

European Crime Prevention Award (ECPA)

Annex I –2015

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.

The Czech Republic

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

ECPA Entry

3. What is the title of the project?

E-Bezpečí (in English E-Safety)

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

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Address: Zizkovo nam. 5, Olomouc, 77140, The Czech Republic

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.

Since 1st January 2008 and still running

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).

Website of project

www.e-bezpeci.cz

Another part of project

www.sexting.cz

www.napisnam.cz

www.netolismus.cz

www.ditevohrozeni.cz

www.prvok.upol.cz

Social networks

facebook.com/ebezpeci

Annual Reports (2014, CZ)

http://www.e-bezpeci.cz/index.php/ke-stazeni/doc_download/70-vyroni-zprava-2014

Videos from education

<https://www.youtube.com/user/ebezpeci>

Our activities in media:

E-Bezpečí

<http://e-bezpeci.cz/index.php/tiskove-zpravy/>

Seznam BLOG

<http://seznam.seznamblog.cz/post/>

Seznam se bezpečně!

<http://seznamsebezpecne.cz/novinky/vyzkum-rizikoveho-chovani-deti-v-prostredi-internetu-2014>

Žurnál UP

<http://www.zurnal.upol.cz/nc/pdf/zprava/news/2593/>

Reflex

<http://www.reflex.cz/clanek/zajimavosti/57784/>

TV Prima Zprávy

<http://play.iprima.cz>

TV Nova

<http://tn.nova.cz/clanek>

Eurozprávy

<http://izeny.eurozpravy.cz/aktuality>

IDNES

<http://olomouc.idnes.cz/>

O2 Active

<http://zpravy.o2active.cz/detail.aspx?id=227180>

Finanční noviny

News HUB

<http://cz.newshub.org/>

Google CZ (G+)

<https://plus.google.com/118251399271079540989/posts/8U3iFEhLtEv>

https://www.facebook.com/googlecz?hc_location=timeline

BBC Studio ZET

<http://www.zet.cz/>

<http://www.prvok.upol.cz/index.php/news>

<http://www.upol.cz/nc/en/news/clanek/hi-lets-meet-in-person-40-of-teens-would-agree-to-such-an-online-request/>

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

E-Bezpeci is a national project dealing with a comprehensive solution to the issue of risky behaviour on the Internet and related phenomena. It specializes in **prevention, education, research and intervention**. Implementer of the project is the Centre for the Prevention of Risky Virtual Communication, Pedagogical faculty, Palacky University.

E-Bezpeci is a certified project of primary prevention of risky behaviour (Ministry of Education)

A. Topics

E-Bezpeci project focuses primarily on the following topics:

- a) **cyberbullying and sexting** (various forms of extortion, threats, harming the victim with the use of information and communication technologies)
- b) **cybergrooming** (manipulative Internet communications aimed at personal meeting with the victim)
- c) **cyberstalking and stalking** (stalking using ICT)
- d) **risks of social networks** and other potentially risky virtual environments
- e) **spam and hoax** (unsolicited and spreading alarmist reports)
- f) **phishing and misuse of personal data in an electronic media**,
- g) **netolism**(Internet addiction).

B. Education

The basic starting point of the project is **field work with various target groups, lectures, implementation of preventive educational events**, etc. Lectures/discussions map specific hazardous phenomena, offers the possibility of prevention strategies and defences against invaders. The idea of issue is created on the basis of model situations and real cases. Discussions use forms of multimedia (they are accompanied by presentations and video screenings) and are implemented at school during lessons or as part of extracurricular activities.

Children are actively involved in the process of education, they perform different tasks, create a strategy for the protection and defence against the risks associated with the Internet, learn how to recognize for example fake profiles, recognize potential Internet attackers, protect own privacy, etc. - all in spontaneous and interesting way (see videos of The Children´s university with E-Bezpeci).

The target groups of the E-Bezpeci project are primary school pupils (aged 8 years), students of lower secondary schools, colleges and universities, teachers, social phenomena prevention officers, prevention methodologists, psychologists, police officers (municipal police, Czech Police), crime prevention managers, educators, social workers, paediatricians, and last but not least parents.

Annually about 6,500 pupils and students, 500 parents and 300 teachers pass through E-Bezpeci project training. Annually, the project team implements 150-200 training events. Total of 33 000 pupils underwent E-Bezpeci project training.

C. Research

In addition to the educational activities, E-Bezpeci project also carries out regular nationwide researches focused on risky communication in an online environment on samples of more than 28 000 respondents, operates an online counselling centre, issues a number of publications for teachers, pupils and parents, and carries out many other activities.

D. Online counselling centre

Part of the E-Bezpeci project is also an online counselling centre that provides free anonymous counselling to everyone who got into a difficult situation concerning misuse of the Internet and mobile phones. Counselling is realized in cooperation with the police, statutory city of Olomouc and Ostrava, the Safety Line and others. Centre annually processes about 270 to 300 cases. Since 2010, the counselling centre of the E-Bezpeci project has solved more than 1,200 cases related to misuse of the Internet (40% of clients are children). The case form is placed on www.napisnam.cz.

E. Publications and interactive film

E-Bezpeci publishes a large number of publications, which are available both in print and in electronic form for download at the project sites. Publications are intended for both children and adult users of the Internet. In addition to the traditional printed publications prepared by the implementation team also interactive film **Go or not to go** focused on the phenomenon of Internet dating. Interactive story allows the child to choose different solution scenarios story, which is always stopped after a few minutes, and the child must choose which path the story should develop. The film is available for download at www.e-bezpeci.cz/jitcinejit.

F. Cooperation at national and regional level

E-Bezpeci project cooperates with a wide range of subjects focusing on the prevention of risky behaviour and Internet crime - very closely with the Police, Safety Line, Ministry of Education, Youth and Sports, Ministry of Interior, the City of Ostrava and Olomouc, Czech Television, Olomouc Region and etc. In addition, the project cooperates with the commercial sector - especially with Google, Seznam.cz, Vodafone, T-Mobile and Allegro Group.

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 focuses its activities on the prevention of cybercrime and solution of specific cases (intervention). Annually, more than 6,000 people (in total more than 32,000 children were trained) pass through training in risky behaviour in cyberspace, while education is focused on methods of protection and defence against hazardous phenomena associated with the use of online technologies. The training is oriented to both crimes (sexual abuse of children on the internet, online threats and extortion, internet fraud), as well as phenomena "on the borderline" (cyberbullying, sexting, netolism, the risks of social networks, the risk of auto-tagging photos, information sharing etc.). Since 2010 more than 200 criminal cases, in which a child was the victim, have been detected within the project activities.

The online counselling centre of the E-Bezpeci project worked in cooperation with the Police and other entities on more than 1,200 cases.

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

The E-Bezpeci project operates a series of websites aimed at the prevention of cybercrime - www.e-bezpeci.cz, www.sexting.cz, www.ditevohrozeni.cz that record more than 200,000 unique visits a year (www.kybersikana.cz, www.kybergrooming.cz, www.netolismus.cz, E-Bezpeci portal 100 000 visits a year). Pages in online search results (Google, Seznam.cz) place it at the front positions.

The E-Bezpeci project also implements a wide range of educational activities, eg. within trade fairs (eg. UP Fair 2013-2015), festivals (eg. UTubering 2015), within outdoor projects (Decide yourself 2015). The E-Bezpeci project implementers also popularize themes through partnership projects Meet safely!, Webrangers, Digital parenthood. The project lecturers also visit more than 150 schools a year, addressing more than 6,000 people.

Project representatives regularly appear in the regional and nationwide media, eg. Czech Television, Czech Radio, TV Prima, Nova TV, etc.

Examples:

<http://www.ceskatelevize.cz/ct24/regiony/304465-vyzkum-deti-a-internet-40-procent-deti-by-slo-s-on-line-znamym-na-schuzku/>

<http://www.ceskatelevize.cz/zpravodajstvi-ostava/zpravy/233007-vydirani-prostrednictvim-skypu-skoncilo-zadrzenim/>

<http://www.ceskatelevize.cz/zpravodajstvi-ostava/zpravy/233007-vydirani-prostrednictvim-skypu-skoncilo-zadrzenim/>

http://www.rozhlas.cz/radiozurnal/host/_zprava/kybersikana-sexting-kybergrooming-

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?

The project was based on the grant project Prevention of risky communication practices associated with electronic communications for teachers and non-pedagogical workers implemented by Dr. Kamil Kopecky, the project manager of the E-Bezpeci project. The task of the project was to map risky forms of communications of children in the Internet environment and to develop measures to minimize risks. Based on the results of this project models of educational lessons and materials to promote education, model situations arose gradually. The project developed and in late 2009 the basics of online counselling centre were established, the portfolio of services and activities gradually expanded, e-learning lessons for teachers and interactive materials for children were created, database of texts grew, specialized websites were launched etc.

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

It was a quantitative analysis of risky behaviour among children in the Internet environment on a sample of over 10,000 respondents. The results were recorded in the RIV system (<http://www.isvav.cz/projectDetail.do?rowId=GP406%2F08%2FP106>).

The results were published in the form of several publications - Risks of electronic communication I, II, Risk of internet communication III, IV, series of infographics, etc.

Analysis was conducted by a team of the Centre for the prevention of risky virtual communication Palacky University in Olomouc (analysis takes place regularly on an annual basis).

Specifically, data was obtained from respondents aged 11-15 and 16-17 years, with measured:

- a) the incidence of cyberbullying (forms, platforms) from the perspective of the victims,
- b) the incidence of cyberbullying (forms, platforms) from the perspective of the attackers,
- c) sexting and its occurrence,
- d) cybergrooming, personal meetings with strangers,
- e) the sharing of personal data on the internet,
- f) the perception of truth and lies on the Internet,
- g) social networks and web services that children use most frequently.

The outputs are regularly published in the media nationwide, but also in journals.

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>

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 E-Bezpečí project:

1. Minimize the risks associated with online communications among children and adults through educational outreach experiential activities and related online campaigns.
2. Actively develop the Internet (digital) literacy of children and parents.
3. Monitor the current state - the incidence of various forms of attacks - on an annual basis.
4. Ensure the problems solution - after the discovery of risk to help solve the situation.
5. Increase awareness of children but also teachers and parents.
6. Establish tools (materials, methodologies) for the education of children/parents - free, unlimited.

Secondary objectives:

1. To monitor the occurrence of new risk events and inform about them. Follow new trends (eg. webcam trolling).
2. Engage the commercial sector in prevention - especially the internet providers (active work with Google and Seznam.cz) and mobile solutions (active work with Vodafone and T-Mobile).
3. Support the Police (cooperation on solving specific cases of Police, involvement in prevention activities).
4. Ensure financial resources for the operation of all activities for the target groups for FREE.
5. Extend the project activities on the elderly, who are more vulnerable 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)

Within the context of certification the evaluation criteria were incorporated into the project; they are based on the concept of national classification standards of proficiency of educational programs of primary prevention. Evaluation includes more than 100 items, eg. if the program is accessible, professional care for clients, coordinating cooperation with public report, program evaluation, monitoring, maintaining and developing the quality provided by the program, an external evaluation, the existence of a code of rights of clients, professional quality of project team staff, collaboration with others, measures to deal with unexpected situations etc.

All parts of the project are judged to be of high quality, fulfilling all the criteria required for the project according to standards of primary prevention programs. The last evaluation took place in November, 2014.

Evaluations are conducted by external evaluators:

1. The Ministry of Education
2. Police officers
3. Professionals in educational and psychological counselling.

Internal evaluation is then carried out 2 times a year by project managers.

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

Overall assessment of the project was carried out by the certification team of the Ministry of Education and the National Institute for Education in 2014, the evaluation conducted by external certification team.

According to the certification team it was found out that all the general and specific standards are fulfilled. The protocol can be supplied on request.

Few excerpts from the report:

The certification team notes that the submitted documentation (operating manual, manuals and code programs, feedback documents etc.) were very well prepared, including internal regulations and a set of guidelines, etc. From the examination of these materials and interviews with the head and employees of the Centre it is clear that the organization is managed on the required quality and professional standards, and employees have the necessary expertise and experience.

The realized programs of universal primary prevention correspond to the declared goals and target groups. Employees are focused on the issues and training materials are handled in appropriate quality.

The certification team very positively appreciated the overall quality and range of work of the centre, as well as good connections to the network of state and non-state devices that deal with the issue. The Centre very creatively and actively responds to newly arising issues in the region (including accredited training programs, etc.).

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

Evaluation includes more than 100 items, eg. if the program is accessible, professional care for clients, coordinating cooperation with public report, program evaluation, monitoring, maintaining and developing the quality provided by the program, an external evaluation, the existence of a code of rights of clients, professional quality of project team staff, collaboration with others, measures to deal with unexpected situations etc.

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1. The Ministry of Education
2. Police officers
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Internal evaluation is then carried out 2 times a year by project managers.

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 uses a variety of innovative methods and approaches, such as interactive work with children using ICT (tablets, smartphones, VRsystems, Oculus Rift), e-learning education, gamification forms of education, inquiry-based learning, working with roles (drama) methods critical thinking, an e-learning system Unifor, etc. Also social networks have been actively used - Facebook, G+, hangouts, VoIP (Skype) and the like.

The project uses individual work of children in the process of education in cooperation with other peers they solve tasks that lead to further knowledge. Samples of activities are available here, for example:

<https://www.youtube.com/user/ebezpeci>

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)

Cooperation with other organizations takes place at several levels:

A. Cooperation consultancy - exchange of experience, distributing clients to the most appropriate intervention service, etc. (Ministry of Education, Ministry of Interior, Regional Police Directorate, Department of Information, Criminal Police, Olomouc region, police psychologists, Czech Police Olomouc region, Safety Line, White Circle of Safety, pedagogical and psychological counselling, etc.).

B. Participation in joint prevention activities - joint implementation projects (Google, Seznam.cz, Vodafone Czech, Olomouc, Czech Interior Ministry, server Hoax.cz, Allegro Group, Aukro.cz and others).

C. Cooperation in science and research (Seznam.cz, Google, Vodafone).

D. Cooperation with schools as part of the preventive service (more than 200 partner's schools).

1. Cooperation with public sector

Ministry of Education, Ministry of Interior

- research and education of police officers, teachers, children, EU funds etc.

Czech Police

Our team cooperates with Police in solving/investigation of real cases. We also realizes educational activities aimed on police officers (for the crime, police psychologists and other components of the Czech Police). E-Bezpečí in cooperation

with the police psychologist also carries out activities aimed on a prevention of sexual abuse and rape with a focus on mature and adults (especially students).

Regional Authority of the Olomouc Region

Project E-Bezpečí cooperates with Regional Authority of the Olomouc Region since 2009. Together we prepared and realized a project "Patron of Internet Safety" – the project was focused on a training of operators threshold centres in Olomouc and surroundings. Project E-Bezpečí is a "eminent project of Olomouc Region 2015".

Statutory cities Olomouc and Ostrava (Programmes of Crime Prevention on a local level)

Statutory cities Olomouc and Ostrava supports the activities of the project through the Cities crime prevention programs. Team members participate on the development of prevention strategies in Olomouc.

2. Cooperate with private sector (commercial, corporate)

Seznam.cz

Project E-Bezpečí collaborates with Seznam.cz since 2012, when he became a partnership project Seznam se bezpečně! Cooperation takes place until now, both teams collaborate in research activities (national studies), educational and prevention activities (training events for children, preventive days etc.) And media campaigns (eg. Campaign Naked celebrity). Seznam.cz supports educational activities E-Safety also financially and materially. Contact person: Martin Kožíšek.

Vodafone, Vodafone Foundation

Cooperation with Vodafone and the Vodafone Foundation was established in 2009 by CSR manager Premysl Filip. Vodafone began supporting the team materially; both teams began to gradually implement educational activities for students, since 2012, began an educational activity "E-Bezpečí for Vodafone" - also supported by the Vodafone Foundation, through its foundation programs. Currently, Vodafone is also involved in research and development activities.

Google.cz

Cooperation with the Czech branch of the company Google was started in 2012, when the E-Bezpečí has become a partner of the Google's Security Centre. In the same year, both teams began to cooperate in the field of education and science and research. Since 2013, both teams began work on a project Webrangers that implements educational activities for children in the present. Now we are working on the newest part of a project – Webranger's Academy.

Allegro Group, Aukro.cz

Allegro Group is a firm focused on online auctions, which are used by adults and also children. We are cooperation in area of prevention of internet frauds, monitoring of fraudsters, investigation of cases etc.

T-Mobile

Since 2015 we are starting to cooperate in area of safer using of mobile technologies...

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

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

The project has a multi-source financing:

1. The appropriations allocated state authorities (Ministry of Education, Ministry of the Interior)
2. Subsidies from Olomouc Region
3. Subsidies from statutory cities Olomouc, Ostrava (Urban crime prevention programs)
4. Subsidies from the corporate sector - Seznam.cz, Google, Vodafone, T-Mobile

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

The project is implemented through its own resources, facilities Palacky University in Olomouc, grant resources, the Ministry of Education, Ministry of Interior, the City of Olomouc, Ostrava, Olomouc Region financial subsidies, financial subsidies to the private sector - eg., T-Mobile, Vodafone, Seznam.cz, Google, etc.

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**)

It is quite difficult to make any cost-benefit analysis, an outcome goes beyond any price consideration. Let alone an cost-benefit analysis.

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

All above described project activities are fully replicable and applicable to other EU countries, the topic itself has an international dimension, the Internet threat without borders.

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

The project can be meaningfully realized in any EU Member State. Now, the project E-Bezpečí is oriented especially on a target group from Czech Republic and Slovakia.

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

E-Bezpečí is a national certified project dealing with a comprehensive solution to the issue of risky behaviour on the Internet. It specializes in **prevention, education, research and intervention**.

Topics:

- a) **cyberbullying and sexting,**
- b) **cybergrooming ,**
- c) **cyberstalking and stalking,**
- d) **risks of social networks** and other potentially risky virtual environments,
- e) **misuse of personal data in an electronic media,**
- f) **netolism.**

The basic starting point of the project is **field work with various target groups, lectures, implementation of preventive educational events,** etc.

Lectures/discussions map specific hazardous phenomena, offers the possibility of prevention strategies and defences against invaders. The target groups of the project are primary school pupils (aged 8 years), teachers, social phenomena prevention officers etc.

Annually about 6,500 pupils and students, 500 parents and 300 teachers pass through project training. Annually, the project team implements 150-200 training events. Total of 33 000 pupils underwent E-Bezpeci project training.