

European Crime Prevention Award (ECPA)

Annex I

Approved by the EUCPN Management Board in 2014

Please complete the template in English in compliance with the ECPA criteria contained in the Rules and procedures for awarding and presenting the European Crime Prevention Award (Par.2 §3).

General information

- Please specify your country.

Belgium

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

This is the ECPA entry

- What is the title of the project?

Cybersimple.be

Protecting yourself online is cybersimple!

- Who is responsible for the project? Contact details.

Francois Gilson, Country Marketing Manager Belgium, Google, fgilson@google.com

Test Achats Contact TBC

- 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.

Yes.

Media campaign mid-April 2017 until end of June 2017.

Launch of summer vacation tips 15th of June 2017.

- 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.cybersimple.be/eng

<https://www.cybersimple.be/en/cybersimplebe-joint-initiative>

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

The Cybersimple campaign aims to educate and empower consumers in Belgium to protect themselves for a safer online experience.

The internet changes how we live and work and it's changing all the time too. Keeping up is vital to be able to benefit fully from new opportunities it offers. We want all Belgians to seize those opportunities while remaining safe and secure.

Building on local research, Google and Test Achats joined forces to develop an online educational platform – cybersimple.be – where consumers can learn from a series of 90 web-safety tips ranging from account and device protection to child safety and online transactions. The web site is available in French, Dutch and English.

The website content is split into categories helping consumers to protect their online accounts, devices, online transactions, and more. It also includes tips on how to keep your children safe online. Everything is easy to find, with tips from various categories featured on a tiled wall on the home page. A tile on the homepage also invites users to participate in online quizzes covering each category of the site and offering citizens a playful way to test their knowledge and fill the gaps at the same time.

The Cybersimple campaign was launched with the announcement of Google's partnership with the Belgian consumer association Test-Achats with a press event in Brussels on March 15th – World Consumer Rights Day. Google and Test-Achats were joined by local partners Digital Belgium, Child Focus, Centre for Cyber Security Belgium, the Belgian Police and European Consumer Centre Belgium. A joint press release was distributed to the national press on the day.

“This partnership between Google and Test-Achats is a great initiative giving people the ability to test their knowledge and have a clear overview of the basic protective measures they need to take to ensure their safety online” said Alexander De Croo, Belgian Deputy Prime Minister.

The event, attended by over 20 journalists, resulted in 47 pieces of media coverage - including prime time on TV news and front page of some newspapers, helping to spread our message to the population.

The development of a simple, engaging HTML online safety quiz that journalists can embed on their own web site helped to scale our campaign content across many news sites.

Mid-April a paid media campaign helped us to raise the campaign awareness amongst consumers in Belgium. This 8 weeks long campaign included Video pre-rolls on YouTube, Online banners, Out-of-home placements in Brussels, and Social media. Test Achats also promoted the initiative on their website and in an e-mail newsletter to their subscribers.

The creative executions featured three easy-to-do web safety tips, mirroring some of the Cybersimple.be website categories: Online transactions, Child safety & Account safety. These executions showed each one web safety tip, so even by only seeing the advertisement a citizen could just follow the tip and be a bit safer online without even visiting the Cybersimple Website. Pragmatic tips included for example: Always check the green padlock in your URL - making consumers aware that they should always ensure they buy on websites that transmit their transaction data securely.

- **The project shall focus on prevention and/or reduction of everyday crime and fear of crime within the theme.**

- How does the project contribute to crime prevention and/or to the reduction of crime or the fear of crime? (Max. 150 words)

The Cybersimple website aims to prevent cybercrime by arming and empowering citizens with knowledge of how they can protect themselves and be in control of their online safety.

Many online scams and attacks can be prevented by applying fairly simple common sense precautions - the equivalent of locking your door when you leave the house or to look left and right before crossing a road. The fast progress of online services has left many people unprepared for the risks that exist online.

Therefore Cybersimple gives consumers easy-to-follow tips that everybody can follow to be safer online.

Scams and cyber attacks happen every day and can happen to anybody. Knowing what to look out for, what to avoid and how to make it harder for criminals - and who to turn to if you have become a cybercrime victim - all this helps to reduce the anxiety that people can experience online.

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

Research has shown that many Belgians know about online threats- often through media stories or their own experience. But not many know what to do to protect themselves against these threats, or even that they can protect themselves.

Raising awareness about steps everybody can take we aim to incite Belgian citizens to undertake these steps to better online safety. Just changing a password from a weak one to a secure one can improve one's online safety immensely. Not making online transactions on unsecured public wifi takes the opportunity away from a criminal intent on stealing credit card details. Being more responsible and thoughtful when sharing pictures and location information on social media can prevent theft.

We try to teach citizens how they can make life harder for criminals and easier for themselves by taking a couple of simple precautions helping to make them feel more in control and confident online.

- **The project shall have been evaluated and have achieved most or all of its objectives.**

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

9 out of 10 Belgian internet users are interested in their online security. However, 69% of them say they don't know how to protect themselves.

The consequence of this lack of knowledge: more than 1 in 3 Belgians have already had a negative experience online. Primarily, these negative experiences were viruses, followed by opening a phishing e-mail or a computer that had been hacked.

In our research over a third of the people surveyed said they did not choose strong passwords and around the same number of respondents stated they did not regularly update their devices.

We concluded that people recognise many online threats but their actual knowledge about them is limited. Being aware of the threats but not knowing what to do about them causes them to feel that their online safety is out of their control.

For this reason we aim to raise awareness of the actual steps everybody can take to be safer online to enable citizen to take that control into their own hands.

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

We commissioned research, conducted by GfK, into the knowledge and awareness of cybersecurity threats in Belgium to give us a clear understanding of users perceptions towards online security, to uncover use cases where security and privacy are barriers for online behavior and to reveal inner truths regarding the lack of safe & advanced web usage.

We conducted qualitative research (2 focus groups, 2 expert interviews, 1 online community) and quantitative research (500 people surveyed in an online panel) in both the French and Dutch speaking parts of Belgium.

The results of the research confirmed the thesis that awareness of online threats does not equal knowledge of how to protect oneself against them and showed that many people do not have sufficient knowledge to protect themselves at present.

The results of the research also informed the topics we chose to showcase in the awareness campaign.

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

- Raise awareness about the topic in the general population and de-mystify online safety
 - Striking a positive tone without trying to whitewash the risks that exist online
 - Give people confidence in themselves to believe that they can protect themselves, there's no need to be an IT Expert to be safe
 - Nobody is 100% safe but we can do a lot to protect ourselves better
 - Many crimes happen as a result of our own behaviour - everybody needs to take responsibility, the same as in our offline lives by applying safety measures to keep our properties and dependants safe
- Give consumers practical advice how to improve their online security
 - Easy to follow tips in plain language without IT jargon
- Empower consumers to pro-actively take steps to protect themselves and their children
 - Simple gestures that don't take more than a couple of minutes to do to increase the chance that people will do it

- 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**)

Media campaign objective: Raise awareness amongst Belgian parents and adults aged 18 to 45 years

Measurements:

OOH

Methodology:

Online awareness barometer, measuring on a representative sample of the Belgian population aged 18+ evolution in awareness around internet safety topics before and after the communication campaign.

1000 interviews recruited via Internetpanel.be from AQRate.

Results:

- 17% of Belgians and 34% in Brussels recall the campaign
- Adults aged 35-54 have a better recall (20%)
- 40% of 18-34s link campaign to Google and/or Test Achats
- 94% said Campaign was clear and understandable, 88% found it informative;

68% said it encouraged them to search for more information on the subject

Online media

Methodology:

1. DFA serves charity ads to a hold-out control group
2. Exposed and control groups are retargeted with in-banner survey
3. Responses are mapped via DT logs to user exposure path
4. Control and exposed responses compared to measure lift in brand metrics

Results:

- 4% lift in awareness of Cybersimple campaign in 35-45 yr olds (12%)
- 2% increased awareness amongst parents (11%)

- 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 first phase of the initiative has been to develop the cybersimple.be website where people can find a wide range of tips for their web safety. We identified the topics the website should cover using our research results and the Test Achats editorial team developed the appropriate tips content.

The website has been live since March 15th and we anticipate to use it for future campaigns at appropriate times of the year- for example Safe Internet Day, cyber security month etc.

In order to raise awareness of the topic and to help people discover the content we have developed we conducted a 8 week media campaign.

We want to reach especially reach those people who are going online regularly and frequently. For this reason we targeted 18-45 year old Belgians and parents, who we want to reach with our tips for how to protect children online. Our media agencies helped us to choose the appropriate channels that this age group uses most frequently.

We have been monitoring website usage with Google Analytics and are able to see how many people visit the website, which parts of the websites they use and how long and also, where possible, see the demographics (age, gender) of the website visitors. Our agency also improved traffic to the web quiz content by moving to a more prominent place on the homepage.

During the media campaign we had access to Essence's Monitoring tool, with weekly updates on the delivery of the campaign. Essence managed delivery of the campaign

and took action when required to ensure the budget was used as planned, that our ads were shown next to appropriate content and that ads were viewable. They also optimised frequency to ensure that we reach a wide segment of our target group without over exposing users.

- 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

We have taken steps to measure and evaluate the outcome of the campaign in several ways:

1. We commissioned a representative online pre-post campaign survey conducted by OMD/Essence

Questions:

- Awareness, experiences with internet safety matters and protection measures taken
- Campaign awareness
- Campaign appreciation

Results:

- On knowledge about “how to protect” we noticed a significant increase on how to protect PC and laptop, but also for data protection between both waves, the increase is much higher when only taking into account our target age range.
- Almost 17% of people surveyed have seen the campaign in the streets- but up to 18,5% for our target age range.
- Nearly 20% attributed it to Google and / or Test Achats / Test Aankoop (28% of the target age range)
- The creative executions are perceived as clear, pleasant to watch, informative and likable
- Nearly 70% say the campaign encourages them to search for more information about the topic

2. We used Website analytics (Google Analytics tool) to measure traffic and behaviour on the cybersimple website

Traffic since campaign launch

- 233,000 unique visitors on the cybersimple website

- 50,520 people have started a web safety quiz
- Average time spent on the site: 1,27 minutes
- Average pages visited on website: 2,84

3. Measurement of online campaign conducted by Essence against goal given for media campaign to increase aided awareness by 5 percent

An online survey conducted by Essence confirmed that awareness of the Cybersimple campaign has increased by 4% amongst our target group of the 35 to 45 year olds.

- **The project shall, as far as possible, be innovative, involving new methods or new approaches.**

- How is the project innovative in its methods and/or approaches? (Max. 150 words)

We try not to raise fears but to convey a positive message: that it's possible for everybody to be in control of your online security. The internet mirrors humanity with its good and bad sides. The best strategy is to be able to spot the threats and to know how to defend and protect yourself.

Most people are active online nowadays. So Cybersimple speaks the language of the consumer. We try not to overload readers with long copy and jargon that puts them off and makes them think that this is 'not for me' or 'complicated'.

Web safety is perceived as a dry topic- we try to make the subject more accessible and engaging: by introducing quizzes and transmitting the vital information- the 'how-to'- in short form in plain language.

The upbeat mood is also reflected in the website and illustrations in bright colours that are welcoming, fresh and playful.

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

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

Google and Test Achats joined forces and developed this initiative and the website content together using their respective marketing and editorial teams. Preliminary research to inform the campaign and its contents was commissioned from GfK Belgium.

The campaign concept, strategy, website and creative executions for the media campaign were developed by our creative agency, MostWanted, in Brussels. The plan

for the media campaign was developed and executed by our media agencies Essence and OMD Belgium.

To raise more awareness and to increase the reach of our message we also partnered with a number of additional partners who support and endorse the campaign with a presence of their logo on the Cybersimple website. These include Child Focus, Digital Belgium, The Federal Police, Centre for Cybersecurity Belgium, Federal Public Service Home Affairs (ibz) and the European Consumer Centre Belgium.

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

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

The project is financed by Google and Test Achats.

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

Cost of campaign and assets: 2 million Euros.

- 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)

We carefully considered results from similar campaigns we conducted with consumer associations in Spain and Italy to ensure we learn from these.

We critically examined their campaign materials and websites to explore elements of the structure and content that we could adopt and dismiss others that would be not locally relevant.

We optimised our media strategy and media buying in order to have most impact on the audience we wanted to reach with our message. To be able to learn from previous campaigns allowed us to successfully execute the media plan by extending the duration and optimising delivery using broader media targets in the different channels.

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

The Cybersimple website and campaign could be localised for use in other countries but we would be careful to first conduct research to uncover the most relevant topics in terms of cyber security in the countries concerned. Since we have started similar campaigns in Spain and Italy recently we have conducted research in those countries and in the Netherlands so we already have gathered insights into the topics that consumers care about in different European countries and found that the topics we cover on the Cybersimple website are pertinent to those other markets.

We would also test the creative executions to determine if it would be advisable to adapt or change for different countries.

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

Online security is a topic that concerns everybody. Cyber criminals act on a global scale and citizens can be affected everywhere.

In Europe where internet usage is high in many member states awareness and education about online threats and measures against them should therefore have a high priority.

Just under half of EU citizens (47%) say that they feel well informed about the risks of cybercrime; specifically, 10% feel very well informed and 37% feel fairly well informed. However, 29% do not feel very well informed and 21% say they do not feel informed at all about the risks of cybercrime.¹

These numbers show that there is a need for more education about the different types of cybercrime, and how citizens can protect themselves against them.

Google is working with a range of partners such as local consumer associations in several European countries to raise awareness and to educate citizens about online security. Other partnerships in Europe include Spain with the local consumer association OCU and Italy with Altroconsumo. We also partner with Which? in the UK to provide free in-person online security training for consumers as part of our digital skills training program Google Digital Garage.

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

¹ European Commission, Special Eurobarometer 423, Cyber Security, February 2015

Governments, NGOs and companies work towards making the internet a safer place. Google and Test Achats recognise that everybody in society should play their part in helping citizens to enjoy the benefits of the internet safe and secure. Therefore we have joined forces to develop Cybersimple, an initiative to raise awareness and to educate Belgian citizen about online security. On the cybersimple.be website citizens can get consumer-friendly information about the most common online threats and short practical tips how that they can easily implement to protect themselves and their families.