eNewsletter 5
Date of document – March 2019 (M30)

D7.14 eNewsletter 5
WP7, T7.3

Authors: Giulio Mazzolo, 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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</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  
UniversitàCattolica del SacroCuore  
ernesto.savona@unicatt.it |
| Project Duration | October 2016 – September 2019 (36 months) |

<table>
<thead>
<tr>
<th>Deliverable No.</th>
<th>D7.14</th>
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<td>Dissemination level¹</td>
<td>PU</td>
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<tr>
<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>
</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>31 March 2019</td>
</tr>
<tr>
<td>Actual submission date</td>
<td>28 March 2019</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**

<table>
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<tr>
<th>V</th>
<th>Date</th>
<th>Beneficiary</th>
<th>Author</th>
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<tr>
<td>1</td>
<td>28/03/19</td>
<td>15 YOURIS</td>
<td>Giulio Mazzolo, Elena Gaboardi</td>
</tr>
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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.
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1 Summary and objectives

This deliverable presents the fifth issue of the PROTON project eNewsletter. It follows the structure of the previous versions (D7.4, D7.11, D7.12 and D7.13). This document also reports more detailed data on the previous issue of the newsletter (outlined in D7.13), as results can now be presented in full.

The present eNewsletter includes the project’s second journalistic article and the second interview, both written by the youris.com team of professional journalists, along with a number of other updates from PROTON. In particular, this issue advertises the project’s press release on “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, which took place on the 18th of October 2018 in Vienna, Austria.

All versions of the issue presented in this document are accessible here.

2 Contents

The structure of the fifth issue of the PROTON eNewsletter follows closely the one of the past releases. It consists of the following parts:

1. **Editorial** – an introductory text, prepared by the project coordinator, which gives an overview of the status of the project and the next steps.
2. **News from the PROTON project** – a list of press releases published by the project and highlighting the project’s most important achievements in the last six months.
3. **Food for thoughts** – a section dedicated to the aforementioned journalistic production (article and interview). The title inspired by the fact that the two products explore broad topics and aim at stimulating the reader’s thinking and curiosity.
4. **Events** – a selection of relevant upcoming events;
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 from the newsletter.
3 Subscribers

The subscribers to the PROTON online community are gathered through a **sign-up form** that has been set in place when the website was launched 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 project’s periodic communications. The registration to the community is only possible after the acceptance of the privacy policy of the project and publicly available on the website.

At the time of the present deliverable, the database consists of **120 subscribers**, who registered between M4 (launch of the website) and M30.

The following plot shows the registration trend. The spike in January 2017 follows the launch of the website and the subsequently generated traffic; the one in October 2017 is related to the distribution of the 2nd newsletter issue performed by the partners; the peak in March 2018 coincides with the project’s review meeting; the one in October 2018 could have benefited from PROTON’s side event of the Ninth session of the Conference of the Parties to the United Nations Convention against Transnational Organized Crime.

*Figure 1 – Subscriptions’ trend (December ‘16 – March ‘19)*

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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 newsletter release. The version on scoop.it of the issue presented in this document is accessible [here].

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.** The engine is implemented through the website Wordpress Content Management System. This adaptation is performed by youris.com through different instruments, but it relies on 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 embedding

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. 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*
Offering solutions to the world’s effort against crime

A side event on lessons from PROTON was held on 18 October 2018 at the Conference of Parties to the United Nations Convention on Transnational Organised Crime. The PROTON project, its methodology and objectives were the focus of this dedicated side event of the 2018 Ninth session of the Conference of Parties to the United Nations Convention against Transnational Organised Crime.

Getting ready for the final step

The members of the PROTON project have met to organise future activities and discuss how to best develop Agent-Based Simulations for crime prevention. Partners of the PROTON Consortium (now gathered in Milan, Italy) on the 15th and 16th of October 2018. The goal was to discuss the progress made during the first half of the project and organise the work to be done in the next months.

Food for thoughts

Terrorism recruitment on the dark web

How do terrorists recruit people on the anonymous corner of the internet known as the dark web? We asked security expert Michael Osborne.

What kind of person is susceptible to being recruited into joining a terrorist group? How do internet users become involved in online markets selling weapons, drugs and other contraband?

Fighting terrorism online: prevention is better than cure

The EU launches the fight against online terrorism with new rules to tackle propaganda and recruiting on social media. But how effective could they be?

To what extent do internet and social media contribute to the spread of terrorist propaganda and recruiting? EU officials seem to think that they actually contribute a lot.

Recommended events

- **ESA Conference 2019**
  - 20 - 23 August 2019 | Manchester, UK

- **19th Annual Conference of the European Society of Criminology**
  - 18 - 21 September 2019 | Ghent, Belgium

- **2019 Criminology Symposium**
  - 10 - 12 June 2019 | Stockholm, Sweden

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5 Results

The following table summarises the performance of the previous issues. The data evolution from M31 to M36 will be reported in the next release of the deliverable (D7.8).

Table 1 – Performance of the first Newsletter issues until M30

<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%</td>
<td>29%</td>
<td>226</td>
<td>19</td>
<td>156</td>
<td>0</td>
</tr>
<tr>
<td>29/09/17 13:00</td>
<td>39/39</td>
<td>64%</td>
<td>31%</td>
<td>244</td>
<td>14</td>
<td>156</td>
<td>0</td>
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<tr>
<td>28/03/18 14:00</td>
<td>69/69</td>
<td>55%</td>
<td>13%</td>
<td>138</td>
<td>19</td>
<td>85</td>
<td>0</td>
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<tr>
<td>28/09/18 11:20</td>
<td>90/90</td>
<td>53%</td>
<td>12%</td>
<td>67</td>
<td>15</td>
<td>42</td>
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<tr>
<td>Total or average</td>
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<td>62%</td>
<td>21%</td>
<td>675</td>
<td>67</td>
<td>439</td>
<td>-</td>
</tr>
</tbody>
</table>

Variables in the table are defined as follows:

- **Mail-out date and time** – date and time when the html version of the newsletter was sent to the subscribers;
- **Delivery rate** – the percentage of subscribers that actually received the newsletter; this could be less than 100% in case some of the addresses in the database have been de-activated or were mis-spelt during 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;
- **Web-pages visits** – number of visits to the website page where the newsletter is embedded. This variable differs from the previous one in

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this list as the 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 opt out.

The data is collected by youris.com via disparate instruments: Google Analytics, Scoop.it Insights and Wordpress.

## 6 Next issues

Five out of the six PROTON eNewsletters have been released. The next and last issue will be distributed in M36 and will contribute to the dissemination of PROTON’s final results. The related report will be included in D7.8 “Final Report on Dissemination and Communication activities” (due in M36), instead of a dedicated deliverable.

The structure of the eNewsletter is expected to remain overall unchanged. However, adjustments and additions could be considered to best accommodate the distributed contents.

### Figure 5 – Timeline of the next issue 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>March 2018</td>
<td>D7.12 PROTON eNewsletter 3</td>
<td>M18</td>
</tr>
<tr>
<td>eNewsletter 4</td>
<td>September 2018</td>
<td>D7.13 PROTON eNewsletter 4</td>
<td>M24</td>
</tr>
<tr>
<td>eNewsletter 5</td>
<td>March 2019</td>
<td>D7.14 PROTON eNewsletter 5</td>
<td>M30</td>
</tr>
<tr>
<td>eNewsletter 6</td>
<td>September 2019</td>
<td>D7.8 Final Report</td>
<td>M36</td>
</tr>
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</table>

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