

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.

Cyprus

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

ECPA entry

3. What is the title of the project?

Vidatrack: Now everyone can feel independent, safe and secure

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.

Start Date: July 2016, the project 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).

<https://www.cyta.com.cy/vidatrack/en>

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

Vidatrack: Now everyone can feel independent, safe and secure

Vidatrack is a personal tracking system and telephone device (accepts incoming calls from any number, can call up to three preselected numbers) for emergency situations, designed to improve the quality of life of those belonging to sensitive and vulnerable social groups. The system helps them live and move around independently while, at the same time, reinforcing their sense of safety and security in their daily routine as well as giving their relatives and carers the reassurance that if anything happens, they can contact each other and/or the emergency services easily and quickly.

Vidatrack is designed on the one hand, for those who wish to have a greater sense of safety and security, who are unable to have a completely independent and autonomous daily existence and wish to have help available when needed and, on the other hand, for their relatives and/or those who have undertaken to take care of them.

Vidatrack works by combining the capabilities of mobile networks and satellite systems to provide the accurate location of the holder. The holder carries a small and light device. In case of emergency, if the holder feels threatened, has an accident or even just lost, the holder can push the panic button and alert his/her relatives, his/her carer or the police.

The Vidatrack device can be customised to the requirements of any customer. The panic button can be programmed to send a custom text message, which includes the Google Maps link of his/her accurate location, to up to three numbers. In addition, there are three shortcut buttons that can be programmed to call any number. The device can also be programmed to automatically open the voice channel on loudspeaker when up to ten predefined numbers call.

The carer can track the holder either by checking his/her location and paths on the web application, by sending a text message requesting his/her Google Maps location or by calling the dedicated call center.

In addition, the carer can set a geofenced area and receive an sms alarm when the holder leaves this area. This feature can be used to detect irregular movement that could indicate danger to the holder. Furthermore, even in cases where there is no GPS reception (e.g the holder is indoor etc), authorised personnel can track the holder using GSM signal triangulation.

Any person who carries the vidatrack device can feel safe in the knowledge that he can alert his family or carer, or even the police, at the touch of a button and accurately. He will not have to explain where he is or where he is heading. The Google maps link is the easiest way to be tracked.

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**)

A Vidatrack user can alert the police or the holders' family and friends when there is imminent danger by pressing the panic button. The holder feels much more secure since he knows that he can ask for help by pressing a button – panic or shortcut. The device gives an accurate location of the holder thus saving him the hassle of explaining where exactly he is located.

As a result, the user of the service will not remain lost or exposed for long, thus reducing the chances of crime.

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

The project aims at raising awareness of crimes committed towards senior citizens via public presentations and awareness events organised in senior citizens day care centres. So far we have conducted the launching press conference and very few presentations since it is quite early in the project. For the next few months we have planned lectures, press campaigns, TV promotion and social media campaigns.

The main aim of the campaign is to bring this project closer to the community and to raise awareness both at the senior citizens market and at their children / carers.

I. 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?

Elderly people are particularly vulnerable to crimes, abuse, theft and violence in general. They prefer to live alone and don't like to feel imprisoned, especially by their children. Vidatrack offers the security and peace of mind both the elderly and their children need. It allows independence with a sense of security. With Vidatrack elderly people can enjoy the last years of their lives without having to stay home or within a confined area.

In addition, a number of elderly people get lost or disoriented. Vidatrack is a tool that helps both the police and the family to track down the missing person easily, accurately and fast. As a result, the time the elderly person will remain lost or away from his house is minimised and the chances of him getting hurt in

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>

any way, greatly reduced.

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

The need was identified while working with community day centres and the police. There are currently over 100 thousands elderly people living in Cyprus and the number is expected to increase to the point that by 2050 it is predicted that the pensioners will be more than the active population.

Police data – Increase in the number of Senior Citizens who have been victimised in 2014 (Serious Crime) in comparison with 2015, from 1142 to 2059. For the same years, the level of Property Crime against Senior Citizens increased from 948 to 1717 respectively.

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

The Primary Objectives of the project were to:

- Provide both the Elderly and their families with security and independence
- Reduce Crime
- Reduce fear of crime

The Secondary Objectives of the project were:

- Corporate Social Responsibility of the incumbent telecoms provider

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 project is still at its very early stages, too early to measure performance. It was soft launched two months ago and the bulk of the promotion is scheduled for the Autumn 2016.

The performance of the project will be evaluated using the three tools described below:

1. Quantitative results, target new subscribers per month
The forecast predicts that after the promotion, 50 new subscribers will be acquired per month.
2. Long term quantitative results, reduction of crime
The data will be collected with the help of the police. It is impossible to set specific targets since the prevention is so difficult to measure and many other projects and/or factors could influence the levels of crime against the Elderly.

3. Qualitative, survey between users

The Qualitative evaluation will be done using the tools of personal interviews and focus groups both with users as well as other family members.

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 project is still at its very early stages, too early to evaluate the process used. Cyta is an ISO certified company and every project and/or process has to go through Internal and external evaluation.

In addition to the recommendations from the ISO inspectors, the project team will analyse and evaluate the results of the quantitative and qualitative research that we are planning.

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

The project is still at its very early stages, too early the outcome and any impact it might have create.

The outcomes and impact will be evaluated using the quantitative and qualitative research that we are planning.

II. 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**)

Vidatrack utilises both Satellite systems and GSM technology to provide the most accurate position. In addition, since it is also a telephone device, the position can be tracked even when it is located in a closed building, using GSM triangulation.

The service uses cloud technology to store and retrieve data. This enables the user to access the data from any computer or mobile device and ensures the safety of the personal data stored. The data is stored in state of the art ISO certified Tier 3 level data centers

III. The project shall be based on cooperation between partners, where possible.

17. Which partners or stakeholders were involved in the project and what was their involvement? (**Max. 200 words**)

Cyta, the Cyprus Incumbent Telecommunications company, is the lead partner of the project. Cyta is in charge of developing, launching, distributing and operating the Vidatrack service.

The project was developed in cooperation with the Police and Community day care centres. The Police offered the identification of the need, based on statistics and experience. The Community day care centers offered the knowledge of the market and the access to the target market to help develop and test the final product.

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

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

The project was funded by Cyta to begin with and it is going to develop into a self-funded project since it will have enough income from the subscription charges.

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

The development and introduction of the project was funded by Cyta in the frame of its e-Health activities and as a part of its Corporate Social Responsibility policy. The project will continue to be funded by Cyta for the first six months of operation and then it is expected to become self-sufficient since there will be income from the subscriptions. The Device used can either be purchased in an once off payment or via a 24 instalment scheme designed to help the less well of acquire the service.

20. 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**)

As with any product developed by Cyta, there is a formalised cost / benefit analysis which includes both the financial but also the Social Responsibility costs and benefits.

The main findings were that the project will become self-funded after the first six months of operation, the monetary profit will not be significant but the Social Impact "profit" makes it worthwhile.

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

The project will have to be adjusted according to the Personal Data Protection Act of each country. That was the main difficulty in developing the service, complying with Data Protection rules while keeping the flexibility of choices offered to our customers. Also, there will be a need to translate sms messages to local languages.

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

The project is easily replicable and applicable to all other member states. The idea of using such a device as crime prevention apparatus could be applied with minimal modifications to any other country.

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

Vidatrack is a personal tracking system and telephone device for emergency situations, designed to improve the quality of life of those belonging to sensitive and vulnerable social groups. The system helps them live and move around independently while, at the same time, reinforcing their sense of safety and security in their daily routine as well as giving their relatives and carers the reassurance that if anything happens, they can contact each other and/or the emergency services easily and quickly. The holder carries a small and light device. In case of emergency, if the holder feels threatened, has an accident or even just lost, the holder can push the panic button and alert his/her relatives, his/her carer or the police.