2nd PROTON newsletter

This second newsletter comes at the end of the first year. You will read what we have done and how and what the future activities we have planned.

You will find out that the activities related to the systematic literature review for Organized Crime, Terrorism and Cybercrime, carried out by Università Cattolica del Sacro Cuore, Italy and University of Southampton are progressing. In the next months, they are expected to be finalized. Reports on preliminary findings have been submitted by the partners involved, and although in short, the work is already producing valuable results. The joint publication of this project, which will be presented at the upcoming conference, will be the last milestone of this activity.

The last research project that has been developed in the context of the project is the one related to the use of social media for the identification and tracking of criminal organisations. The project, carried out by University College London and University of Bath, has been completed in the last months. The results of this project are expected to be published in the next few months.

Figure 4 – PDF version of the PROTON newsletter

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

Organized Crime & Terrorism in Cyberspace

The main objective of the work done in the project is to assess the impact of social media on the identification and surveillance of criminal organisations. One particular outcome of our work will be the impact on the ability of criminal organisations to control and influence their activities.

One particular outcome of our work will be the impact on the ability of criminal organisations to control and influence their activities. One particular outcome of our work will be the impact on the ability of criminal organisations to control and influence their activities. Our work aims to assess the impact of social media on the identification and surveillance of criminal organisations.
5 Results

The results presented below refer mainly to the first issue of the newsletter, since at the present moment a period of six months has elapsed from the original release. The data regarding the second issue are to be considered provisional and will be presented in full in the next release of the deliverable.

Figure 5 – 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>Un-subscriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>28/03/17 18:00</td>
<td>17/17</td>
<td>76,47%</td>
<td>29,41%</td>
<td>138</td>
<td>39</td>
<td>0</td>
</tr>
<tr>
<td>29/09/17 13:00</td>
<td>39/39</td>
<td>46,15%</td>
<td>20,51%</td>
<td>N.A.</td>
<td>N.A.</td>
<td>0</td>
</tr>
</tbody>
</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;
- **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 release **5 issues of the newsletter overall**, that are being released every six months. While the main **design and production process of the newsletter will remain mainly unvaried** throughout the whole project, youris.com and the partners will evaluate how to best integrate the original layout and contents structure for each release. In the case of the present second issue some elements have been added, such as the project’s past events or the focus on the Media Room. It is expected that the same adjustment will take place in the next releases as well.

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.

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**Figure 6 – Timeline of next issues of the Newsletter**

<table>
<thead>
<tr>
<th>Release number</th>
<th>Release date</th>
<th>Relative deliverable</th>
<th>Deliverable due date</th>
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<tbody>
<tr>
<td>eNewsletter 1</td>
<td>March 2017</td>
<td>D7.4 PROTON eNewsletter 1</td>
<td>M6</td>
</tr>
<tr>
<td>eNewsletter 2</td>
<td>September 2017</td>
<td>D7.11 PROTON eNewsletter 2</td>
<td>M12</td>
</tr>
<tr>
<td>eNewsletter 3</td>
<td>February 2018</td>
<td>D7.12 PROTON eNewsletter 3</td>
<td>M18</td>
</tr>
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<td>eNewsletter 4</td>
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<td>D7.13 PROTON eNewsletter 4</td>
<td>M24</td>
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<td>eNewsletter 5</td>
<td>February 2019</td>
<td>D7.14 PROTON eNewsletter 5</td>
<td>M30</td>
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