eNNeWsletter 4
Date of document – September 2018 (M24)

D7.13 eNNeWsletter 4
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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<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  
UniversitàCattolica del SacroCuore  
ernesto.savona@unicatt.it |
| Project Duration | October 2016 – September 2019 (36 months) |

<table>
<thead>
<tr>
<th>Deliverable No.</th>
<th>D7.13</th>
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<td>Dissemination level(^1)</td>
<td>PU</td>
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<td>Work Package</td>
<td>WP7 – Dissemination &amp; Communication</td>
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<td>Task</td>
<td>T7.3– Dissemination &amp; Communication materials</td>
</tr>
<tr>
<td>Lead beneficiary</td>
<td>15 (YOURIS)</td>
</tr>
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<td>Contributing beneficiary(ies)</td>
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<td>Due date of deliverable</td>
<td>30 September 2018</td>
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<td>28 September 2018</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)  

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<th>Document history</th>
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1 Summary and objectives

This deliverable presents the fourth issue of the PROTON project eNewsletter. It follows the structure of the previous versions (D7.4, D7.11 and D7.12). More detailed data about results are here presented regarding the previous issues of the newsletters, that can now be presented in full.

The present eNewsletter includes the project’s second journalistic article written by the youris.com team, along with a number of interviews to project partners giving an insight into some of the most intriguing aspects of PROTON research lines. It also highlights “Changing Organized Crime: Lessons from EU Project PROTON”, PROTON’s side event of the Ninth session of the Conference of the Parties to the United Nations Convention against Transnational Organized Crime taking place on the 18th of October 2018 in Vienna, Austria.

2 Contents

The structure of the fourth issue of the PROTON eNewsletter follows closely the one of the past releases. It starts with the point of view of the project’s coordinator, followed by news published by youris.com in the past months. 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.
2. Editorial news – articles and news produced by the project and published in the last six months
3. Events – a selection of events due in the next months, deemed relevant for the newsletter readers;
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 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 94 subscribers, who registered from the online of the website till now, from M4 and M24.

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, the one in October 2017 follows the distribution of the 2nd newsletter issue performed by the partners, the one in March 2018 coincides with the project’s review meeting.

*Figure 1 – Subscriptions’ trend (December ‘16 – September ‘18)*

![Subscribers graph](image)

## 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**

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### 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.

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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.
Welcome to the 4th PROTON newsletter

PROTON project is moving towards the end of the second year and is in getting close to the conclusion of the project and start to produce results in September 2018. The EU-funded, across-the-board project is moving to its final stage, with the aim of disseminating the results of its research to practitioners and policy-makers.

As the project enters the final phase, PROTON is continuing its work, which includes the development of new tools and methodologies to support the implementation of the project’s objectives. These tools and methodologies will be made available to the wider public, including practitioners and policy-makers, to help them better understand and address the challenges of terrorism in Europe.

The final day of the project will be marked by a series of events, including a final conference and a review of the project’s achievements. These events will provide an opportunity to discuss and reflect on the project’s outcomes, and to consider how they can be applied in practice.

Women and terror

PROTON’s research has shown that women are often underrepresented in studies of terrorism and conflict. This is not only because of the gender biases that exist in research and policy-making, but also because of the ways in which women are often treated as secondary actors in conflict situations.

Research shows that women are often the most vulnerable to the effects of terrorism, and that they are often at risk of exploitation and abuse. However, there is a lack of research on the specific needs of women in conflict situations, and the ways in which these needs can be addressed.

We encourage women to speak out and to be heard. By sharing their experiences, they can help to make the world a safer place for everyone.
5 Results

A number of data are presented below to show the results of the previous eNewsletter issues. They refer to all formats of the newsletter and aim at evaluating the performances of each issue. Full data will be presented in the next release of the deliverable.

Figure 5 – Performances of the first Newsletter issues

<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>
</tr>
</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>19</td>
<td>151</td>
<td>0</td>
</tr>
<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>
<td>69/69</td>
<td>55,07%</td>
<td>13,04%</td>
<td>112</td>
<td>16</td>
<td>73</td>
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<tr>
<td>Total or average</td>
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<td>65,21%</td>
<td>24,41%</td>
<td>546</td>
<td>49</td>
<td>372</td>
<td>-</td>
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</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 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**

Four out of the six PROTON eNewsletters have been released. Next issues will be released in 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>
<th>Release date</th>
<th>Relative deliverable</th>
<th>Deliverable due date</th>
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<tr>
<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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<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>
<td>M24</td>
</tr>
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<td>eNewsletter 5</td>
<td>March 2019</td>
<td>D7.14 PROTON eNewsletter 5</td>
<td>M30</td>
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<td>eNewsletter 6</td>
<td>September 2019</td>
<td>D7.8 Final Report</td>
<td>M36</td>
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