

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.

Finland

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

Yes, this is Finland's ECPA entry.

- What is the title of the project?

Finnish Hotline Nettivihje

- 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.

Year 2002; the activity is ongoing.

- 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).

<http://bit.ly/2fPbx7h> - link to the hotline's front page in the English language.

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

The ever faster digitalisation has increased the amount and use of online material depicting child sexual abuse. Sexual abuse of children online is a growing form of criminal activity, and an extensive national and international collaboration (between organisations, authorities and service providers) has generally been assessed to be the most effective means of fighting this type of crime. The EU directive (2011/93/EU) on combating the sexual abuse and sexual exploitation of children and child pornography requires the member states to combat sexual crimes committed against children and to reinforce the protection and assistance of the victims of such crimes. In addition, the directive also includes special provisions regarding, for example, online material depicting child abuse.

The Finnish Hotline Nettivihje, maintained by Save the Children Finland, has been in operation since 2002. Nettivihje offers public a way to anonymously report online child sexual abuse material (CSAM). The work of Nettivihje consists of daily assessment and classification of reports received by using ICCAM-solution. All three analysts working in Nettivihje have been trained for the work at the INTERPOL headquarters in Lyon. Nettivihje is part of the International Association of Internet Hotlines (INHOPE), which consists of 51 hotlines in 45 countries worldwide. INHOPE strives to enhance the removal of CSAM from the Internet through national and international cooperation. Nettivihje passes information on illegal online content located outside Finland to the hotline in the country where the illegal material is hosted and the Finnish National Bureau of Investigation. All relevant information regarding Finland is passed to Finnish NBI for evaluation and possible actions. The main purpose of Nettivihje and INHOPE is to hasten the removal of CSAM from the Internet and to help law enforcement to take further actions in the matter.

Online sexual violence, exploitation and abuse of children are some of the worst forms of harm inflicted to children and, at the same time, combating these horrific crimes is extremely challenging. It requires diversified measures ranging from the activity of individual citizens to wider international cooperation. The number of reports the Finnish hotline Nettivihje receives is based solely on the activity of and measures taken by the citizens in situations where they suspect that online materials or activities may be related to sexual abuse of children. The Save the Children hotline is an excellent example of measures that an individual can take in combating crime. The seamless network includes both individual citizens and international collaboration of the authorities across borders.

The fast removal of CSAM prevents re-victimization of the children depicted in the material. By quickly passing on the information to both national and international law enforcement agencies both helps with the victim identification and saves children from ongoing abuse, also in Scandinavia.

- **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**)

Hotline activity such as Nettivihje is a strongly preventive type of activity that reduces both the dissemination and downloading and use of illegal material. Sexual abuse in childhood increases the risk of the victim being sexually abused later in adolescence or as an adult. While sexual abuse experienced as a child alone does not predict recurrence, the risk of being abused again later in life is considerable.

Advisors working in Nettivihje also train professionals working with children throughout the year. A seminar for 200 people is also organised every year in September to reach professionals and other stakeholders working with children. Through the hotline work and training activities Nettivihje has a crucial role in preventing the recurrence of abuse in particular.

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

Raising awareness among general public of online related sexual abuse of children and child sexual abuse material in particular has been part of the project since the beginning in 2002. Every year advisors working at Nettivihje take part in the biggest sex fair in Finland called sEXHIBITION. Banner advertisement on porn sites and pop up ads are also used to get more reports from the public. Since Nettivihje is highly specialized unit nationally, the press frequently contacts advisors for interviews both in national and international media.

- **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?

Since the inception of the World Wide Web, the amount of child sexual abuse related material has increased fast. Nettivihje was set up in 2002 to eradicate illegal material on the web, and has been committed to the task since then.

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

By 1995, internet users, the internet industry, governments and law enforcement agencies were aware that the internet was being used by persons with sexual interest in children for the publication and exchange of Child Sexual Abuse Images.

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

The objective of the project is by operating the Finnish hotline Nettivihje to receive information from the public relating to child sexual abuse material. Hotline undertakes a preliminary assessment of the legality of the content reported, traces its origin and forwards the report to the relevant body for action (ISP, police or corresponding hotline). During the project, the promotion of hotline services especially among social workers/professional who deal with sexual harassment and sexual abuse related issues and general porn consumers who have high risk of finding CSAM is enhanced. International cooperation plays also an important role and Nettivihje is an active member of INHOPE participating in the network and task group activities to ensure compatibility with data formats of the EU core service platform. Nettivihje strives to maintain its role as a valued partner for the national law enforcement agencies and key player in Finland regarding protecting children from sexual exploitation online.

- 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 key indicator is the number of received reports. This is followed on a regular basis. In case of a decreasing number of reports, intensified marketing efforts are implemented. In 2016, about 1780 reports, including about 60 000 images and videos were received.

Another important indicator is the number of illegal content forwarded to the police. In 2016, 37 % of reports received were assessed as illegal and passed on to the law enforcement. The aim is to have the illegal content removed within three working days,

- 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*

Nettivistihje is based on a process of receiving reports on illegal content, analyzing it and forwarding to the police for inspection. The effectiveness of the process is evaluated internally on an ongoing basis. This process is evaluated by INHOPE. Apart from minor improvement suggestions, the process has matched INHOPE's code of practice well.

- 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

From the law enforcement's point of view, it is important that the material passed on to the police by Nettivihje has been properly assessed as illegal. This constitutes the actual quality of the analysis work.

The quality discussed on a regular basis with the representatives of the National Bureau of Investigation. The feedback has always been positive and no corrective measures have been suggested.

In the feedback received from INTERPOL, the quality of the analysis work has been rated as very high, with more than 95 % of accuracy.

- **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**)

Nettivist is a genuine grassroots-to-the-top concept of crime prevention. Nettivist puts together in an innovative way a pipeline of information and data processing, resulting in effective interventions and takedowns by the police, and eventually, INTERPOL.

The software used in the process, the ICCAM system, developed by a third party for INHOPE, is updated on a regular basis in order to allow more efficient processing of the reported content. This is supported by active feedback by Nettivist and other INHOPE partners.

- **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**)

Nettivist is based on seamless co-operation, stretching from grassroots civic activity all the way up to the cutting-edge forensics carried out at the INTERPOL's Crimes Against Children Unit. The core of the process, the fast exchange of information between Nettivist and the global INHOPE network of hotlines on one hand, and between Nettivist and the National Bureau of Investigation on the other, is the key to successful operation.

Awareness raising is an important aspect of the activity. This is done in close co-operation with leading health and social sector organisations such as the National Institute for Health and Welfare as well as Helsinki University Hospital.

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

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

Nettivistihje has a joint funding from the Funding Centre for Social Welfare and Health Organisations, EU's Connecting Europe Facility, the National Audiovisual Institute of Finland and Save the Children Finland.

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

Annually, the costs of the operation are approximately EUR 300 000, involving three analysts and a hotline manager. This covers the actual analysis work, preventive activities, network operations as well as management and administration.

- 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 average annual cost of the analysis work is approximately 40 000 euros per year. In 2016, the Nettivistihje analysts analysed about 60 000 individual images or videos. Following this rationale, the analysis of one item costs about EUR 0,77 each. 37 % of the material analysed was assessed as illegal and was forwarded to the National Bureau of Investigation. The cost of each forwarded item was EUR 2,07.

The benefit of the other aspects of the work are impossible to be put in financial terms.

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

Hotlines in each country have their own setup in regard to how the co-operation with the law enforcement is established. This relates to legal and technical issues, among others.

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

Nettivistihje is a member of the INHOPE network, in which Member States are well represented, and which is supported by the European Commission Safer Internet Program.

The work is based on regular and intensive exchange of reports on illegal content via the ICCAM platform. For example, a report regarding a website hosting illegal content in one country, revealed by a hotline in another country, will be sent to the hosting country's hotline for analysis, and further to the police in that country for takedown.

For all INHOPE member states, see <http://www.inhope.org/gns/our-members.aspx>.

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

The Finnish Hotline Nettivihje, maintained by Save the Children Finland, has been in operation since 2002. Nettivihje offers the public a way to anonymously report online child sexual abuse material (CSAM). The work of Nettivihje consists of daily assessment and classification of reports received by using ICCAM-solution.

The fast removal of CSAM prevents re-victimization of the children depicted in the material. By quickly passing on the information to both national and international law enforcement agencies both helps with the victim identification and saves children from ongoing abuse, also in Scandinavia.

National and international cooperation is key part of the hotline work. Nettivihje is a part of the International Association of Internet Hotlines (INHOPE) and closely cooperates with both national and international law enforcement agencies. Combating online child sexual exploitation requires diversified measures ranging from the activity of individual citizens to wider international cooperation.