

European Crime Prevention Award (ECPA) 2016

Annex I

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.

Grand Duchy of Luxembourg

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

It is the unique project of the Grand Duchy of Luxembourg

3. What is the title of the project?

Silver Surfer

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

"Silver Surfer" is an initiative of BEE SECURE, in partnership with

- SECURTIYMADEIN.LU,
- RBS – Center fir Altersfroen and
- ASSB – Amicale SenioreSécherheetsBeroder

under the auspices of the Ministry of Family, Integration and the Greater Region.

The main partner is the Ministry of Family:

Ministère de la Famille, de l'Intégration et à la Grande Région

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and SECURITYMADEIN.LU:

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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 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).

The website www.silversurfer.lu was created to aim specifically senior citizens. It is bilingual (German and French).

HELPLINE Tel. (+352) 8002 1234

Email: info@silversurfer.lu

www.silversurfer.lu is a website specially designed for senior citizens. The website offers internet-related information and tips, and highlights the possibilities which can now be offered by the internet. It also provides information about the risks and scam tactics of cyber criminals. It suggests the "golden rules" to be observed in order to safely browse the internet. Common IT terms are clearly explained in the column "Gutt ze wëssen" (good to know). Detailed informations, tips and links about various topics are also available:

- Seeking and finding informations
- Contacts with family and friends
- Online shopping
- E-banking
- Entertainment and pastime
- Travel booking and reservations, etc.

Publications:

Since 2014 there is an internet guide for senior citizens, entitled "Silver Surfer - Safe on the network", with many practical tips. The brochure exists in German and French.

Moreover, there are two other special flyers for "e-shopping" and "e-banking", always in two languages each. These flyers always contain the 6 "golden rules" as basic information. Other individual flyers are being planned.

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

In 2014 a new initiative was taken by BEE SECURE in partnership with SECURITYMADEIN.LU, RBS – Center fir Altersfroen and ASSB - Amicale SenioreSécherheetsBeroder, under the auspices of the Ministry of Family, Integration and the Greater Region.

The "Silver Surfer" project was created according to the motto "seniors for seniors". Senior citizens, who are active as volunteer multipliers, were given specific training on internet security by SECURITYMADEIN.LU. The trained "Silver Surfers" can thus transfer their knowledge to other senior citizens through presentations at senior citizens' clubs or at various events, and show them how to safely use the internet. They can be booked by interested senior citizens' clubs, local senior citizens' commissions or by other organisations at the service of senior citizens. Informations about "Silver Surfer on Tour" conferences are available on the homepage. These conferences cover various topics such as:

- Seeking and finding informations
- Online shopping
- E-banking
- Entertainment and pastime
- Travel booking and reservations, etc.

Already in 2014, an internet guide for senior citizens, entitled "Silver Surfer - Safe on the network", was published, with many practical tips. The brochure exists in German and French. It can be ordered online and/or downloaded via www.silversurfer.lu or by phone: (+352) 2740098-602.

The website www.silversurfer.lu has been specially designed for senior citizens. The website offers internet-related informations and tips. It highlights a lot of possibilities offered today by the internet. It also provides information about the risks and scam tactics of cyber criminals. It suggests the "golden rules" to be observed in order to safely browse the internet.

This combination is meant to encourage senior citizens to use the internet more flexibly.

In 2016, during "Fête de l'Europe", a partnership was formed with "Maison de l'Europe Luxembourg" under the theme "Digital single market". The "Silver surfers" had a stand at the event; they distributed information materials and had a conference on "Safe online shopping".

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 purpose of the project is to create awareness among senior citizens and explain to them how to safely use new technologies and browse the internet. Senior citizens often have little or no experience in the use of the internet and are often too trusting. This is why they are frequently victims of cyber criminals who shamelessly abuse this inexperience. The Silver Surfer conferences on safe behaviours on the internet are tailored to senior citizens' needs and situations. Peers transmit a feeling of safety above all: senior citizens should observe certain basic rules and develop a critical eye when facing the unknown. Thanks to the professional support given at the background by SECURITYMADEIN.LU, senior citizens are also offered help in case they become themselves victim of cyber crime. Moreover, thanks to targeted awareness-creation initiatives, the project helps to prevent this type of crime.

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

"Silver Surfer on Tour" conferences are held across the country and booked especially by senior citizens' associations. "Silver Surfers" are represented at various fairs/events and they distribute information materials to interested persons there. Individual topics, such as e-shopping and safe passwords, are published in special senior-citizen newspapers ("Aktiv am Liewen" by RBS-Center fir Altersfroen, brochures for senior citizens' clubs) and reach a large readership. Current affairs are also regularly broadcast in the country's biggest radio station (RTL).

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 BEE SECURE initiative in Luxembourg mainly aims its campaigns and projects at children and youths. These generations grow up with new technologies and use them very easily. It is often an unknown world for senior citizens; many of them got their first mobile phone or PC at 65. The internet offers unlimited new possibilities and can simplify life. However, it involves a lot of risks for inexperienced senior citizens. Unfortunately, they discover often by

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>

their own the use of the internet without prior education about the dangers. Thus, they are more often victims of cyber crimes. With age come the first deficits such as slowed learning, memory challenges or even low understanding of English language or technical terms. Many senior citizens in Luxembourg did not learn English at school. Therefore, the information campaign had to be adapted to the 'new' user public. Since the "SenioreSécherheetsBeroder" project, which is based on "information for senior citizens by senior citizens", was well received by the general public, it was quickly clear that it is also a good method of effectively disseminating internet-security information.

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

In 2013 the partner SECURITYMADEIN.LU started a survey during a senior citizens fair. The result showed that the surveyed senior citizens used the PC only to exchange e-mails (94%) or to Skype (32%) with family members. Barely half of them knew about internet frauds. 32% of them have already been victims of phishing attacks, and 12% victims of a ransomware fraud. The same survey was repeated in 2014 at the same fair. The results were comparable and showed that senior citizens were using the internet more often (5% more than in 2013).

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

The main purpose of the project is to intimate citizens with the risks and dangers of the internet. Senior citizens should be sensitised and learn, as a precautionary measure, how to safely use the internet. "Silver Surfers" also give useful tips on how to use the internet as a source of information. Senior citizens are encouraged to be careful and curious, and to explore a lot of possibilities.

Other objectives of the senior citizens policy are pursued through training "Silver Surfers": active participation in society, promotion of volunteer work, lifelong learning and appreciation of senior citizens.

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**)

A basic target is to reach out to as many senior citizens as possible at the national level. This target is effectively pursued using information dissemination resources (conferences by "Silver Surfers", distribution of information materials at fairs/events, website, publication of newspaper articles, radio advertisements, phone-based assistance and cooperation projects with various partners). Thanks

to the creation of a committee made up of the four main partners (Ministry of Family, SECURITYMADEIN.LU, RBS-Center fir Altersfroen and SenioreSécherheetsBeroder), feedbacks and best practices are exchanged, and new ideas further developed. Word-of-mouth advertising did the rest, and conferences are increasingly booked (min. 1/month). The demand for information materials is growing, and information materials are distributed at all possible events. Demand among the target population is high. The first edition of 1000 copies of the brochure "Silver Surfer - safe on the internet" is already exhausted.

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

Thanks to direct exchange with "Silver Surfers", the project is continuously adjusted in its implementation. The committee constantly accompanies and evaluates so that, for instance, the topics for new flyers are determined based on the questions repeatedly asked during "Silver Surfer" conferences. Supply is determined by demand.

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

There is a constant feedback from conferences, media reports or consultations. It is all about a regular bottom-up method which allows continuous evaluation.

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**)

It is the only project in Luxembourg that aims at creating awareness among senior citizens about internet security. The professional training offered to "Silver Surfers" by SECURITYMADEIN.LU is also unique. The "seniors for seniors" model

is a proven method demonstrated by the SenioreSécherheetsBeroder. The project is a collaboration initiative by existing administrations and associations which build a network and thus assist each other (win-win situation). Volunteer "Silver Surfers" are assisted and supported by professionals. The project pursues several objectives at different levels.

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**)

1. BEE SECURE

BEE SECURE is a joint initiative of Luxembourg's Ministry of Family, Integration and the Greater Region as well as the Ministry of Education, Childhood and Youth and the Ministry of the Economy.

The BEE SECURE initiative includes all the joint actions of these partners to create awareness on the safe use of information and communication technologies.

BEE SECURE is supported by the European Commission and cooperates as a Luxembourg Safer Internet Centre on the European Insafe network.

Current affairs, priorities and future strategies are discussed in a joint committee by the 3 ministries.

2. Ministry of Family, Integration and the Greater Region

The Ministry of Family, Integration and the Greater Region is a government authority in charge of family and social matters in the following areas:

- Family policy,
- Social benefits,
- Providing care for senior citizens and disabled persons,
- Social integration of foreigners and refugees,
- Solidarity.

Since the end of the 1990s the ministry has attached great importance to the creation of services that meet the needs of people above 50 in the fields of training, lifelong learning, sports and leisure, participation and engagement in social life and modern technologies. Examples are the senior citizens academy of the RBS-Center fir Altersfroen and the senior citizens clubs. The relevant department at the ministry regularly initiates events in this field.

The "Senior citizens" department promotes the "Silver Surfer" project first through financial assistance. An employee of the ministry is the contact person for the "Silver Surfer" project, representative at the BEE SECURE inter-ministerial committee and "Silver Surfer" committee.

3. SECURITYMADEIN.LU

SECURITYMADEIN.LU is the main online source for cyber security in Luxembourg. Its goal is to provide news, relevant information as well as a toolbox with useful cyber security solutions for private users, organisations and the ICT community.

SECURITYMADEIN.LU is an initiative of „security made in Lëtzebuerg“ (SMILE) g.i.e. The state of the Grand Duchy of Luxembourg, represented by three ministries (Ministry of Family, Integration and the Greater Region, Ministry of Education, Childhood and Youth, Ministry of the Economy) as well as local government federations SIGI (Syndicat Intercommunal de Gestion Informatique) and SYVICOL (Syndicat des Villes et Communes du Luxembourg) fund and manage SMILE g.i.e. and all its activities in a partnership. The management board is composed of representatives of all stakeholding members.

In addition to the Ministry of Family, SECURITYMADEIN.LU is a major partner for the "Silver Surfer" project. It brings in the necessary professional background and is currently in charge of managing the "Silver Surfer" project. Volunteer senior citizens are trained here as "Silver Surfers". SECURITYMADEIN.LU also participates financially in the project. Its representatives are members of the BEE SECURE inter-ministerial committee and "Silver Surfer" committee.

4. RBS – Center fir Altersfroen

RBS – Center fir Altersfroen is a non-profit association which offers information and support services for senior citizens as well as help and care services employees.

RBS – Center fir Altersfroen is mainly active in four areas:

- The further training institute for elderly-care professionals,
- The senior citizens' academy,
- The applied research department,
- The publication department.

The senior citizens' academy is intended for people above 50. It offers activities which enable participants to improve their knowledge, acquire new skills, make new social contacts and obtain answers to ageing-related questions. It promotes lifelong learning, inter-generation and inter-cultural dialogue, participation in social life and health maintenance. Members of RBS computer club have been trained as "Silver Surfers" and offer internet security conferences.

The contact person of the senior citizens academy is a member of "Silver Surfer" committee.

5. SenioreSécherheetsBeroder

Fully in keeping with the motto "seniors for seniors", the non-profit association SenioreSécherheetsBeroder has been organising over the past years trainings for "senior citizen security advisers", in collaboration with the Grand Duchy police.

Topics like road safety, pickpocketing, doorstep selling, use of cash and credit cards, protection against burglary as well as internet security are handled at public conferences.

The purpose of this volunteer commitment is to teach senior citizens how to better protect themselves, and to strengthen their sense of security. This is an important aspect of promoting the senior citizens' active participation in social life and improving their quality of life.

Members of the SenioreSécherheetsBeroder have been trained to become "Silver Surfers" and make conferences on internet security.

SSB's contact person is represented in "Silver Surfer" committee.

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 Ministry of Family bears part of the costs of information materials.

SECURITYMADEIN.LU also pays part of the information-material and web-hosting costs. It offers "Silver Surfer" trainings within the framework of its activities. The training is free for volunteer senior citizens.

Basic training for "Silver Surfers": 2 x 6 hours

Thematic training: 1 hour/theme

Up till now, the employees of all partners have performed the inherent tasks within the framework of their regular working hours.

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

Costs of brochures/flyers (total till date): 5 945 euros

Training costs: free

Volunteer "Silver Surfers": 20 of them trained, 8 of them actively

A part-time position (20 hours/week) would be needed to assure the management and to further develop the project.

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**)

The pragmatic method and bundling of existing resources make it possible to work cost-effectively.

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

The project is working to the partners' satisfaction and is continuously developed. However, it must first be ensured that a part-time employee accompanies the project and caters for the volunteers.

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

The "Silver Surfer" project is fully in keeping with the European information campaign on the safe use of the internet, and targets the senior-citizen population group.

Moreover, a cross-border exchange can be organised in case of replication. The project has the potentials to further develop in the European exchange and to grow from experiences.

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

Silver Surfer

The "Silver Surfer" project is a project by senior citizens for senior citizens. Volunteer senior citizens receive specific training on the creation of awareness about the safe use of the internet. They transfer their knowledge to other senior citizens through conferences, for instance during senior citizens events, at senior citizens' clubs or in senior citizens' associations. "Silver Surfers" work as multipliers.

In 2014 the project was created at the initiative of BEE SECURE and is based on collaboration between the Ministry of Family, Integration and the Greater Region of Luxembourg, SECURITYMADEIN.LU, RBS-Center fir Altersfroen and the SenioreSécherheetsBeroder.