

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.

The Czech Republic

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

ECPA entry project

- What is the title of the project?

Kraje pro bezpečný internet – Regions for Safe Internet

- Who is responsible for the project? Contact details.

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- 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 was commenced on September 13th, 2013 and is still running.

- 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.kpbi.cz

Resolution of the Council of Association of Regions of the Czech Republic, print No. 44.
(<http://www.asociacekrajju.cz/association-of-regions-of-the-czech-republic/>)

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

The project **Regions for Safe Internet** is implemented under the auspices of the Association of Regions of the Czech Republic. The aim of the project is to minimize the risks associated with the use of information and communication technologies (cyberbullying, cyber grooming, or other types of cybercrime). In addition, it is a valuable tool for raising awareness of these risks and the possibilities of prevention and assistance in the area of safe behaviour in the cyberspace through a cooperation of all 14 regions of the Czech Republic. The project offers a **wide range of activities** for a wide spectrum of target groups – children and students, parents and the public, police officers, social workers, teachers and senior citizens. E-learning lessons available on the project website www.kpbi.cz were prepared for each target group. In addition to this, specific seminars and lectures are provided for IT specialist in order to extend their awareness of the potential cybercrime attacks etc.

Specific e-learning lessons are tailored to the needs of individual target groups and complemented by knowledge quizzes so the users can verify their knowledge. Lessons for children and students are complemented by a contest quiz, which is divided into several levels, including regional rounds and a national round. Last year, nearly 30.000 pupils and students joined the contest. The contest quiz is prepared in cooperation with project partners – CZ.NIC, Microsoft, and Gordic. In addition to this, short video footages designed for senior citizens, focused on typical risks associated with the behaviour on the Internet and this target group, were also released last year. In addition to e-learning lessons, seminars for students and teachers focused on financial literacy on the Internet, and regular seminars for IT workers on the topic of cyber security took place. Currently, there are video footages for children designed for low-threshold facilities, regular seminars for children, police officers, social workers, and teachers, prepared in the framework of the project. Update of e-learning lessons particularly for children and students is also planned.

- **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 project contributes to reducing crime by passing on information on how to behave safely in the Internet environment. Interactivity is the advantage, as well as its modern design of the information transfer (via video footages in addition to e-learning). The e-learning lessons are followed by knowledge quizzes, where it is possible to verify the information obtained. The project focuses not only on online tools but also on regular seminars, where participants have the opportunity to interact instantly on the topic.

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

The project is distributed throughout the Czech Republic via its main information channel at www.kpbi.cz and next to it via the websites of all 14 Regions of the Czech Republic. Information is freely available (free of charge and without registration), and is directed at the entire population through various activities (see the project description). Regular media coverage of the project is the basis for communicating messages to all target groups. Media coverage is ensured in cooperation with the project partners. Regional coordinators use regional periodicals for the promotion of the project. The national media are regularly informed about the activities of the project.

- **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?

The project focuses on the latest and aggregated risks associated with the use of information and communication technologies and behaviours on the Internet (cyberbullying, cyber grooming, cyber-attacks and other types of cybercrime). Therefore, the project focuses on minimizing these risks and raising awareness in this area. Regions as founders of high schools, social services implementers, etc. have a direct impact on project target groups and can easily help to solve these issues.

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

The project utilized the already existing analyses of *Seznam.cz* and the *Centre for the prevention of risky virtual communication* at the Pedagogical Faculty of the Palacký University Olomouc – Research on Behavior of Czech Children in the Internet Environment in 2013, and similar research of the *e-Safety* project (research of teachers' bullying, etc.).

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

The main aim of the project **Regions for Safe Internet** was to prevent cybercrime, to raise awareness of the risks of the Internet use and other risks associated with the communication technologies, to minimize such risks and cyber-attacks, increase awareness among the population about the online security and prevention measures and assistance. The secondary aim was to increase digital literacy of individual target groups – e.g. especially

children, seniors, police officers, social workers, teachers, parents.

- 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**)

Yes, the evaluation criteria include the number of participants in individual activities or the number of project outputs.

In 2016, the number of participants in each activity was as follows:

- 14 participating regions
- almost 30.000 registered children and students in the contest quiz
- 736 registered teachers, 88 social workers and police officers, and 369 parents
- 1.300 students and 200 teachers trained in the regular courses
- 160 IT workers trained

In 2016, preserving or increasing the number of regions currently involved in the project was as follows:

- 14 regions were formally involved, 12 regions actively (compared to 2015 when only 10 regions were involved)

The overall evaluation of the project was positive, with growth of its stakeholders and participants.

- 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 evaluated annually in the final report by the Council of the Association of Regions of the Czech Republic. This report is elaborated by the project manager. The implementation of the project was evaluated as successful.

- 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

An outcome evaluation is carried out on an annual basis (elaborated by the Head of the Regions for Safe Internet project). It usually includes information on the regions which joined the project and project partners in the given year. In addition, it lists outcomes and results, i.e. number of video footages, number of e-learning lessons and regular seminars for

specific target groups, information on contest quiz. The annual outcome evaluation also provides statistics which allow for the comparison with previous years. As regards the project goals, each outcome evaluation summarizes the achieved objectives.

At the beginning of each year, a „work programme“ is prepared in order to set the goals, identify partners and define the outcomes of the project in the given year.

- **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**)

The project uses the latest teaching forms, both in the on-line environment and in regular seminars, video footages, webinars etc. with the aim to communicate information in an attractive manner through the use of innovative graphics.

- **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**)

The project is implemented under the auspices of the Association of Regions of the Czech Republic. All 14 regions of the Czech Republic are participating in the project and are involved in its implementation. Association CZ.NIC (domain administrators) and commercial entities Microsoft and Gordic, a leading Czech developer and supplier of information systems, are partners of the project as regards the contest quiz – they participate in the content of the contest quiz and its media coverage. The implementation of the e-learning module is provided by PC Help. Testing and teaching materials are supported by grants from the Crime Prevention Program of the Ministry of the Interior of the Czech Republic. Organizationally and financially, the 14 regions of the Czech Republic participate in the project. Cooperation with the Police of the Czech Republic is also intensifying, with a cooperation agreement establishing cooperation on the content of the project, new courses for police officers etc.

- **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 funded from the budget of individual regions of the Czech Republic, from subsidies of the Ministry of the Interior allocated for crime prevention activities, and from individual donors and project partners.

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

The project has a regional coordinator in each region; the coordinator of the Vysočina Region is also the project leader. A similar professional guarantor is from the Association of Regions of the Czech Republic. Since 2017 the Police of the Czech Republic is active partner of the project.

In 2017, the project has a budget of approximately CZK 1.800.000 (CZK 600.000 in the contributions of individual regions, CZK 909.000 in the subsidies of the Ministry of the Interior of the Czech Republic, prizes in the value of CZK 300.000 from project partners for the contest quiz for children).

- 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, a cost-benefit analysis has not been carried out.

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

The project is implemented on the national level, i.e. all 14 regions of the Czech Republic are participating, and the number of professional project partners is increasing annually. In the case of interest of other EU Member States, we are prepared to share the know-how and forward all relevant project information to our foreign counterparts. In 2017, the project cooperates in the organization of the International Conference on Electronic Violence and Cybercrime, www.kr-vysocina.cz/ebezpecnost/konference/en.

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

Prevention of cybercrime and sharing of information on the potential risks of online communication is significant and noteworthy aspect of the project, especially since the number of people using online communication as well as its scope is increasing (e.g. the increase of Internet shopping, Internet banking, use of social media). In the same time cyber-attacks are becoming more sophisticated and more frequent. Since the risks associated with cybercrimes are more or less the same across the European countries, this project prevention activities' and provided information on these risks are straightforwardly replicable/transferable to other EU Member States. The project offers unique platform, having a national level impact by linking regional crime prevention managers and their partners into collaboration, sharing and streaming of particularised preventive information

among all age groups.

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

The project Regions for Safe Internet is implemented under the auspices of the Association of Regions of the Czech Republic. The aim of the project is to minimize the risks associated with the use of Internet and communication technologies, to raise awareness of these risks and to provide information about the possibilities of prevention in the area of electronic security.

The target groups of this project are children and students, parents and the public, police officers, social workers, teachers and senior citizens. E-learning lessons available on the project website www.kpbi.cz were prepared for each target group. Lessons for children and students are complemented by a contest quiz. For senior citizens, short video footages focused on electronic security were prepared last year and awarded as the best crime prevention project in the Czech Republic. In addition to e-learning lessons and video footages, regular seminars for students, teachers and IT informatics take place each year.

Currently, there are video footages for children designed for low-threshold facilities, regular seminars for children, police officers, social workers, and teachers, prepared in the framework of the project.