eNEwsletter 3
Date of document – March 2018 (M18)

D7.12 eNEwsletter 3
WP7, T7.3

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>
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<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  
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| Project Duration | October 2016 – September 2019 (36 months) |

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<th>Deliverable No.</th>
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<td>Dissemination level</td>
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<td>Work Package</td>
<td>WP7 – Dissemination &amp; Communication</td>
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<tr>
<td>Task</td>
<td>T7.3 – Dissemination &amp; Communication materials</td>
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<td>Lead beneficiary</td>
<td>15 (YOURIS)</td>
</tr>
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<td>Contributing beneficiary(ies)</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>Author</th>
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<td>15 YOURIS</td>
<td>Silvia Raimondi, Elena Gaboardi</td>
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1 Summary and objectives

The present deliverable presents the third issue of the PROTON project eNewsletter and follow the structure of the previous versions, D7.4 and D7.11. More detailed data about results are here presented regarding the previous issues of the newsletters, that can now be presented in full.

With the release of the third project’s newsletter, the PROTON project is entering its most relevant phase, having completed the preliminary research of the first year. For this reason the present eNewsletter issue focuses on the advancements of the project provided by the project’s partner and features as well its first editorial news, created by the youris.com journalists team in collaboration with UCSC.

As for the previous issues, a procedure of news request and adaptation to the newsletter format 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 structure of the third issue of the PROTON eNewsletter follows closely the past releases and starts therefore with the point of view of the project’s coordinator, followed by the updates from the projects’ most active work packages. Editorial news and updates about the clustering activities are next, while a small selection of thematic events is proposed right after.

Below a list of the contents:
1. Editorial – an introductory text, prepared by the project coordinator, that presents the main achievements of the past six months and offers a reflection about the first half of the project.
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. Editorial news – articles and news produced by the project and published in the last six months
4. Events – a selection of events due in the next months, deemed relevant for the newsletter readers;
5. 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.

At the present moment such database is composed of **69 subscribers**, who registered from the online of the website till now, from M4 and M12, and the contacts from the clustering activities with sister projects.

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, while the increase in October 2017 follows the distribution of the 2\(^{nd}\) newsletter issue performed by the partners.

*Figure 1 – Subscriptions’ trend (December ‘16 – March ‘18)*
4 Technical implementation

The design and implementation of the newsletter remains unchanged from the past releases, 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.

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 implemented through the website CMS, Wordpress. 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.
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.

**Figure 4 – PDF version of the PROTON newsletter**

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**Welcome to the 3rd PROTON newsletter**

The first year of the project PROTON has come to an end. The consortium was selected as the lead partner of the project and the work has started in earnest. The newsletter will provide updates on the project’s progress and achievements.

**Figure 4 – PDF version of the PROTON newsletter**

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**Research on organized crime & terrorism in cyberspace**

Within the framework of a systematic literature review, the following themes were identified:

- Background, methodology, and data collection
- Analysis of the results
- Discussion and conclusions

**Recommended events**

- **Security Forum 2015**
  - 2-3 May 2015, Hamburg, Germany
- **The Stockholm Conference**
  - 12-14 June 2015, Stockholm, Sweden

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5 Results

A number of data are presented below to show the results of the three eNewsletter issues. They refer to all formats of the newsletter and aim at evaluating the performances of each issue. The results related to the third eNewsletter are provisional, since too short a time has elapsed from the mail-out to allow any sensible consideration. Full data will be presented 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 to website</th>
<th>Web-pages visits</th>
<th>Un-subscriptions</th>
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</thead>
<tbody>
<tr>
<td>28/03/17 18:00</td>
<td>17/17</td>
<td>76,47%</td>
<td>29,41%</td>
<td>206</td>
<td>18</td>
<td>151</td>
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<tr>
<td>29/09/17 13:00</td>
<td>39/39</td>
<td>64,10%</td>
<td>30,77%</td>
<td>228</td>
<td>14</td>
<td>148</td>
<td>0</td>
</tr>
<tr>
<td>28/03/18 14:00</td>
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<td>47,83%*</td>
<td>10,14%*</td>
<td>12*</td>
<td>5*</td>
<td>6</td>
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<td>Total or average</td>
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<td>70,28%</td>
<td>30,09%</td>
<td>434</td>
<td>32</td>
<td>299</td>
<td>-</td>
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</tbody>
</table>

*Provisional data, not taken into account for totals and averages

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 mis-spelt 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 to 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;
• **Web-pages visits** – number of visits to the website pages where the newsletter is embedded. They differ from the previous data due to the fact that these pages are accessible from the website navigation, also to users who are not registered and could not receive the newsletter in their inbox;

• **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 editorial activity regarding eNewsletters is now **halfway through**, with three issues released and sent and three to be released still, respectively in M24, M30 and M36. Although until month 30 a deliverable is associated with each eNewsletter issue, we foresee that a final eNewsletter will be issued at the very end of the project, in order to disseminate further the latest results of PROTON.

The results of this last release will be included in the D7.8 Final Report on Dissemination and Communication activities, due in M36, instead of a dedicated deliverable.

The structure of the Newsletter is planned to remain overall constant, but, as seen for the present release, adjustments and additions will be evaluated by youris.com and the consortium in order to best accommodate the contents that will need to be distributed.

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

<table>
<thead>
<tr>
<th>Release number</th>
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<th>Relative deliverable</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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<td>eNewsletter 2</td>
<td>September 2017</td>
<td>D7.11 PROTON eNewsletter 2</td>
<td>M12</td>
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<tr>
<td>eNewsletter 3</td>
<td>March 2018</td>
<td>D7.12 PROTON eNewsletter 3</td>
<td>M18</td>
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<td>eNewsletter 4</td>
<td>September 2018</td>
<td>D7.13 PROTON eNewsletter 4</td>
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<tr>
<td>eNewsletter 5</td>
<td>March 2019</td>
<td>D7.14 PROTON eNewsletter 5</td>
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