

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.

Sweden

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

This is Sweden's ECPA entry.

3. What is the title of the project?

Financial Coalition against Commercial Sexual Exploitation of Children

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

Mats Odell, Chairman of the Steering Committee: mats.odell@ballstaudde.se

Kristina Sandberg, ECPAT Sverige:
tel. 072 – 389 56 37, kristina.sandberg@ecpat.se

Lena Barkman, Swedish Bankers Association:
tel. 070-258 22 10 lena.barkman@swedishbankers.se

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 initiative for the Financial Coalition was taken in 2008, when ECPAT Sverige and Skandiabanken invited all Swedish banks to participate in a Swedish financial coalition to combat child pornography. Its activities are ongoing.

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).

www.finanskoalitionen.se

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

The Financial Coalition Against Child Pornography was started in order to prevent commercial sexual exploitation of children. It is a unique and successful collaboration between public authorities, the private sector, and the non-profit sector.

The child sex trade, or commercial sexual exploitation of children, means child sexual abuse material (called "child pornography" in the law), exploitation of children sold in Sweden or in connection with travel, and trafficking in children for sexual purposes. This trade generates significant revenues for several perpetrators. New ways to sexually exploit children are generated at the same pace as the development of technology and access to the Internet. Essentially all trading in pictures and other types of sexual abuse material such as films, live streaming, and so forth, takes place over the Internet where buyers and sellers use different payment methods to transfer money between them.

The Financial Coalition Against Child Pornography operate to impede and prevent this kind of trade.

In 2007, ECPAT Sverige began working to create a Swedish financial coalition in dialogue with Skandiabanken, the Swedish National Police, the Swedish Financial Supervisory Authority, the Swedish Bankers' Association, Pro Card and Setterwalls Law Firm. Working together closely, they developed a method which impedes and prevents transactions related to payments for child sexual abuse material. One advantage of this method is that it does not invade the individual's privacy.

This method has become an important starting point for the Financial Coalition's efforts to prevent sexual abuse of children. The Financial Coalition's members obstruct the opportunity to use the financial systems for this type of criminality.

The initiative to start the Financial Coalition came in 2008, when ECPAT Sverige and Skandiabanken invited all Swedish banks to participate in a Swedish financial coalition against child pornography. Inspiration came from, among others, the existing US Financial Coalition Against Child Pornography. The Minister for Financial Markets at the time, Mats Odell, the Minister of Justice, Beatrice Ask, and Her Majesty Queen Silvia provided early support for the initiative.

Today, in order to contain such transactions, the four major Swedish banks and a number of additional banks closely cooperate with ECPAT Sverige and the Swedish National Police to identify the persons and companies which sell materials of sexual abuse of children. The Bankers' Association played an important role in coordinating this work.

The Financial Coalition's work has been deemed very successful. For example, it is now extremely difficult to use a payment card in these contexts and the number of dedicated websites expressly for the purpose of selling sexual abuse material has decreased radically.

In 2014, the Financial Coalition against child pornography changed its name to *Financial Coalition Against Commercial Sexual Exploitation of Children* in order to reflect the broad nature of the work. The Coalition's task is to develop and coordinate measures to impede and prevent the trade in child sexual abuse material. The Coalition has stated goals of detecting new routes of payment and linking up with relevant parties who can contribute to impeding payments for illegal material.

The Swedish Police are ultimately responsible for combating criminality. However, the financial services industry is a key player in the work of detecting new behaviours and finding solutions to stop these transactions.

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 Financial Coalition's starting point is the overall crime prevention goal of stopping sexual abuse of children.

Among other things, the members use a method which focuses on finding the point of sale in order to shut down the seller's ability to receive payments. One advantage of this work is that it is crime prevention work that does not invade the individual's privacy.

Through the cooperation, the Financial Coalition has contributed to reduction of criminality because it is now difficult and risky for a perpetrator to pay with a bank card on sites that sell sexual abuse material.

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

Membership in the Coalition entails taking an active stand to increase awareness of the problem for the purpose of being able to contribute to the Coalition's preventive work. On both the internal and external levels, members condemn the child sex trade, inform employees and customers, and implement company guidelines against it.

The Coalition has arranged seminars and awareness raising events for both the public and members of the Coalition. It has also initiated studies and reports on this topic in order to gain a better understanding of the problem and its evolution.

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 2007, the US Financial Coalition contacted the European Banking Federation, EBF, and encouraged it to raise the issue of creating a financial coalition with its members. The contact led to the EBF drafting a position paper. The document urged the national bankers' associations to support the public authorities in the fight against the Internet child sex trade. The document also highlighted the importance of cooperation on a national level in order to fight the child sex trade and increase knowledge regarding the problem.

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>

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

The problems and the legal prerequisites for taking action were analysed in a report drafted by the law firm of Allen & Overy on instruction from the European Financial Coalition (which does not, however, conduct the same type of hands-on activities as the Swedish Financial Coalition). In addition, Setterwalls, a Swedish law firm, conducted a corresponding analysis based on Swedish circumstances.

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

Main objective: To make it more difficult, for parties selling child sexual abuse material via Internet websites, to use the banking system to receive payment from a buyer.

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**)

One of the goals was that a majority of the Bankers' Association members join the Financial Coalition. Initially, only the largest banks participated but, today, 17 of the total 27 banks participate. The banks which do not participate are primarily foreign banks and small banks.

The Coalition's work in general is based on cooperation between three sectors of society in which internal statistics regarding criminality are not generated or shared.

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 work of the Financial Coalition Against Child Pornography has not been evaluated. However, experience shows that the Coalition's members have gained increased knowledge regarding the problem. ECPAT Sverige provides information about the Financial Coalition as well as the banks' stand against the child sex trade on both the external and internal levels. The Bankers' Association has also encouraged its members to incorporate a provision in their customer terms and conditions whereby the customer undertakes not to use the bank's services in contravention of applicable legislation.

The Swedish National Police and the Financial Intelligence Unit have reported on specific cases where the payment services provider assisted and worked to prevent crime in cases where both the perpetrator and children were identified in child sexual abuse situations.

The greatest challenge for the Coalition in the future will be to acquire more knowledge about these routes of payment and to evaluate the way in which the Coalition's members can contribute to stopping payments in these new channels.

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

Since the child sex trade is an illegal activity in which many of the children who are exploited are never identified, there are very limited opportunities to make precise evaluations or follow-ups of the operational work in order to measure results. However, the Swedish Police have noted that one rarely can find websites selling pictures of sexual abuse where one can pay directly with a credit card or bank card, which indicates that this method of payment is no longer common. The Financial Coalition has been a primary contributing factor to this.

Commercial access to material documenting the sexual abuse of children is evaluated annually in reports from the European Financial Coalition and Europol in cooperation with INHOPE. The conclusions are that the financial coalitions' proactive methods are one of the reasons underlying the decrease in the number of websites where one can pay for illegal material documenting sexual abuse using a credit card. INHOPE has noticed a reduction in this commercial material from 18% in 2012, to 13% in 2013, and 9% in 2014.

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 by virtue of creating a voluntary collaboration and network comprising a large number of organisations, public authorities, and private companies with a shared goal: impeding criminality and stopping the banking system from being used to take payment in conjunction with the sale of child sexual abuse material. The method which is used is also innovative in terms of the mutual exchange of knowledge between the bank sector and the police in order to prevent payments.

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**)

ECPAT Sverige: Principal for the project, together with the Swedish Bankers'

Association. It initiated the Financial Coalition and plays a key role in moving the project forward.

Swedish Bankers' Association: Initially facilitator for prompting the banks to join the Coalition and subsequently coordinator of the banks' work of developing the Coalition.

The banks: Inform internally and externally regarding involvement in the Coalition and are available for exchange of information with the police and ECPAT.

The Swedish Police: Ultimately responsible for fighting child sexual abuse material offences, have developed, together with the banks, a working method to prevent and impede payments for child sexual abuse material.

In addition, the Coalition has other members outside of the banking sector who contribute to the Coalition's work in different ways. These include, for example, payment services providers or relevant technology companies.

The Financial Coalition, with the help of CGI, has also cooperated with the Royal Institute of Technology and Stockholm University for research regarding future challenges including, for example, cryptocurrency.

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

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

Initially, each member of the Coalition contributed only with its own working time. During the years in which the Coalition has been active, financing has been obtained in the form of voluntary financial contributions by allowing the members to pay to display their logos on marketing material in connection with different types of events. This has created a fund for different types of activities.

The Coalition has, in cooperation with universities, produced reports related to the Financial Coalition's work. The Financial Coalition has made a minor financial contribution to the students who wrote the reports.

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

Initially, each member of the Coalition contributed only with its own working time. During the years in which the Coalition has been active, financing has been obtained in the form of voluntary financial contributions by allowing the members to pay to display their logos on marketing material in connection with different types of events. This has created a fund for different types of activities.

The Coalition has, in cooperation with universities, produced reports related to the Financial Coalition's work. The Financial Coalition has made a minor financial contribution to the students who wrote the reports.

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 cost-benefit analysis has been conducted within the parameters of this project. Questions regarding profitability have not been relevant to the project. The Financial Coalition's goal has, instead, been to attempt to impede business activities for the persons/companies who are involved in this type of criminality and to make it more costly to distribute material documenting child sexual abuse material.

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

No adjustments to the concept are needed in order to replicate the project in other States. The key to success in the Swedish project has been in making it more difficult for the sellers of the material rather than tracking the buyers.

The most important thing for another Member State wishing to initiate a similar project is to find the forms for cooperation and exchange of information between the different parties in society in order to increase the opportunities to make it more difficult for those who commit this type of offence. At the outset, there were questions in Sweden which led to it taking some time to persuade the banks to form a coalition; these included questions involving bank secrecy and privacy issues. However, because the project became focused on the seller companies, the project could be executed. By means of a mutual exchange of knowledge between the banks and with the police, all parties involved have obtained increased knowledge regarding the problem and how each party can contribute to combat this type of criminality.

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

The criminality which the Swedish Coalition is attempting to combat is cross-border and worldwide, and many of the buyers of material are located in Europe. It is therefore important that the cooperation between different parties (as in Sweden) be spread to more countries in order to increase the knowledge of this type of criminality. In this way, awareness is raised for banks, the general public, and society as a whole, which can contribute to making it more difficult to commit this type of offence.

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

The Swedish Financial Coalition Against Child Pornography was started in 2008.

The child sex trade, or commercial sexual exploitation of children, means child sexual abuse material (called "child pornography" in the law), sexual exploitation of children sold in Sweden or in connection with travel, and trafficking in children for sexual purposes. New ways to sexually exploit children are generated at the same pace as the development of technology and access to the Internet. A great number of cases go unreported and individual seizures conducted by the police can contain millions of pictures and films documenting abuse. Buyers and sellers use different payment methods over the Internet to transfer money between them.

The Financial Coalition Against Child Pornography was started in order to prevent this trade through the financial system. It is a unique and successful collaboration between public authorities, the private sector, and the non-profit sector.

The activities are based, among other things, on active cooperation between payment services providers, technology providers and the police, for the purpose of tracking and stopping payments before a transfer is made. Among other things, the members use a method which focuses on finding points of sale in order to shut down the seller's ability to receive payments. One advantage of this method is that it is crime prevention work which does not invade the individual's privacy.

The work is carried out in close cooperation with ECPAT Sverige and relevant public authorities and has the stated goals of detecting new routes of payment and linking up with relevant parties who can contribute to impeding payments for illegal material. The police are ultimately responsible for combating criminality. However, the financial services industry is a key player in the work of detecting new behaviours and finding solutions to stop these transactions.

The Financial Coalition's work has been very successful. At present, we believe that the cooperation between the Financial Coalition and the police, together with other global parties, has had a significant effect. For example, it is now extremely difficult to use a payment card in these contexts and the number of websites expressly for the purpose of selling child sexual abuse material has decreased radically.