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# Deliverable 5.11 D25 Newsletter

# Working Package 5 Dissemination and communication activities

**SCAN Project** 

**Grant Agreement No. 800830** 

**Justice programme 2014-2020** 

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**Start date of the project:** 1 October 2018

**Duration of the project:** 28 months



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The SCAN consortium consists of the following partners.

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1	UNIVERSITÀ DEGLI STUDI DI NAPOLI FEDERICO II	UNINA	IT
2	UNIVERZA V LJUBLJANI	LJUBLJANA	SI
3	LIBERA UNIVERSITÀ INTERNAZIONALE DEGLI STUDI SOCIALI GUIDO CARLI	LUISS	IT
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8	ASSOCIAZIONE ITALIANA DIFESA CONSUMATORI ED AMBIENTE	ADICONSU M	IT
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<sup>&</sup>lt;sup>1</sup> **Types. R:** Document, report (excluding the periodic and final reports); **DEM:** Demonstrator, pilot, prototype, plan designs; **DEC:** Websites, patents filing, press & media actions, videos, etc.; **OTHER:** Software, technical diagram, etc.

<sup>&</sup>lt;sup>2</sup> **Dissemination levels. PU:** Public, fully open, e.g. web; **CO:** Confidential, restricted under conditions set out in Model Grant Agreement; **CI:** Classified, information as referred to in Commission Decision 2001/844/EC.



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# Acronyms and Abbreviations

Acronym/Abbreviation	Description
SCAN	Small Claims Analysis Net
ESCP	European Small Claims Procedure
VUB	Vrije Universiteit Brussel
HEC	Hautes Etudes Commerciales de Paris
UNINA	Università degli Studi di Napoli Federico II
LUISS	Libera Università Internazionale degli Studi Sociali Guido Carli
COA	Consiglio dell'ordine degli Avvocati Di Roma
UL	Univerza V Ljubljani
VU	Vilniaus Universitetas
UAE	Union des Avocats Européens



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# Newsletter Final Report

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# 1. Newsletter objective.

In order to ensure widespread information on the progression of the SCAN Project and to enhance the practical and efficient implementation of the ESCP, the SCAN consortium has decided to use a newsletter.

Throughout the project, different software was used to perform this function. For the first stages of the project, it was decided to have only members of the various units of the consortium as subscribers in order to evaluate the service. As the number of dissemination events grew, we found it necessary to use a different software. This coincided with the renewal of the website.

Unfortunately, the change of the newsletter management system resulted in the loss of the relevant data.

As of May 2020, the current newsletter has started. The responsible unit, UNINA, decided to exploit the newsletter by focusing on legal communication.

Indeed, the purpose of the newsletter is to share with stakeholders the state of knowledge of the ESCP procedure in the EU perspective, after consolidating a first analysis and study by the SCAN Project. The mission of the newsletter is to inform subscribers not only about the progress of the SCAN project, but also about ESCP seminars and conferences (organized by the partners), as well as the most relevant news on small claims procedures and articles on the topic. In order to keep interest high and ensure an increase in subscriptions, it was decided to:

- 1. introduce a call to action on the homepage of the SCAN web site;
- 2. call for subscriptions through dedicated posts on the SCAN project's social networks.

#### 2. Newsletter contents.

From the point of view of the architecture of the textual and graphic contents, the Newsletter has been structured considering the stakeholders of the SCAN Project: citizens, consumers, Small and Medium – sized Enterprises, academics, legal practitioners. For this reason, the graphic identity matches the aim of both enhancing the full and practical implementation of the ESCP and increasing the user's awareness of it.

In the structure of the Newsletter, the legal message must be immediate, useful, clear and capable of directing the user to the SCAN portal. Therefore, the development technique chosen was legal design. All the newsletters have been structured in no more than three or four topics.



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To the purpose to inform users about the seminars and dissemination workshops, the contents of the newsletter have links to the Scan project website to the section dedicated to Workshops and Seminars. For this reason, the emails were sent out for each scheduled event with information on the dates and speakers of the various workshops or conferences. Posters and information material were also sent out (e.g., link to the event and information on how to register).

At the end of the conference or dissemination workshop organized, emails were sent to the members summarizing the content of the individual events, and sometimes also of the individual talks given by the speakers within the framework of the seminar. Links to the SCAN website for accessing recordings of the conferences held were also constantly sent out, offering those who were unable to attend the conference or seminar the opportunity to find videos or material on the conference or seminar.

The last few months have been characterized by some important workshops on the European Small Claims Procedure held by the partners of Scan Project.

Through the SCAN newsletter, the importance of these workshops was highlighted, as they were aimed at all European citizens: both the public represented by legal experts and European citizens such as consumers and small to medium-sized entrepreneurs.

The newsletter also aimed to keep members informed about the progress of the SCAN project. To this end, regular informative emails were sent out about the website and the YouTube channel. These emails also sent users links to videos uploaded to the channel and links to the website and its news.

Finally, the newsletter is aimed at enhancing an innovation introduced by SCAN: new feature of SCAN: the EuSCPlatform i.e., European Small Claims Platform.

The Platform is an interactive guide that will help the European citizens to make easier the understanding about the ESCP.

Additional Topics were also considered, to highlight the importance of ESCP to speed up resolution of small claims during Covid – 19 Pandemic.

Users were provided with information on Brexit and the consequences on the application of ESCP. Emails were also sent regarding scientific articles published in the different EU member countries. The SCAN project focused on how the European Small Claims Procedure has found application in other Member States. Therefore, some newsletters focused on some of the main European legal experiences, where the procedure has been applied (e.g., Germany, which has implemented the procedure in its Procedure Civile Code, Poland, France, Spain, Ukraine).



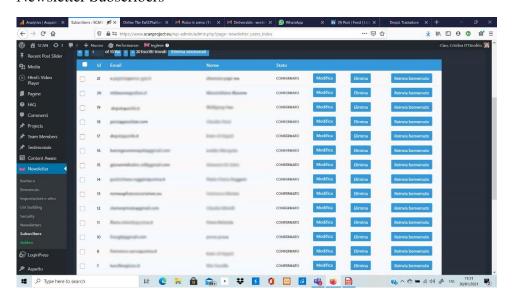
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#### 3. Results.

In relation to the outcomes pursued, the newsletter sought to maintain the interest of subscribers in the European procedure as a tool for quick and easy dispute resolution without the necessary assistance of a lawyer and online. By means of the constructed dissemination and the choice of legal communication technique and legal design, the number of 201 subscribers was reached, but it is still growing. Indeed, even though the project is coming to an end, the team of journalists has informed us that, after the platform went online, the interest in the project has greatly increased and they are receiving many requests from the media. For these reasons we have decided to extend the newsletter for a further year, beyond the duration of the project. UNINA, as the lead partner of SCAN project, will provide for the running costs.

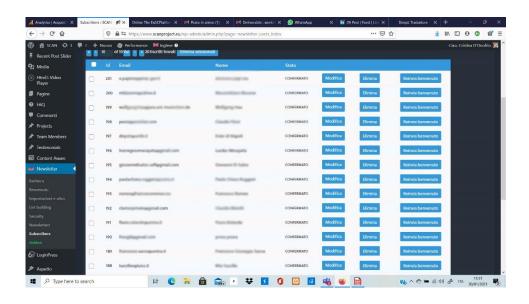
### 4. Attachments.

**Newsletter Subscribers** 





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#### Some Newsletters sent.





#### How did Germany introduce the European Small Claims Procedure?

The European Small Claims Procedure introduced in 2007 following EC Regulation n. 861 and subsequent amendments is applicable in all EU Member States. In "Zivilprozessordung" (Civl Procedure Code) Book 11, related to "Judicial cooperation in the European Union" the German legislator has dedicated Section 6 - Articles 1097 - 1109 to European small Claims Procedure. In fact thanks to the implementation law of 10/01/2015 the Procedure has been applied by German Courts and it's possible to consult an initial case law, especially with reference to Article 1097 Civil Procedure Code.

Click Here





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