



PROTON

Modelling the processes leading
to organised crime and terrorist networks



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PROTON Video

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D7.5 PROTON Video

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Modelling the PRocesses leading to Organised crime and TerrOrist Networks
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Technical References

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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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0 Summary

This document reports on the production of the final video of PROTON. The goal of the video is to summarise the main outcomes of the project. The production of the video was led by youris.com with support from UCSC, HUJI, CNR and ITTI. The voiceover is in English and the adopted video format is suitable for distribution via the web and during conferences, fairs and events. The video is available on the PROTON YouTube channel and is embedded in the project website.



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1 Video description and objectives

The goal of the video is to provide the PROTON consortium with an engaging dissemination tool to present the project and its results. The targets of the video are the main stakeholder groups address by the project, i.e. **policy makers and sector experts** that could use or benefit from PROTON-S and the PROTON Wizard. The video was released in the latest stage of the project to have the results available for dissemination. The specifics of the video and its production are illustrated in the following paragraphs.

Deviation from plan

Originally, the video production was to be led by CNR. However, the coordinating team, CNR and youris.com agreed on assigning the task to youris.com as leader of PROTON's dissemination and communication activities. youris.com decided to slightly adjust the production technique (from "scribing technique" to "animation video") to better exploit the specific skills of the youris.com video production team.



2 Production

Format and script

The video format combines shooting with graphic elements. This helps convey the key concepts, motivations and results of PROTON in an effective and engaging way.

The script was produced by youris.com with feedback from UCSC, HUJI, CNR and ITTI (see Annex I). It established the contents to be communicated and the text for the voiceover.

The video duration is 2' 40". Such duration is rather longer than most project videos online. This is motivated by the need to explain complex topics to the potential end-users of PROTON-S and PROTON Wizard (policy makers and security agencies), who may not be familiar with the most technical aspects of the project. Hence, youris.com decided to privilege clarity over conciseness and give a full account of the results.

Storyboard

After the approval of the script by the other partners involved, youris.com prepared the storyboard of the video. The storyboard is a document representing the main phases of the video graphically. Hence, it anticipates the key video images and frames that will accompany the voiceover. Parts of the storyboard are shown in Figure 1. The storyboard was also shared with UCSC, HUJI, CNR and ITTI and their inputs incorporated.

Shooting and post-production

The shooting of the video started after the approval of the storyboard. The recorded material was then assembled by the youris.com team of video makers, who also added animations and graphics. The video was then shared for comments with UCSC, HUJI, CNR and ITTI.



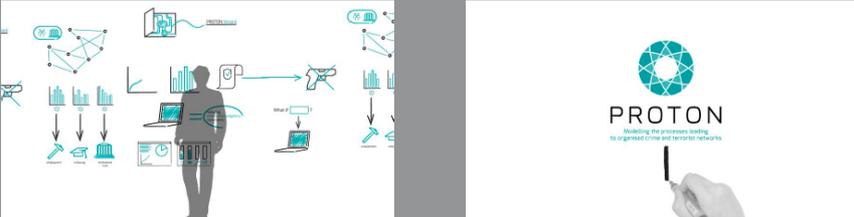
Figure 1 – Examples from the storyboard



In this simulated society, thousands of agents interact with each other over many years.



PROTON Wizard provides users easy access to the simulations' results without the need for technical assistance by presenting them via various intuitive visualisations.



PROTON is charging into a new era in the fight against crime and terrorism.
Are you ready to be part of it?



3 Publication

The video was [published on the PROTON YouTube channel](#) on the 26th of September 2019. It was then embedded on the homepage of the project website to make it easily accessible to the website users. The video is also accessible from the [Resources/Multimedia section](#) of the project website. Some frames of the video are shown in Figure 2.

Figure 2 – Some frames of the PROTON final video



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4 Distribution plan and monitoring

Distribution

The video is promoted and linked in the project's [press release](#) presenting the final results of PROTON. The press release was published on the project website and is currently being distributed by youris.com through a number of both internal and external channels (see Deliverable D7.8). Internal channels are the project's [newsletter](#) and [LinkedIn company page](#). External channels are:

- **International news multipliers**, with which youris.com has syndication agreements:
 - EU Agenda
 - AlphaGalileo
 - Cordis.Wire
 - Phys.org
 - WorldNews
 - ScienceDaily

- A series of **LinkedIn groups** focused on security:
 - [Terrorism Information Group](#)
 - [Security & Counter-Terrorism - High Powered Think Tank](#)
 - [Counter-Terrorism Law & Policy Forum](#)
 - [Cyber Crime & Terrorism - Cybercrime & Cyberterrorism Security Issues Surrounding Virtual Integrity](#)
 - [International Centre for Counter-Terrorism, The Hague](#)
 - [Psychology of Terrorism - Counter-terrorism Deterrence & Prevention](#)

PROTON partners are also invited to share the video through their own channels. The video is suitable for presentation during offline activities such as conferences, workshops and fairs.

Monitoring

Over the course of the project, youris.com carried out an intense monitoring activity to collect data for the quantitative assessment of the impacts generated by the PROTON communication and dissemination activities, both in terms of outreach (awareness) and engagement (acceptance, see Deliverable D7.8). At the time of writing, no significant data is yet available. These will be reported in the project final technical report.



5 Conclusions

youris.com has successfully completed the production of a project video illustrating PROTON and its major outcomes. The video has been produced with the support of UCSC, HUJI, CNR and ITTI. A sound distribution and promotion strategy has been design to achieve high impact among the target groups. The video will serve as dissemination tool towards stakeholders and possible end users.



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Annex I: video script

PART I: INTRODUCTION

Implementing new policies

to reduce threats

such as organised crime and terrorist networks

is a particularly challenging task.

How can policy makers develop more effective interventions?

How can they estimate the potential impact of such policies?

The European project PROTON has addressed these questions

by developing a new method

to assess the effectiveness of policies

that are aimed to reduce the risk of recruitment to organised crime and terrorism.

This method took form with PROTON-S and the development of the PROTON Wizard software tool.

PART II: PROTON-S

PROTON-S is a set of agent-based models,

computer simulations that model the complex components of a society, including individuals, groups and institutions.

In this simulated society, thousands of agents interact with each other over many years.



As in every society, existing criminals or terrorists may try to recruit others whom they come in contact with.

The simulations were built upon extensive empirical data generated by the innovative studies carried out by PROTON.

These analyses focused on the social, psychological and economic factors leading to recruitment to organised crime and terrorism,

as well as on criminal and terrorist activity online.

PROTON-S simulations examine the effects of different policy options on reducing recruitment to organized crime or terrorism,

such as employment enhancement and schooling campaigns,

initiatives to reinforce the trust in social institutions,

and changes to policing strategies.

These simulated experiments overcome the budgetary and ethical constraints of conducting such experiments in the real world.

PROTON-S provides new and valuable information addressing the "what if?" question that comes with each new policy initiative,

by testing them on a computer before their implementation in reality.

PART III: PROTON Wizard

Agent-based models are complex,

In order to make them user-friendly, PROTON Wizard was developed.

PROTON Wizard provides users easy access to the simulations' results

without the need for technical assistance

by presenting them via various intuitive visualisations.

In particular, it allows users

to choose their most suitable test scenario



from a pool of different city types.

PART IV: CONCLUSION

PROTON is charging into a new era in the fight against crime and terrorism.

Are you ready to be part of it?



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