

European Crime Prevention Award (ECPA)

Annex I – new version 2014

Please complete the template in English in compliance with the ECPA criteria contained in the RoP (Par.2 §3).

General information

1. Please specify your country.

ROMANIA

2. Is this your country's ECPA entry or an additional project?

This is an ECPA entry.

3. What is the title of the project?

The NO Project powered by Bancpost

4. Who is responsible for the project? Contact details.

This initiative is designed and implemented by the **National Agency against Trafficking in Persons (ANITP)**, in cooperation with **Bancpost** and specialized NGOs in this field - **ADPARE** and **eLiberare**.

Contact details:

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ADPARE – Gina Stoian, President

eLiberare – Ryan Crozier, President

5. Start date of the project (dd/mm/yyyy)? Is the project still running (Yes/No)? If not, please provide the end date of the project.

Start date: 21/09/2013

Yes, the project is still running, until 18th of October 2014 (EU Anti –trafficking Day).

6. Where can we find more information about the project? Please provide links to the project's website or online reports or publications (preferably in English).

www.thenoproject.ro

www.facebook.com/thenoprojectromania

7. Please give a **one page** description of the project (**Max. 600 words**)

The NO Project powered by Bancpost is a Romanian awareness raising project. The idea of the project came from a international anti-slavery educational initiative (more details on thenoproject.org), targeting the general public and in particular young people. The project aims at determining young people to understand the risks and identify the circumstances in which they may become victims of human trafficking, both in everyday life and online.

Under the call "Use your talent against human trafficking", the project focuses on **the involvement of young people through education, art, music, sports, dance, film, mass media and social media**. This project values their power and skills to influence attitudes and to change behaviours in their peers. Some teenagers paint; others sing; some dance, write, others are theatre or film actors, some work out or play sports. Irrespective of their passions, it can be channelled towards the fight against human trafficking.

The project focuses on 2 main perspectives:

- **ART4FREEDOM** – involvement through art
- **RUN4FREEDOM** – involvement through sports

ART4FREEDOM includes:

- A series of events within **Strada de C'Arte (September 21 – 28, 2013)**, a cultural event organised by the Central University Library "Carol I" and the University Foundation "Carol I":
 - "The NO Project" tent**, located in the centre of Bucharest for 8 days, 12 hours/day, hosted information sessions on human trafficking and various events. Over 8,000 people have already visited the tent.
 - Press conference – information campaign launch, September 23, 2013**. Journalists and bloggers were invited to use their writing passion and media power to inform the public and to help potential victims protect themselves. This initiative resulted in 37 newspaper articles, including 3 television news reports.
 - Workshops "Portraits: Victim and Trafficker", September 21-28, 2013**. ADPARE and ANITP organised 8 interactive workshops on victims' vulnerability and traffickers' recruiting strategies, in which over 200 high school students, teachers and visitors of Strada de C'Arte participated.
 - Multimedia Awareness Seminar, September 25, 2013**. Over 150 high school students, teachers, journalists, bloggers and celebrities participated in this event. It included awards-winning documentaries, animations, music, art works, and dance – all reflecting young people's creative attitude against modern slavery.
 - Free portrait sessions "Free People"**. Over 100 portraits were made by artists involved in the project.
- National roadshow of awareness seminars in 11 Art High Schools covering 8 cities**: Bucharest, Craiova, Timisoara, Alba Iulia, Iasi, Ploiesti, Brasov, Braila (**February – March 2014**). Over 450 participants.
- Participation during the 2-day event **"Hip Hop International Romania" National Competition**: The NO Project stand succeeded to raise awareness on human trafficking and help the hundreds of teenagers present to become aware of modern slavery risks (**March 2014**). Over 900 participants at the event, with more than 300 direct interactions.
- Stand at the **"Femei pe Matasari" ("Women on Matasari") Urban Festival** in Bucharest (**June 6-8, 2014**): Art Exhibition presenting the work of students from 11 art high schools; Anti-trafficking film projections; Choreographic moments and classic music performed by teenagers, ambassadors of the project; „I am a free person" – photo sessions. Over 10,000 participants at the event, with more than 1,000 direct interactions.
- Launch of the **anti-trafficking online exhibition including over 100 artworks** by students from 7 cities in Romania (September 2014) - <http://www.thenoproject.ro/expozitie/>

RUN4FREEDOM:

- Relay race and cross with over 400 participants**, September, 2013 in A.I. Cuza (IOR) Park, Bucharest. The entire event was widely broadcasted by journalists and bloggers: 16 newspaper articles, 16 blog posts and 25 Facebook posts.
- Bancpost employees, ambassadors of the campaign, ran at various national and international running competitions wearing The NO Project T-shirts**, thus promoting, once again, the fight against trafficking in human beings: Bucharest International Marathon (October 2013 – 100 colleagues); "Gerar" Half Marathon – one of the most extreme weather running events of the year (January 2014 – 16 colleagues).

1. The project shall focus on prevention and/or reduction of everyday crime and fear of crime within the theme.

8. How does the project contribute to crime prevention and/or to the reduction of crime or the fear of crime?
(Max. 150 words)

Young people are one of the most vulnerable categories in Romania, over 30% of the trafficked persons being under the age of 18. This is why **The NO Project powered by Bancpost** aims at preventing human trafficking and focuses especially on teenagers (ages 14-18), but also on young adults (ages 18-30), teachers, parents, the media and the business environment: age groups that may become victims of human trafficking and that could, while being aware of it or not, be involved or allow trafficking in human beings.

The NO Project powered by Bancpost helps potential victims to recognize warning signs during the recruitment phase. Equally important, it provides knowledge on the strategies used by persons that already became victims in order to escape from traffickers. Furthermore, through media coverage and public events, it advocates placing the fight against human trafficking among the highest social priorities.

9. How is the project contributing to raising citizens' awareness of crime prevention? (Max. 150 words)

Young people respond best to messages from the people they naturally admire and at the same time they are reluctant to authority and formal approach. They are a very active online target group, so the digital environment was essential in the communication strategy.

The events organised during popular festivals in Bucharest city centre, the awareness seminars held in 8 large cities across the country, the RUN4FREEDOM Relay, the various educational materials both online (website, Facebook page) and offline (flyers, posters, stickers, banners, multimedia materials, art installations and exhibitions), as well as the celebrities who endorsed the project, all contributed to the increase in awareness on the phenomenon of human trafficking as a crime and offered teenagers the means to better protect themselves, in ways that they will naturally embrace. By becoming more educated on this subject, young people will be able to avoid the "traps" set up by traffickers. The more than 100 newspaper articles or social media posts published by journalists and bloggers extended the reach of the campaign's message to the general public.

2. The project shall have been evaluated and have achieved most or all of its objectives.¹

10. What was the reason for setting up the project? What problem(s) did it aim to tackle?

The reason the project was set up was to fulfil the need of the most vulnerable groups and the general public for information on the issue both as a threatening phenomenon and as a crime punishable by the penal law. At aimed at increasing the level of awareness on Human Trafficking and preventing it by reducing the offer.

11. Was the context analysed **before** the project was initiated? How, and by whom? Which data were used? (Max. 150 words)

Yes. As a result, here are some of the findings:

Today, according to the UN estimates, there are almost **30 million people in slavery on the planet, including children**. Victims of the crime of Trafficking in Human Beings (THB) are exploited in different ways: commercial sexual exploitation, forced begging, coercing into committing theft, forced labour in factories and in constructions, agriculture, mining or fishing.

¹ For more information on evaluation, see Guidelines on the evaluation of crime prevention initiatives (EUCPN Toolbox No.3): <http://www.eucpn.org/library/results.asp?category=32&pubdate>

Romania is mainly a source and transit country for men, women and children who are subject to forced labour, sexual exploitation and who are coerced to beg or commit crimes. Annually², according to the National Agency against Trafficking in Persons, about 1.000 Romanian victims of trafficking are identified. Most of them come from rural areas and have a low level of education. The majority of victims are women and they are sexually exploited. About 30% of the total number of victims are minors.

12. What were the objective(s) of the project? Please, if applicable, distinguish between main and secondary objectives. (Max. 150 words)

The main objectives of The NO Project powered by Bancpost were:

1. To inform teenagers on the Human Trafficking phenomenon
2. To involve young artists to further disseminate the anti-trafficking message through their art
3. To place Trafficking in Human Beings on the public agenda.

The secondary objective was:

4. To involve Bancpost employees as project ambassadors.

13. Did you build in internal goals to measure the performance of the project? If so, please describe at what stage of the project and how you measured whether the project was moving in the planned direction. (Max. 150 words)

The NO Project powered by Bancpost goals were established immediately after the setting-up of the project.

Main goals were:

1. To inform youngsters on the Human Trafficking phenomenon
Target: 500 teenagers participants at The NO Project direct meetings; over 7,500 participants at the project's public events
2. To involve young artists to further disseminate the anti-trafficking message through their art
Target: awareness seminars in 11 art high schools across the country; 7 artworks created by students per each high school
3. To place THB on the public agenda:
Target: 30 newspaper articles; 20 blog articles; 500,000 viewership on social media channels

The secondary goal was:

4. To involve 100 Bancpost employees as project ambassadors.

14. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what were the main results? (max. 300 words) - for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A

The evaluation of the implementation process was performed internally aiming to make sure that everything was going according to plan. The continuous monitoring of the activities was ensured during the entire implementation period and the Coordinating Team of the project (comprising representatives of all stakeholders) met regularly in order to check the activities that were conducted, to analyse the reports from field offices and to assess the results against the milestones.

This process resulted in decisions made about the next steps, including some recommendations for amending the

² <http://www.anitp.mai.gov.ro>

implementation plan where necessary.

The process was quite thorough, each of the partners coming with reports, assessments and proposals which were subject for discussions. Generally speaking, the evaluation showed that the implementation was going as planned, without having major delays or breakdowns. The permanent communication and coordination between the stakeholders and the project team ensured timely identification of possible threats and allowed finding the most appropriate ways to overcome the obstacles.

15. Has there been an outcome or impact evaluation? Who conducted the evaluation (internally or externally?), which data and evaluation method were used and what were the main results? **(Max. 300 words)** - for more information on outcome or impact evaluation, see EUCPN Toolbox No.3, p.7-9 & part 2 - section 2A

The outcomes were measured by using both internal (e.g. reports about number of participants in the project's seminars, sport events or stands within urban festivals) and external means (media coverage and circulation, social media viewership).

1. To inform youngsters on the Human Trafficking phenomenon
Results: over 800 participants at the direct meetings (a +60% increase); Over 10,000 participants at the public events
2. To involve young artists to further disseminate the anti-trafficking message through their art
Results: all 11 awareness seminars in art high schools across the country were concluded; 100 artworks were made by students (+30% of the target)
3. To place THB on the public agenda:
Results: 40 newspaper articles (+33% of the target), 3 TV news reports; 33 blog posts (+65% of the target); 800,000 viewership on social media channels (Facebook and Twitter), meaning +60% of the target. In total, we estimate that around 2 million people were touched by the anti-trafficking message through direct meetings, printed materials (such as leaflets, brochures, posters), traditional media (TV and radio), online and social media.
4. To involve 100 Bancpost employees as project ambassadors.
Results: Over 200 Bancpost employees became project ambassadors, promoting the anti-trafficking message through their participation at different running events and through their own social media channels.

5. The project shall, as far as possible, be innovative, involving new methods or new approaches.

16. How is the project innovative in its methods and/or approaches? **(Max. 150 words)**

The NO Project brought innovation in several areas. First of all, it started by establishing a first-ever public-private-NGOs partnership in this field in Romania that combined partners' assets, knowledge, human resources and financial investment to the success of one common goal – the fight against human trafficking.

Secondly, since teenagers are more reluctant to formal messages and authority, it used a novel approach to reach its main target, by transmitting critical information on the human trafficking crime through channels that are more likely to create interest among this segment of population, such as art, music, sports, dance, film, mass media and social media.

Lastly, but probably most importantly, its strategy is to continually attract young artists as ambassadors that further promote through their art and talent the anti-trafficking message, so more and more young people as well as the public at large will become aware of this crime.

6. The project shall be based on cooperation between partners, where possible.

17. Which partners or stakeholders were involved in the project and what was their involvement? (Max. 200 words)

The NO Project powered by Bancpost is the first public-private-NGOs partnership in Romania in the anti-trafficking field and is concluded between **ANITP – National Agency against Trafficking in Persons**, **Bancpost** – a Top 10 bank in Romania and **ADPARE** and **eLiberare** – specialised NGOs.

While each step of the project was carried on with the full participation of all partners, Bancpost also ensured the financial investment, project management and organisation, the National Agency Against Human Trafficking ensured the overall guidance and alignment to the national goals and standards, while ADPARE and eLiberare NGOs sustained the project through the experience they gathered in their social missions.

At the same time, the national coverage of the target group was ensured by the 15 Regional Centres of National Agency Against Human Trafficking.

7. The project shall be capable of replication in other Member States.

18. How and by whom is the project funded? (Max. 150 words)

The project was funded by Bancpost.

19. What were the costs of the project in terms of finances, material and human resources? (Max. 150 words)

The total cost of the project raised so far to EUR 50,000. It included:

- a. the promotional materials (flyers, posters, banners, stickers, dedicated website and Facebook page, branded T-shirts, etc)
- b. the events organisation (press conferences, countrywide roadshow, stands, tents, art installations, seminar materials, rental & technical costs, relay and cross event, etc)
- c. young artists' support (materials, filming or shooting sessions, etc)

20. Has a cost-benefit analysis been carried out? If so, describe the analysis, including how and by whom it was carried out and list the main findings of the analysis. (Max. 150 words)

Yes, a cost-benefit analysis has been performed internally.

- I. At a total cost of EUR 50,000, we produced 28,000 flyers ;1,000 data collection cards ; 500 posters; 5,000 stickers; 700 bags; 1,000 folders; 1,000 notebooks; 2 large fully branded tents (56/83 sqm); 22 roll-banners; 6 feather flags; 3,500 T-shirts
- II. The campaign had an extended overall reach estimated at about 2 million persons:

Number of people	Type of interaction
800	Seminars and workshops
10,000	Direct interaction through stands/tents at events
2,000,000	Offline, online and social media
ongoing viewership	Most materials and articles remain permanently available online

- III. Over 100 artworks on human trafficking theme were created by young artists.

IV. Several journalists, bloggers, celebrities were impressed by the details presented during the campaign. Many of them wrote emotional, powerful articles that reached the hearts and minds of people, who shared them intensely, thus transforming many readers into supporters of the anti-trafficking battle.

21. Are there adjustments to be made to the project to ensure a successful replication in another Member State?

The NO Project powered by Bancpost is part of The NO Project, a global anti-slavery educational campaign (more details on thenoproject.org). Therefore, it has already been a model endeavour and has the potential to be further replicated in other Member States. The project specifically targets youth awareness of human trafficking through music, the arts, film, dance, sport, education and social media. The project's concept is very generous and versatile, allowing the responsible parties to further develop it through their own creativity and innovation to best adapt it to each country's unique characteristics.

22. How is the project relevant for other Member States? Please explain the European dimension of your project.

This project offers a new vision on prevention of trafficking in persons. The target group was not asked to learn new things or to develop new skills. The participants were supposed to send an anti-trafficking message just by continuing doing what they most like: to dance, to paint, to do sport etc. The idea was very attractive and we have noticed that the number of volunteers involved in the awareness campaign increased by each activity.

We consider that this new approach can be attractive for other European countries because it is a better way to reach and involve the target groups in prevention and countering human trafficking. The young people are not just simple information recipients. They are not passive actors, they can do something and they can do it by following their passions. They will like to do more and for a longer time because this will be an integrant part of their hobby.

Moreover, this kind of approach can be used both in source and destination countries in Europe, either individually or in common projects. Actually, we hope to find organisations in other countries interested in this campaign and to further develop it together.

The other important element, susceptible for replication, is the common engagement in the fight against trafficking in persons of different actors, such as government agencies, NGOs and private companies. It is an incredible experience to have people with such different backgrounds acting in so many different organisations working together and combining their efforts and knowledge aiming to reduce the number of victims of trafficking, for the greater good of society.

23. Please provide a short general description of the project (abstract for inclusion in the conference booklet – **max. 150 words**).

The NO Project powered by Bancpost is a Romanian awareness raising project on human trafficking targeting at the general public and, in particular, young people. The project aims at determining teenagers to understand the risks and identify the circumstances in which they may become victims of human trafficking. Under the call "Use your talent against human trafficking", the project focuses especially on **the involvement of young people through education, art, music, sports, dance, film, mass media and social media**. This project values the power and skills of young people to influence attitudes and to change behaviours in their peers. The NO Project powered by Bancpost is the first public-private-NGOs partnership in Romania in the anti-trafficking field and is concluded between **ANITP – National Agency against Trafficking in Persons, Bancpost** – a Top 10 bank in Romania and **ADPARE** and **eLiberare** – specialised NGOs.