



EUCPN
EUROPEAN CRIME PREVENTION NETWORK

1. Project title

Wederzijds Respect / Respect Mutuel / Gegenseitiger Respect / Mutual Respect

2. Main theme

Building trust and respect / prevention aggression and violence

3. Project purpose and outcome (in two sentences)

- Enhancing trust between citizens and security professionals (incl. police officers, private security agents, community guards, ...) via information sharing and raising awareness.
- By increasing respect and trust, preventing aggression and violence between citizens and security professionals.

4. Project submitter (Member State), project leader(s) and project partner(s)

- Belgium
- Visara Selimi, Project leader at the Federal Public Service Home Affairs, Directorate-General Security and Prevention
- Integrated Police and Directorate-General Civil Security

5. Links to the project's website or online reports/publications (preferably in English)

www.besafe.be
www.respectmutuel.be
www.wederzijdsrespect.be

6. Short summary of the project (**max. 100 words**)

The key element of the project "Mutual Respect" is to connect by laying the foundations for an (indirect) positive dialogue between citizens and the security professionals. Through an overarching visual campaign with three main pillars, more specifically information gathering and exchange, practices in the spotlight and a network of key partners including citizen participation, we try to focus on connection in order to increase trust. An important message is: those who know each other better, respect each other more. Strengthening mutual trust leads to increased respect and can in turn have an impact on reducing aggression and violence.

7. Project description

The "Mutual Respect" campaign tries to focus on connection and a renewed dialogue through informing and raising awareness among citizens and security professionals. The overarching visual campaign that was launched on 3 September 2021 is developed by a marketing firm. This includes the making of a mural of the symbol of the campaign (giving a fist-bump) by graffiti artists, campaign materials, six eye-to-eye conversations between a citizen and three security professionals that exemplify positive dialogue and a social media campaign.

Furthermore, mutual respect can be built on several pillars that are inextricably linked: information exchange, practices in the spotlight and a network of partners.

1. Information collection and exchange: collection and analysis of information is necessary for an evidence-based campaign. This includes scientific research, rights and duties, information for victims of violence and where to go with their complaints.

2. Practices in the spotlight: Local authorities and civil society have for some time been working on projects that serve to improve the relationship between citizens and security professionals. The collection, analysis and dissemination of these practices is an important part of the campaign. Local authorities can learn what works and implement it themselves to rebuild trust between citizens and security professionals.

3. Network of key partners: For the campaign to succeed, it is necessary to establish cooperation with various key partners. To achieve the goal of renewed dialogue and connection, key stakeholders need to be involved. Some partnerships have already been formed in the run-up to the campaign. New key partners are always welcomed. Initiatives from citizen participation also fall under this pillar as the citizen is also a key partner.

8. Project objectives

Targeted awareness-raising of citizens and security professionals.
Building expertise by gathering and exchanging information.
Promoting and sharing existing good practices regarding the topic.
Stimulating positive dialogue through initiatives of civic participation.
Creating a network of key stakeholders.

9. Project outcome

By enhancing mutual respect and trust between citizens and the security professionals, we aim to prevent aggression and violence between both.

10. Start and end project, timescales and key milestone dates

First action on 23 August 2021 by publishing a brochure outlining the tasks and responsibilities of the various safety and security professions.

Inauguration of the campaign by the Minister of Home Affairs, Annelies Verlinden, by unveiling a mural (symbol of the campaign) during a press event **on 3 September 2021**.

Start social media campaign on 10 September 2021 by releasing examples of a positive dialogue between a citizen and a police agent, a citizen and a fireman and a citizen and a community guard.

Each month, starting in September 2021, the relationship between a citizen and a security profession is put in the spotlight through, among other things, the sharing of good practices that strengthen the bond of trust between citizens and that security profession.

In **April 2022** a conference will be held to stimulate a positive dialogue between citizens and security professionals.

The campaign has **no end date**. We will continue to work on the relationship between citizens and the security professionals in a sustainable way.

11. Funding (total budget and type of funding (e.g. ISEC, EUCPN Fund,...))

The cost of the overarching national visual campaign which is divided equally among the participating partners (mentioned above), is EUR 200 000.

12. Evaluation

The project is ongoing and will be evaluated.

13. Contact details project

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