

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.

Spain

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

It is Spain's ECPA entry

3. What is the title of the project?

Preventing and fighting the rise of online Sextortion and Gender Based Digital Violence

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

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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.

07/05/2009. The project is still running and is comprised of several of the following elements: awareness campaigns, interactive games, booklets and guides for teachers and educators, intervention protocols for victims, blogs and complaint forms.

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).

A chapter for Harvard and UNICEF's Digitally Connected ebook was written to explain the work on this ongoing project. The chapter is titled "Sexting: Teens, Sex, Smartphones and the Rise of Sextortion and Gender Based Digital Violence" and is available in the following link: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2585686

The full project is at the moment available only in Spanish in the following links:

www.sexting.es

www.pantallasamigas.net/xunta/nonsexting

www.sextorsion.com

www.decalogovictimasextorsion.com

<http://www.pantallasamigas.net/recursos-educativos-materiales-didacticos/Amy-16-una-historia-de-sextorsion-violencia-digital-sexual-genero-adolescente/>

<http://www.pantallasamigas.net/recursos-educativos-materiales-didacticos/guia-violencia-digital-sexual-genero-adolescente/>

www.youtube.com/playlist?list=PL17350D2F33BC2602

www.youtube.com/playlist?list=PLUGAcYUkQe0qLW6UARPMKIU6SIX-I8t4L

The first awareness campaign for the prevention of risks associated to the practice of sexting is also available in English:

<https://www.youtube.com/playlist?list=PLEA7DD2511065ADB7>

Two animations related to sextortion awareness have been translated to other languages, but are not available yet publicly, as parts of the project are still not translated. They can be viewed in the following links:

- Sextortion (blackmail) awareness campaign in English:

<https://drive.google.com/a/pantallasamigas.net/file/d/0Bz7v-yb5YYS-aHNuaUtQWEFJbzg/view>

- Sextortion (sexual violence) awareness campaign in French:

<https://drive.google.com/file/d/0B6rabuJpC6OFV2VCd1RneXA0Zzg/view?usp=sharing>

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

PantallasAmigas (FriendlyScreens) is an organization with more than 11 years of experience focused on the positive use of (hence the name) technology to develop a responsible digital citizenship. Originating from Spain, it has been echoed in many other countries, and has inspired other initiatives worldwide to work with similar vision and goals.

It puts the focus on educative communication, the development of life skills, universal values and emotional education. The topics addressed are especially cyberbullying, sexting, sextortion, cybersecurity and privacy, all of them involving various cybercrimes committed nowadays. For the past six years, PantallasAmigas has also developed a strong commitment in the fight against gender based cyberviolence.

In 2009, a project to tackle the problems that sexting can cause was born, and little by little, new elements were added to it, as sexting may also put those who practice it at risk of suffering other delicate situations, such as:

- Cyberbullying: if the compromising image is in the public domain, it can trigger unjustified harassment or mocking of the person in the image.
- Online Child Grooming: when an adult gets close to children online to gain their trust with the purpose to obtain some form of sexual satisfaction and/or to harm them. If an adult knows that a child "sexts", it could more easily convince him or her to share an intimate image to start coercing for more sexual concessions.
- Sextortion: a form of sexual blackmail in which sexual images are used to extort money from others. It is a big business, hence, a crime spreading worldwide; according to Interpol, given the nature of the crime and to avoid potential embarrassment, many victims do not come forward, so it is difficult to provide figures.¹

Sextortion is also becoming a way of exerting violence against women, as they are pressured by their partners to sext more and more explicit content, which in turn is used to threaten women into engaging in the behaviour more if they do not wish the sexts to be made public.

To prevent the rise of Sextortion and Gender Based Digital Violence, PantallasAmigas has developed various awareness campaigns in conjunction of related educational tools. The goal of the project is to have all those resources available online freely, as many victims of these type of cybercrimes look for help online privately, rarely asking for help to others, or reporting to the police. Acting quickly and providing tools to ask for help is essential to prevent the problem from complicating, and to avoid the victim to feel trapped with no solution.

The tools and resources created to achieve the goal of this project are comprised of:

- Various awareness campaigns on YouTube about sexting and sextortion.
- Two interactive games to prevent and fight sextortion online.
- A booklet or guide for the teacher about gender based violence online.
- Various thematic websites with information, news, studies, and a form to report any crimes and/or ask for help

¹ 11 Interpol. Questions and Answers. Retrieved from <http://www.interpol.int/Media/Files/News-Media-releases/2014/Sextortion-%E2%80%93-Questions-and-Answers>

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)**

Many victims of sextortion or crimes related to sexting (especially those where violence against women is involved) do not report or notify the police, and rarely ask for help. As online harassment and violence is not physical, many believe that they can bear this type of harassment on its initial stages. It is imperative to ask for help once harassment starts, as the more images and information the harasser/extortionist has, the more difficult to ask for help. Thanks to the videos and recommendations they found online, these victims are referred to the Police to help them investigate the crime.

All the educational materials and awareness campaigns are also used not only by teachers and parents to help children prevent this type of cybercrimes, but also by Police officers who lecture and participate in workshops at schools. In Spain, this work is done by the Delegates of the Central Unit for Citizen Participation of the National Police.

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

This project helps to know these type of crimes to both, victims and perpetrators. Many times, the person committing the crime online doesn't know that he or she is doing something not only wrong, but also punishable by law.

The modus operandi of crimes such as sextortion are also very difficult to guess, and many times the first steps taken by the sextortionist are very subtle and innocent. Knowing how is produced is key to prevent this type of harassment to occur.

The project provides tools to both avoid/prevent and fight sextortion, gender based violence online, as well as problems related to the practice of sexting.

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

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

PantallasAmigas has provided courses about online safety for teachers, parents, students and other educational agents for the last 11 years. In 2008 the first cases of risks associated to the practice of sexting were registered, and the practice of sending nude pictures and videos on the phone started growing very rapidly.

There were no resources for teacher and parents and the time, and there are still very few resources aimed at children and adolescents (in the form of videogames, animations, videos... which is the language millennials are most comfortable with). At the time, people didn't know this phenomena was occurring, and the same thing happened in 2011, when resources to fight sextortion were also created.

² 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>

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

Smartphone penetration in Spain in 2008 was still not very high, and few adolescents practiced sexting and cybersex back then, but it was a trend growing very rapidly in those countries where Internet and smartphone penetration was higher (Canada, UK, United States). This context would be replicated in Spain and in many other countries in a matter of one or two years, so PantallasAmigas decided to start working on the prevention work before the trend was common among Spanish youngsters.

PantallasAmigas published a comprehensive study³ on a booklet about sexting and its risks on 2011, in collaboration with INCIBE (Ministry of Industry):

https://www.incibe.es/pressRoom/Prensa/Actualidad_INCIBE/Presentacion_Guia_Sexting/?year=2011

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

The main objective was to raise awareness about the risks of sexting, alert about the growing trend of sextortion online, and gender based digital violence.

As secondary objectives, the project aims to provide teachers, parents, students, and other educators, with the tools required to not only prevent these type of cybercrimes, but also to know how to fight and report it.

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**)

There were no goals or milestones set per se as this is an ongoing project growing and reacting very closely to what stakeholders demand. All the phenomena treated in the project (sexting, sextortion...) are new and changing rapidly, so each iteration adds new criteria to measure the performance. The expectations of the initial project have been surpassed

Those resources aimed to tackled sextortion (more than 13 million views on YouTube) or prevent risks on sexting (more than 4 million views on YouTube) have been heavily demanded not only by Spanish speaking countries, but also from many other countries who have to use resources in a different language as they don't find educational material as the one produced in this project. As the animations use simplified language and little or no text, most of the videos can be understood by people from different languages and cultures. The way the resources have been used not only in Spain, but also all over the world, was the hint that the work had to continue in that direction.

³ "Guía sobre adolescencia y sexting: qué es y cómo prevenirlo"
http://www.inteco.es/Seguridad/Observatorio/guias/Guia_sexting

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

As of this day, there hasn't been any process evaluation, but elements of the project have been contrasted and peer reviewed but different organizations and experts in the field. PantallasAmigas works very closely with governmental agencies that work on the promotion of equality in the society, and in the prevention of gender based violence. E.g, the booklet about gender based violence online was reviewed by the Government of Galicia (through its Department of Equality).

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

Thanks to the nature of the Internet, those videos and resources that are most needed and/or appreciated gain a viral status online, reaching out millions of users who might not receive these recommendations and guidelines by any other means.

The impact can be measured with both Google Analytics (for websites) or with YouTube Analytics (for the awareness campaigns). Even if the project has only been published in Spanish, with no support of any government agency nor any well-funded marketing campaign, some of the resources have been accessed and viewed by more than 12 million users⁴.

Many of those users have contacted PantallasAmigas to report that they were being blackmailed online, and their cases have been referred to the National Police of Spain.

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**)

Most Internet users, especially millennials, have grown accustomed to a very audio-visual language (videogames, music, videos, cartoons, memes on social media...). The project uses videogames and animations as educational tools, reaching out many millennials effectively as they find, use, comment, and share these resources by themselves.

PantallasAmigas believes that these many of the visits are motivated by people who have been affected by the problems described on the educational resources (victims of sextortion, or people who practice sexting cybersex and want information about its risks).

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**)

Different elements of the Project were developed in collaboration with different partners

⁴ https://www.youtube.com/watch?v=H_v0v70WFaA

and stakeholders:

- One of the animations to raise awareness campaign was designed in collaboration with the Spanish National Police, as it portrays a very common case of sextortion.
- The 10 recommendations to not practice sexting were developed in collaboration with Twitter (who provided Tweet Ads) and the Government of Galicia (Spain)⁵
- The Ministry of Education of Lebanon requested some resources related to sexting, so many were translated to English, French and Arab thanks to their support
- Líbano (ministerio de educación, CDRP). ⁶
- Resources were used in educational programs of various municipalities.
- Delegates of the Central Unit for Citizen Participation in Spain use the resources in their workshops. Their feedback is key to continue developing useful educational resources.
- INCIBE (Ministry of Industry) and PantallasAmigas collaborated to create the first guidelines to prevent risks of Sexting⁷

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 is funded internally by PantallasAmigas; some elements have been used as part of other comprehensive educational programs to help recover the investment. The resources (both time and money) invested in all the elements of the project have not yet been fully recovered.

PantallasAmigas develops its own educational resources, in the form of educational cartoons⁸, videogames, apps, booklets, and websites. All of them are part of different educational programs designed for different educational actors, police forces, parents, children and adolescents. Thanks to this flexibility, most of the resources related to this project that aims to fight the risks of sexting, sextortion and gender based violence have already been published for free online.

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

- 3 videos sexting (2009): 9000€
- 10 videos of sexting (2014): 30.000€
- Sexting.es: 4000€
- Sextorsion.com: 4000€
- Decalogovictimasextorsion.com: 20.000€
- Guide for the prevention of sexting (2011): 10.000€
- Animation: sexting awareness campaign (2009): 3000€
- Educational DVD, "Amy_16, a story of sextortion": 12.000€
- Booklet for teachers, "Sexual Violence on the Internet.Know it! Fight it!": 10.000€

⁵ <http://www.pantallasamigas.net/xunta/nonsexting/>

⁶ <http://blog.pantallasamigas.net/2013/06/pantallasamigas-firma-un-acuerdo-de-colaboracion-con-el-ministerio-de-educacion-de-libano-para-capacitar-a-docentes-y-familias/>

⁷ https://www.incibe.es/pressRoom/Prensa/Actualidad_INCIBE/Presentacion_Guia_Sexting/?year=2011

⁸ YouTube channel with more than 55.000 followers: <http://www.youtube.com/user/pantallasamigas>

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)

Although the cost of the project is high, the benefit in terms of preventing this type of crime is difficult to quantify because, since the use of social networks is growing exorbitantly, the possibility of committing such crime multiplies. Therefore, such projects greatly help prevent the number of victim increases to the same extent.

The project has grown step by step, and every new educational resource have been used on different endeavours to help cover the costs of its development. At this point, all the educational materials, animations, games, sites and booklets have already been developed. This slow but steady development of the project has allowed PantallasAmigas to work on it thoroughly, consulting with experts on issues of sexual and gender violence, as well as with various members of the law enforcement. The gradual iteration of development, with each cycle responding either to a new form of cybercrime or new way to tackle it, was also the reason of why the project is so well adapted to current online reality in terms of digital sexual violence.

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

Yes, contents (mostly text) of the videos, booklets, games, and websites have to be translated to other languages.

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

The project can easily be adapted and translated to other languages and cultures. The combination of all the parts of the project, in conjunction of the prevention workshops and related training courses can help prevent many cybercrimes, especially those related to online extortion and violence against women. As there are no boundaries online, criminals will seek victims in any Member State where his or her language is spoken, with English as the main language to lure victims.

In the last three years, a lot of online extortion rings have started seeking victims within Europe, convincing their victims to have cybersex only to blackmail them immediately after the session. Most of those rings operate from outside the European Union, usually from countries where extradition laws are more lax or not enforced efficiently.

Coordination among Member States and helping victims to report the crimes is key to catch those criminals, and reduce the amount of victims being affected nowadays.

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

To prevent the rise of Sextortion and Gender Based Digital Violence, PantallasAmigas has

developed various awareness campaigns in conjunction of related educational tools. The goal of the project is to have all those resources available online freely, as many victims of these type of cybercrimes look for help online privately, rarely asking for help to others, or reporting to the police. Acting quickly and providing tools to ask for help is essential to prevent the problem from complicating, and to avoid the victim to feel trapped with no solution.

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