

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?

Romanian ECPA entry

3. What is the title of the project?

Theatre Festival *ArsPraeventiva* – *The faces of technology*

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

The Crime Research and Prevention Institute within the Romanian General Inspectorate of Police (I.C.P.C.)

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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.

ArsPraeventiva started in September 2013, once the school year started, and the first edition, focused on „safe use of computer and electronic communications by the young people” ended on May 30th, 2014, when the school year ended. It may run every school year, on different themes.

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).

While the edition on safe use of computer and electronic communications by the young people was running, all the campaign materials and info were posted on the then available website www.softwareculicenta.ro, a site built and run in

partnership by the Romanian Police and BSA | The Software Alliance.

After the first edition was completed, the new updated version of the aforementioned website only includes the three press-releases published in the course of the contest:

<http://download.softwareculicenta.ro/comunicat-de-presa-2013-10-01-ars-praeventiva.pdf>

<http://download.softwareculicenta.ro/comunicat-de-presa-2014-02-25-ars-praeventiva.pdf>

<http://download.softwareculicenta.ro/comunicat-de-presa-2014-05-30-ars-praeventiva.pdf>

Please find below three online articles published by Hotnews, one of the media partners of the festival, on their online news platform, covering the three events of the festival in the school year 2013-2014:

http://www.hotnews.ro/stiri-prin_oras-15701726-liceeni-din-bucuresti-vor-scenaristi-actori-cadrul-festivalului-ars-praeventiva.htm

<http://www.hotnews.ro/stiri-esential-16682962-inspectoratul-general-politiei-romane-bsa-the-software-alliance-anunta-castigatorii-primei-etape-festivalului-ars-praeventiva.htm>

<http://economie.hotnews.ro/stiri-companii-17386641-the-software-alliance-premiaza-trupa-teatru-colegiului-national-grigore-moisil-cadrul-festivalului-ars-praeventiva.htm>

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

As part of the partnership between the Romanian General Inspectorate of Police (IGPR) and BSA | The Software Alliance, formalized for the first time in 2011, the Crime Research and Prevention Institute within the IGPR has proposed a theatre festival for Bucharest high-schools students. The initiative aimed at preventing juvenile crime and children victimization, which is an area of high priority for the Romanian police in the past 5 years. The general name for the festival is ArsPraeventiva. The first edition, in the school year 2013-2014, was dedicated to addressing the threats that the use of new technologies raises for vulnerable segments of the population – children and youngsters, namely cybercrime victims.

ArsPraeventiva is part of the continuous efforts of the Romanian police centred on informing minors to avoid dangerous behaviour, but also for adopting measures for self-protection. The prevention practice showed that the best results are obtained if the preventive messages are transmitted by attractive, interactive means, and strong visuals. Therefore, the theatre festival ArsPraeventiva involved a large number of young people who had the freedom to shape their own messages based on pre-transmitted recommendations of the experts in cyber-crime and intellectual property rights related crime, as well as in crime prevention, and to explore, at the same time, artistic inclinations towards areas such as scriptwriting or acting.

This first edition challenged the participants to engage creatively in the writing of theatrical plays with preventive messages and stories inspired from the use of technology and, then, in the second part of the festival, to have such plays put on stage by the writers' peers, Bucharest high-school students from high-schools amateur theatrical companies.

The organizers (i.e. ICPC and BSA) invited partners for this first edition from:

- The Bucharest Schools Inspectorate, which contributed to the organizing of the festival by spreading the message among high-schools and supporting the organizers
- MASCA Theatre, who provided the venue for two of the three events of the festival and also professional guidance and judging
- The National Children Palace, who provided the venue for the final event of the festival, where the play was played in front of more than 150 high-school students by their peers
- The Romanian Copyright Office (ORDA), who participated with specialized advice
- The Association of IT&C Producers and Distributors (APDETIC), providing prizes
- Microsoft Romania, providing prizes
- Mass-media partners: National Romanian Television (TVR) and online news platform, www.hotnews.ro

The festival was launched by a press-conference on October 1st, 2013. In the first part of the festival, the organizers invited the high-school students to create scenarios on "the safe use of computer and communications by the youth" with the aim to prevent cybercrime against youth. A brief with further relevant information and statistics was made available on the festival website running throughout the festival duration – www.softwareculicenta.ro/ars-praeventiva (currently changed). Leaflets and posters announcing the festival were spread in Bucharest high-schools. Ten scenarios were produced and submitted to the jury's judgement. All participants received prizes from the festival's partners, in a second event, happening in February 2014, when a cybercrime specialist also discussed with high-school children.

In the last part of the festival, one of the scenarios was put on stage by the theatrical company of Grigore Moisil high-school, who won the competition. A third event was organized on May 30th, 2014, involving not only the said theatrical company, but also an audience of more than 150 high-school students, who had an open discussion about cybercrime and online copyright with the police, ORDA, and BSA. The best questions and answers were also rewarded.

ICPC plans that future editions will address other areas of concern for young people, envisaging also to expanding the project nationwide in the coming years.

I. 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**)

The project aimed at raising awareness of young people (high-school students in Bucharest) on the risks arising from the use of new technologies – from cybersecurity to online infringement of copyright and other intellectual property rights.

It encouraged the participants and their peers to find out about the risks of recklessly using of the Internet (online victimization) and new technologies by creating stories with bad things happening to those that answered online message from strangers, or breaching rules, laws and other people's rights – their own stories, coming from their minds, souls and everyday experience. Then, they were encouraged to put on stage such stories, to live them on stage, thus the colleagues of these amateur actors better acknowledged the message by watching the stories acted out by their peers.

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

The project raised awareness of the target groups on the risks of victimization online, but also had an indirect impact on people interacting with children – families, friends, teachers etc.

Cybercrime is the new El Dorado for many people taking advantage of the borderless Internet, on the one hand, and territorial legislation and enforcement, on the other hand; of the faceless means of contact and building trust, on the one hand, and the wide access to technology for very vulnerable segments of population.

Addressing this new type of crime means making people aware of the risks and the best way of doing it is by getting them involved, by making them think of situations where they could be the victims and/or the perpetrators.

II. 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?

In 2013, a Eurobarometre study (involving more than 27,000 people from EU) showed that the Internet users within the EU are very concerned with cyber

¹For 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>

security; 76% of the respondents stated that the risk of becoming a victim increased compared to 2012, and 12% of Internet users admitted that they had at least one social network or email account broken. Moreover, more than half of the respondents considered they were poorly informed on the risks of cybercrime.

In this context, and taking into consideration the wide spread of new technologies in Romania and especially among youngsters, the Romanian Police – the Crime Research and Prevention Institute considered that this was the starting point in raising awareness and applying preventive measures and the target groups must originate from amongst young people who are meeting 2 of the highest vulnerability criteria – access to technology and lack of fully developed discerning capacity.

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

The context was analysed before the project was initiated and the private co-organizer BSA and other partners from the public and private sectors were invited to participate.

The analysis was conducted by the Crime Research and Prevention Institute, by specific means, using both publicly available data and data from internal police sources, especially from cyber-crime police department.

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

The project had 3 main objectives:

1. Addressing a very vulnerable population (children, youngsters) in a manner appealing to them in order to raise awareness about the possibility of being victims or even perpetrators of cybercrime;
2. Raising awareness about the new types of crimes, associated with technology, and which were only provided for by the legislation of the last 10-15 years;
3. Raising awareness and involving other public institutions (especially the educational ones), the technology makers (hardware and software producers and distributors), the mass-media, and the families of the primary target group.

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 main internal goal was the number of participants, which was measured in mid-school year, when the project already ran its first part, and at the end. The total number of high-school students informed about the project was more than 150.000.

Performance indicators:

1. Number of high schools from Bucharest to receive the information on the project.

Target: 104 high schools. Through the School Inspectorate of Bucharest Municipality all high schools were informed thus the target reached 100%.

2. Number of preventive scenarios that were entered in the contest.

Target: 50 scenarios. Target was exceeded by 5. The measurement of the target was performed at the end of the registering on basis of the registration form.

3. Number of theatre companies registered for the second stage of the contest.

Target: 10; target achieved.

4. Number of plays acted out

Target: best scenario to be acted out. Indicator was achieved by enacting the play entitled „X@, on the stage of the National Children’s Palace in the presence of 250 children.

5. Designing a dedicated website to promote the project. The website www.softwareculicenta.ro was created.

Another goal was to attract relevant partners, which ICPC managed to do: BSA (www.bsa.org) co-organized the festival; educational institutions joined (Bucharest General School Inspectorate and the National Children’s Palace); the Romanian Copyright Office supported this educational and prevention of online copyright infringement initiative; software and hardware producers were also interested in showing the legal way of using the technology they put on the market (The Association of IT&C Producers and Distributors - APDETIC, Microsoft Romania); one of the best private theatres in Bucharest wanted to encourage creativity with a purpose (MASCA Theatre); and also media partners provided free nationwide coverage (the National Romanian Television TVR and online news platform, www.hotnews.ro).

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 project outcome was evaluated internally during the course thereof (i.e. while

on progress) and also at the end. The focus of the evaluation was on assessing: (i) the level of interest raised by the project and the theme among high-school students; (ii) the level of interest raised additionally for teachers, parents, general public; (iii) the level of initial and final knowledge of the target group about the risks of using new technologies.

Results showed a fairly good level of interest raised by the project and the theme among high-school students, both for those actually involved in writing the plays or putting them on stage, and for their peers and colleagues; a very high level of support from the teachers and educational institutions and authorities; a high level of knowledge of the target group about intellectual property and the risks of using new technologies and means to avoid and prevent (e.g. during the final event, where more than 150 high-school children were present, the best questions from the audience and answers from the audience to the specialists' questions were rewarded and this definitely showed both interest and awareness in the relevant field).

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*

Yes, there was an impact evaluation, conducted mainly internally. Please also see the answer to the previous question, no. 14.

The total number of high-schools participating was 104, across the capital city, Bucharest; the total number of students involved was over 200; the total number of children rewarded for their work and/or knowledge was over 40.

We consider the awards as very important in drawing the attention and interest of high-school children in these matters as a means of acknowledging and appreciating their involvement.

III. 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 project is highly innovative because it chose a co-participative method of delivering the preventive messages and reaching out to the target groups.

The high-school children had available a brief about intellectual property rights over the Internet, cybercrime, and cyber-security risks and they were invited to

be creative and participative about it – to think of situations applicable to them and to their peers and create theatrical plays to convey the preventive message; and, then, in the second phase, to enact the stories.

The interesting part was to make the target group create something that is protectable by intellectual property rights so that they fully understand the value of respecting the intellectual property rights and the creative/interpretative work and talent of others starting from their own example of creation, talent, and work.

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

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

The organizers were the Crime Research and Prevention Institute within the General Inspectorate of Romanian Police and BSA | The Software Alliance. Moreover, the cybercrime unit had a specialist involved, inclusively, in talking to the children about concrete risks.

Besides them, there were a wide variety of partners from both the public and the private sector, education, industry and media:

- The Bucharest General School Inspectorate, which contributed to the organizing of the festival by disseminating the message among high-schools and supporting the organizers
- MASCA Theatre, which provided the venue for two of the three events of the festival, professional guidance and judging, and also rewards in the form of theatre-related books and invitations to the theatre shows for participants and winners
- The National Children's Palace, which provided the venue for the final event of the festival, where the play was enacted in front of more than 150 high-school students
- The Romanian Copyright Office (ORDA), which participated with specialized advice
- The Association of IT&C Producers and Distributors (APDETIC), providing the prizes
- Microsoft Romania, providing the prizes
- Media partners: National Romanian Television (TVR) and online news platform, www.hotnews.ro

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

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

There was no funding for the project, all the institutions, bodies and companies involved had in-kind contributions – working for creating the brief and talking to the target group, participating in events and rehearsals, judging and evaluating scripts, supervising the creative and interpretative work, awarding the participants with their own means and products (hardware, theatrical books, free tickets for theatrical shows), making the venues available free of charge for the events, covering the events by media channels.

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

Please see the answer to the previous question. Since this was a project mainly based on in-kind contribution and voluntary work from the organizers and partners, there is no accurate assessment of the different types of resources.

As regards the organisation of the whole project, this involved about 28 persons from partner institutions: 12 from Romanian Police, 2 BSA, 2 Microsoft, 4 PR agency, 4 theatre companies, 1 APDETIC, 1 ORDA, 2 National Children's Palace.

21. 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**)

Since the project was mainly supported by voluntary work and in-kind contributions (please see the answers to questions no. 19-20 above), there was no cost-benefit analysis carried out. However, comparing the efforts with the results, there is a high degree of satisfaction, especially since this is the first project of this kind and with this target group in Romania.

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

At this point, we don't see any adjustments necessary for replication in other Member States. It is very important to attract and get the right partners and to get their support and involvement (inclusively at personal level) for the project. In Romania, we are thinking about widening the addressability to the entire country and this is also something we recommend to other countries.

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

Cybercrime and protection of intellectual property over the Internet is not only a

Europe wide issue, but also a worldwide issue; crime in this area is usually borderless and so should be the prevention thereof, no matter if such prevention efforts include educational campaigns for potential infringers and/or for potential victims.

On the other hand, the target group is of major importance – the youngsters, high-school students, who are vulnerable also to be victims of online abuse or breaching of privacy and confidentiality, but they might be tempted to become perpetrators on their own, since crime in this area is easily available to computer-wise population (especially young people) and also, given the intangibility of online activities, such crime is often perceived as un-important, un-harmful etc.

This is why we highly recommend the project to other European Union countries, especially since cyber-security is a hot topic right now at the EU level (e.g. the NIS directive etc.)

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

The Crime Research and Prevention Institute within the Romanian General Inspectorate of Police (IGPR), with the support of BSA | The Software Alliance, organized, in the school year 2013-2014, a theatre festival for Bucharest high-schools students, called ArsPraeventiva, dedicated to addressing the threats that the use of new technologies raise for a vulnerable segment of the population – young people, namely preventing youth from becoming victims as well as perpetrators in cybercrime.

Participants (high-school students) creatively engaged in writing theatrical plays with preventive messages and stories inspired from the use of technology and, then, in a second phase, such plays were put on stage by the writers' peers, Bucharest high-school students activating in high-school amateur theatrical companies.

The organizers invited a large range of partners for this first edition – educational authorities, a Bucharest theatre, technology companies and association, the media, thus ensuring a successful project with minimum resources, as the efforts were mainly in-kind contribution and voluntary work from organizers and partners.