

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.

France

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

It is France's ECPA entry

3. What is the title of the project?

"Face to Face – How to keep connected with yourself" ("Face to Face : Comment rester connecté-e avec toi-même ?")

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

Conseil Départemental de la Seine-Saint-Denis (Council of the Department of Seine-Saint-Denis):
- Dorothee Lamarche, Head of the department, Mission métropolitaine de prévention des conduites à risque (MMPCR) - Email: dlamarche@cg93.fr
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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.

The project started in October 2014 and is 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).

<http://efus.eu/fr/topics/risks-forms-of-crime/substance-abuse/public/2742/>
<https://www.seine-saint-denis.fr/Tete-a-Tete,206.html>
<https://www.seine-saint-denis.fr/Mission-metropolitaine-de-5256.html>
http://www.dsden93.ac-creteil.fr/spip/IMG/pdf/DIVEL_-_Annexe2.pdf

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

Called "*Face to Face: How to Keep Connected with Yourself*", the scheme seeks to raise awareness among young people on the dangers they are exposed to when using Internet and social media, and to build their capacity to avoid being victim of crime such as sexual harassment, cyberbullying, defamation and potentially dangerous real life encounters based on social media and the Internet.

The action targets boys and girls aged 13 to 25. It is carried out in the youth centre Tête à Tête (which means face to face), situated in the Rosny 2 commercial mall near Paris, one of the largest of the Île de France region.

Opened in 2006, the Tête à Tête centre receives more than 17,000 youngsters each year, including 12,000 who go there spontaneously and 5,000 who request to meet members of the team of professionals who are present on the premises. In the Tête à Tête centre, youngsters can talk about whatever preoccupies them, be it sex, family relations, school or any other subject.

Through thousands of meetings with youngsters, the Tête à Tête team noticed over the past few years that a lot of questions from both young people and parents had to do with the dangers of Internet and social media. The team thus reflected on how to help both youngsters and adults through a targeted action: started in October 2014, the project "*Face to Face: How to Keep Connected with Yourself*" was conceived to last one year, until October 2015.

The project encompasses several actions, all centred on Internet and the social media:

- An interactive exhibition open to all public aged 13 or more, from 10am to 6.30pm, Monday to Saturday;
- A dedicated social media called Face to Face linked with the exhibition;
- A series of debate-meetings with practitioners from schools, social and health services, the judicial system, etc., to exchange practices and advice on cybercrime targeting young people;
- Special events targeted towards youngsters to raise awareness about the dangers linked to the Internet.

The Tête à Tête team chose to focus on a number of specific sub themes, based on the queries and testimonies of the young people they meet at the centre: sexting; identity theft; cyber-bullying; photographs of nights out; defamation; real life encounters.

Apart from the activities described above, one of the main aspects of the project is that when visiting the exhibition, youngsters are also invited to join a dedicated social media called "*Face to Face*", which was designed for this project and is specifically aimed at young users. When they join, they also join thousands of other users.

As newcomers fill up their profile, they receive guidelines on how to protect their online identity as well as their contact lists. Once their account is created, Face to Face users can find on this social media a series of stories based on real life experiences about sexting, identity theft, cyber-bullying, photographs of nights out, defamation and real life encounters that follow contact through the Internet or social media.

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 contributes to crime prevention by giving young people concrete tools enabling them to avoid being victim of cybercrime such as identity theft; cyberbullying; sexting; photographs of nights out; defamation and potentially dangerous real life encounters initiated through social media.

The project contributes to reducing the fear of crime mainly among parents: many have expressed their concerns to us about their children being potentially victim of cybercrime.

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

The core principle of the project is to build the capacities of young people to resist falling prey to cybercrime. In this sense, it conveys the message that people, even minors, can be "actors" of their own security and that preventing crime can be as efficient, or more, than repression afterwards. This is particularly true regarding cybercrime, as it targets individuals when they are alone, out of reach of their parents and law enforcement agencies. Cybercrime is definitely an area where the general public is particularly aware of the need for prevention vs repression.

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 set up in response to problems related to Internet and social media mentioned by the young people who come to the Tête à Tête centre but also by parents and professionals working at the centre or with whom the centre is in contact. More specifically, these problems are identity theft; cyberbullying; sexting; photographs of nights out; defamation and potentially dangerous real life encounters initiated through social media.

The project was also set up in response to new guidelines from the French Ministry of Education (Education nationale) regarding bullying and cyberbullying.

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

The project was borne out of our experience on the ground, through thousands of talks with the youngsters who come to the Tête à Tête centre (17,000 visitors/year). Also, the issue of

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>

cybercrime targeting youngsters has emerged in the past few years as a motive for concern for professionals (education system, health and social services, justice system) and parents with whom we are in contact.

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

The objectives of the various activities included in the Face to face project – exhibition, dedicated social media “Face to Face”, special events, and debates among professionals – are:

- to share knowledge about social media and how they are perceived
- to exchange about the joys, risks and good practices linked to the use of social media
- to raise awareness among professionals and parents so that they have tools enabling them to discuss issues linked to social media with youngsters

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 best indicator of the success of the project is the sharp increase in the requests we receive for visits by practitioners, organisations and parents. Since the opening of the exhibition, there have also been a growing number of special events. Furthermore, the number of "spontaneous" visitors has risen.

The action is still ongoing (October 2015) so it has not yet been fully evaluated. However, we base our current assessment on:

- the number of requests for group visits
- the number of group visits carried out
- the analysis of the "evaluation sheets" given to each participant in collective visits
- the assessment reports prepared by each of the professionals who intervene in the scheme
- the "reception reports" prepared by speakers and moderators
- the total number of visitors

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

Given the nature of the project (mainly organising an exhibition and setting up a dedicated social media to help young people avoid being victim of cybercrime), we haven't conducted a process evaluation *per se*.

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

As mentioned, the project is still ongoing as of October 2015 so we haven't yet conducted a full evaluation. However, now that we are nearing the end of the first year of the project, we can say that all the objectives have been reached.

The work was carried according to schedule. Organisations and visitors have shown great interest for the tool. The theme of the prevention of cybercrime among young people is now the number one issue on which we are consulted by institutions and organisations operating in Seine-Saint-Denis. The feedback we have received on awareness-raising, prevention and the exchange of practices is very positive. Numerous structures, cities and communities have contacted us to ask how they can implement this original tool in their localities.

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 innovative in several ways:

- the core idea is to help young people use safely Internet and the social media through an interactive, user-friendly exhibition and a unique social media specifically designed for them: "Face to Face"
- the originality of the project is that it uses the characteristics of social media themselves to familiarise young people with the potential risks of using Internet and social media. Up to now, there have seldom been exhibitions on the theme of social media, let alone based on social media technologies
- it's not a top down approach but rather an intuitive approach through which youngsters can individually "find their way" through the potential dangers of Internet and social media. They are active and personally involved, and this gives the action a powerful impact
- given its nature and its theme, the project is based on up-to-date social media tools and technology (i.e. touch screens)

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**)

Several partners were involved:

- Technical partners: Mission Métropolitaine de prévention des conduites à risques- Metropolitan Mission for the Prevention of Risky Behaviours; Direction of Communication; Direction of IT; the company Épatant (staging the exhibition); the Rosny 2 commercial mall; the association E-enfance; a psychologist, Guillaume Gillet
- Financial partners: Regional Health Agency (Agence régionale Santé-ARS); the Île de France Region, the commercial real estate company Unibail (which rents commercial spaces in the Rosny 2 mall)
- Operational partners: National Education (Éducation nationale, Ministry of Education); Juvenile Judicial Protection Office (Protection judiciaire de la Jeunesse); Youth Welfare Office (Aide sociale à l'Enfance); municipalities of the Seine-Saint-Denis department, Local Missions; refuges for young people

Opmerking [NB1]: J'imagine que ce sont des directions du Conseil départemental de Seine-Saint-Denis ? Il faudrait préciser...

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 Tête à Tête centre is a public service funded by the Departmental Council of Seine-Saint-Denis. The whole budget of the Face to Face programme has thus been financed by the Departmental Council. However, funding requests have been made to financing bodies such as the Regional Health Agency (Agence régionale Santé-ARS) and the Interministerial Agency for the Fight Against Drugs and Addictions (Mission interministérielle de lutte contre les drogues et les conduites addictives-Mildedda), which is a national, public agency.

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

The total budget for one year is €252,000. The main expense items are the scenography, the sets of the exhibition and the specific tools designed for the project (total €78,000); the renting of the space (€57,300), and wages (€87,000).

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**)

No because the results are not quantifiable. This is a long-term, educational project with "soft" objectives such as raising awareness and resilience among young people regarding their use of the Internet and social media.

Opmerking [NB2]: C'est moi qui dit ça ! Mais je pense que c'est un bon argument, non ?

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

No. The original concept – an interactive exhibition aimed at a young audience on the dangers of Internet and social media coupled with a specifically designed social media – can be applied as is to any Member State. There are no French or any other country's specificities regarding concerns about cybercrime targeting young people: the issues are the same throughout Europe. Hence the only necessary adaptation is the language. Now obviously, the funding is another question: our project is publicly funded. In other countries, the financing scheme might be different.

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

Cybercrime targeting young people is a growing motive for concern throughout Europe. Internet and social media are by nature transnational and consequently, the issues they raise are also transnational. The specific problems that the project addresses – cyberbullying; sexting; photographs of nights out; defamation and potentially dangerous real life encounters initiated through social media – are not specifically French. They concern young people of any European country. The theme of our project and the responses we propose are by nature transnational and concern every European country.

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

Carried out by the Seine-Saint-Denis department (local council), situated near Paris (France), the "*Face to Face: How to Keep Connected with Yourself*" project aims at giving young people practical tools to avoid being victim of cybercrime. The originality of the project is that it is based on an interactive, user-friendly exhibition that includes a specifically designed social media called "Face to Face". By navigating through the exhibition and the Face to Face social media, youngsters learn how to protect their identity, data and contact lists and to avoid common cyber threats such as sexting and bullying. The project also includes the organisation of special events and debate-meetings with local practitioners and relevant institutions (education, social and youth welfare, judicial system). The exhibition is located in the youth centre Tête à Tête, situated in one of the largest commercial malls of the île de France region, in Rosny 2.