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# Deliverable 5.3

## D17

### Press Releases

## Working Package 5

### Dissemination and communication activities

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No.	Name	Short Name	Country
1	UNIVERSITA DEGLI STUDI DI NAPOLI FEDERICO II	UNINA	IT
2	UNIVERZA V LJUBLJANI	LJUBLJANA	SI
3	LIBERA UNIVERSITA INTERNAZIONALE DEGLI STUDI SOCIALI GUIDO CARLI	LUISS	IT
4	VILNIAUS UNIVERSITETAS	VILNIUS	LT
5	VRIJE UNIVERSITEIT BRUSSEL	VUB	BE
6	ETABLISSEMENT D'ENSEIGNEMENT SUPERIEUR CONSULAIRE HAUTES ETUDES COMMERCIALES DE PARIS	HEC	FR
7	CONSIGLIO DELL'ORDINE DEGLI AVVOCATI DI ROMA	COA	IT
8	ASSOCIAZIONE ITALIANA DIFESA CONSUMATORI ED AMBIENTE	ADICONSUM	IT
9	UNION DES AVOCATS EUROPEENS	UAE	LU

## Document Information

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**1 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.

**2 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

<b>Acronym/Abbreviation</b>	<b>Description</b>
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 Europeens



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# Press Releases

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# 1. Press releases – Introduction

The SCAN consortium, in its ESCP dissemination activity, provides several dissemination tools.

A specific marketing and communication plan has been developed by the UNINA partner. This plan has a special financial coverage that provides for the stipulation of specific contracts to reach as many stakeholders as possible at a local and more generally European level, thanks to the contribution of the other partners.

In concrete terms, these actions will involve a particular attention to the use of the press media, both traditional and digital. Indeed, the preparation of interviews, articles, sector and general press releases has been planned. Some of these activities are already the subject of this report while others will be carried out after the end of this deliverable.

This schedule has been preferred in order to give the maximum dissemination to the final product of the SCAN project, that is the implementation of the application forms for ESCP.

In this perspective, several contracts with professionals have been banned, which will start their activity presumably in December and will end with the conclusion of the project and the presentation of the results.

The press releases reported in this deliverable represent only a first step of the whole press releases that will be realized through the intervention of professionals, through occasional performance contracts ('prestazioni occasionali') with UNINA.

The first contract will have as object the communication and marketing plan for SCAN project social media (Advertising, SEO, Videomaking). The second contract will regard the dissemination and publication of articles on the project in national and European traditional and digital Press (Trade Press, Press releases & Media Relation).

The press releases presented here concern the optimization of the website of the Scan project in terms of user experience (utility, ease of use, and efficiency), taking care of the graphical interface of the site and in terms of content (FAQ & Tips).

SCAN project considers that in order to make the best possible use of the ESCP will be useful the programming of a platform dedicated to the guide to the use of the ESCP.

COAROMA, on the other hand, was concerned about the publication of the Country Reports analyzed in the SCAN project.

The press releases were published in the official languages of the partners, an English language version has been provided.



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## 2. Press Release – UNINA

The UNINA press release signed by COINOR was published on November 29, 2020 through the official website of the University of Naples Federico II.

The subject of the press release was the launch of the new SCAN website, whose graphics have been renewed in order to improve usability and to make it compatible with the new contents and the platform that is being realized.

Here there is a draft of the Press Release in English.

The SCAN Project was created to make easier to understand and use the European Small Claims Procedure (ESCP), introduced by Regulation (EC) n. 861/2007 as amended by Regulation (EU) n. 2015/2421.

In these days the Scan Consortium presents the new graphic interface of the website of the project co-financed by the European Union. The Consortium is led by Professor Francesco

Romeo, from the University of Naples Federico II, and involves 8 other European partners:

- Univerza v Ljubljani – Slovenia;
- LUISS Libera Università Internazionale degli studi sociali Guido Carli – Italy;
- Vilniaus Universitetas – Lithuania;
- Vrije Universiteti Bruxelles – Belgium;
- Établissement d'Enseignement Supérieur Consulaire Haute Études Commerciales de Paris – France;
- Consiglio dell'Ordine degli Avvocati di Roma – Italy;
- Associazione italiani difesa consumatori ed ambiente – Italy;
- Union des Avocats Européens (U.A.E.) – Luxemburg.

The website [www.scanproject.eu](http://www.scanproject.eu) aims to become a simple interactive guide for all consumers, citizens and lawyers.

It has been set up to make it easily available from any device (smartphone, tablet, desktop) and in user - friendly mode.

A section dedicated to "FAQs" has been added to answer the main questions that may arise from users (citizens, small and medium-sized enterprises, legal practitioners) who are not familiar with the European Small Claims Procedure. Many other features will be added, including a European Small Claims Procedure Platform (ESCP Platform), which will help to understand how to correctly fill in the Small Claims Forms.

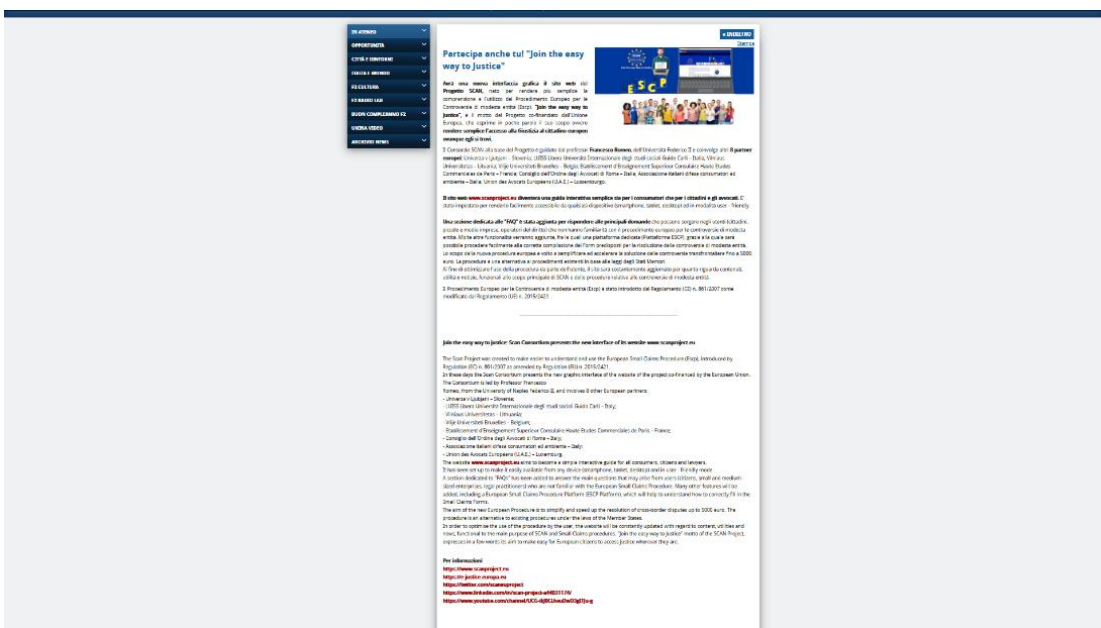
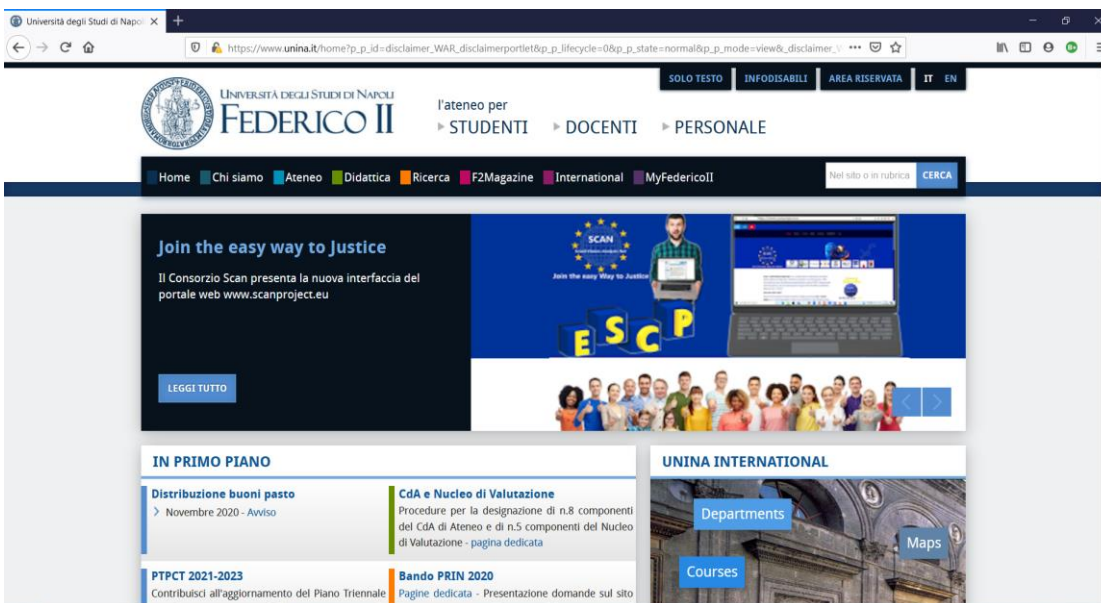


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The aim of the new European Procedure is to simplify and speed up the resolution of cross-border disputes up to 5000 euro. The procedure is an alternative to existing procedures under the laws of the Member States.

In order to optimize the use of the procedure by the user, the website will be constantly updated with regard to content, utilities and news, functional to the main purpose of SCAN and Small Claims procedures. "Join the easy way to Justice" motto of the SCAN Project, expresses in a few words its aim to make easy for European citizens to access Justice wherever they are.







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### 3. Press Release – ADICONSUM

The ADICONSUM press release will be published by the first half of November. It has been chosen to postpone the release of the press release of ADICONSUM compared to the deadline of the deliverable because the subject of the press release will be the videos explaining the FAQ and Tips that ADICONSUM itself is making.

The press release, in addition to being sent by the press office of the partner, will be communicated to the European Consumer Centres Network - ECC Net, in order to allow all European consumers to better know and understand the ESCP.

Here is a draft of the press release in Italian:

Controversie di modeste entità: online le FAQ predisposte da Adiconsum per rispondere alle domande dei cittadini-consumatori

Sapevi che se hai un contenzioso con un privato o un'azienda di valore economico modesto, puoi risolverlo in modo facile e gratuito grazie al Procedimento europeo per le controversie di modesta entità, il cui Regolamento (UE) n. 2015/2421 è entrato in vigore in tutti gli Stati membri dal 14 luglio 2017. Il Regolamento stabilisce che il valore economico della controversia per poter attivare il Procedimento non sia superiore a 5.000 euro.

Molti sono i consumatori che non conoscono tale opportunità e magari rinunciano ad esercitare i propri diritti.

Ecco perché Adiconsum è impegnata come partner del progetto europeo "SCAN-Small Claims Analysis Net" per diffondere la conoscenza di questo strumento tra i consumatori, gli imprenditori e i professionisti del diritto.

Adiconsum ha realizzato per il sito del progetto SCAN la sezione relativa alle FAQ (Frequently Asked Questions) per rispondere alle più comuni domande dei consumatori, cittadini, operatori del diritto, mentre un pool di professionisti ha rinnovato il sito progettando una nuova interfaccia utente del sito per massimizzare l'esperienza dell'utente con un design che risponde alle esigenze di SCAN, tanto da rendere rendere il suo motto "Join the easy way to JUSTICE" una realtà digitale al servizio dei cittadini, degli avvocati e dei consumatori.

Ricordiamo che il Ministero della Giustizia ha designato il [Centro Europeo Consumatori Italia](#), ad assistere i consumatori nell'avvio del *Procedimento europeo per le controversie di modesta entità* sia individuando il giudice competente che la compilazione dei moduli.



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## 4. Press Release – COAROMA

The COAROMA press release is about informing its wide number of members of the publication in the journal *EuCML: Journal of European Consumer and Market Law* of the country reports of some of the countries of the Union.

Country reports can be a useful tool for legal practitioners and in particular for lawyers to get to know the ESCP and to better understand how to promote the right defense to their clients in the different states analyzed.

Especially the country reports will cover the analysis of the ESCP in Italy, France, Belgium, Slovenia, Lithuania and Germany.

Here the text of the press release:

Join the easy way to Justice: Ready the Country Reports of the SCAN Project

COAROMA, within the SCAN project, announces the publication of Country Reports.

The reports will be published every two months in the magazine *EuCML: Journal of European Consumer and Market Law* in three different issues.

The subject of the reports is the analysis of the European Small Claims Procedure in the following EU Member States:

- Italy: Irene Abignente, Flavia Rolando, Paola Chiara Ruggieri
- France: Matteo Winkler and Pablo M. Baquero
- Belgium: Marco Giacalone and Sajedeh Salehi
- Slovenia: Maksimilijan Gale and Katarina Zajc
- Lithuania: Rimantas Simaitis, Vigita Vebraite and Milda Markevičiūtė
- Germany: Onntje Hinrichs and Jakob Thevis

## 5. Press Release – In Terris

In Terris is an online newspaper born in 2014. The newspaper brings together professional journalists and publicists, young people who want to enter this arduous mission and more or less well-known personalities; professionals from the academic world and simple people who, despite having different stories, cultures and experiences, have chosen to join together to communicate and create debate through a generalist newspaper.



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Thanks to Rita Tuccillo (LUISS), soon will be published in addition to the press release, also an article dedicated to the SCAN project including an interview with Project Coordinator Francesco Romeo.

Here a draft version of the press release in Italian:

Il progetto SCAN (Small Claims Analysis Net) co-finanziato dal Programma Giustizia dell'Unione Europea, ha come principale obiettivo l'implementazione e la divulgazione della European Small Claims Procedure, istituita con il Regolamento (CE) 861/2007 e successivamente modificata con il Regolamento (UE) 2015/2421. Questa procedura è un procedimento alternativo a quello ordinario previsto dal nostro codice di procedura civile, per la risoluzione di liti transfrontaliere. Si tratta di controversie in cui le parti risiedono in Stati Membri diversi ed il cui valore non superi 5.000,00 euro. La portata applicativa della procedura è molto vasta. Basti pensare alle controversie tra cittadini italiani e compagnie aeree straniere per i ritardi o le cancellazioni di voli; o alle liti per acquisti on line in cui il venditore sia residente in altro paese dell'UE. La procedura è celere e semplice, e può essere avviata senza l'ausilio di un avvocato attraverso la compilazione di FORM on line rinvenibili sul portale web [www.e-justice.europa.eu](http://www.e-justice.europa.eu). Per migliorare l'accessibilità e la fruibilità della procedura, il progetto SCAN ha predisposto delle linee guida operative per autorità e utenti, nonché linee guida per la Commissione EU. Il Progetto SCAN sta lavorando alla predisposizione di una piattaforma dedicata (Piattaforma ESCP) grazie alla quale sarà possibile procedere facilmente alla corretta compilazione dei Form predisposti per la risoluzione delle controversie di modesta entità.

Home » Attualità » Ecco che cos'è il progetto Scan

**Ecco che cos'è il progetto Scan**

Un procedimento alternativo per risolvere le crisi transfrontaliere

di Rita Tuccillo - Ottobre 31, 2020 - [INTERVISTE](#)

LA VOCE DEGLI ULTIMI

LUNEDÌ 02 NOVEMBRE 2020 | COMMEMORAZIONE DI TUTTI I FEDELI DEFUNTI

Aggiornato: 02:15

**Gigi Proietti ricoverato in terapia intensiva: è grave**

Daniela Maltoni - novembre 1, 2020

È ricoverato in terapia intensiva il popolare attore romano Gigi Proietti. La causa non sarebbe il coronavirus ma alcuni problemi cardiaci. Proietti si trova...

**Genocidio degli uiguri: la Cina accerchata dall'opinione pubblica**

novembre 2, 2020

**Giornate di archeologia e Terra Santa**

novembre 2, 2020

**I biscotti della tradizione: le fave dei morti**

novembre 2, 2020

**Quello che avete fatto a uno solo di questi fratelli più...**

novembre 2, 2020