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 Netherlands

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

2017 ECPA entry

- What is the title of the project?

Boefproof

- Who is responsible for the project? Contact details.

Bjorn Decoster: b.decoster@minvenj.nl

- 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.

Since September 2014, we organize a campaign each year. This is important since raising awareness, and thus changing peoples behavior, takes time. The project 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).

https://www.maakhetzeniettemakkelijk.nl/boefproof

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

Boefproof is part of a national awareness campaign for prevention, called "Do not make it too easy". The name of this national campaign refers to making it as hard as possible for criminals to commit an actual crime. In Dutch "Boef" means Criminal; the Boefproof campaign focuses on making mobile devices "Criminal Proof". Mobile phones were overrepresented when it comes to the loot of mugging and pick pocketing.

The Boefproof campaign started off in September 2014. It focuses on activating or installing an anti-theft feature on a mobile device, making it remotely blockable. Boefproof activation is very easy. As a result, the stolen device becomes worthless for thieves and impossible to sell. Also, thieves can not access e-mail, photos, and confidential documents. This ensures that files, including photos, can still be secured safely. Think of a feature like "find my smartphone / tablet" and special anti-theft software. It started off initially as a collaboration with Samsung, but soon other private parties joined, also by introducing anti-theft feature on devices. The kick-off in 2014 got a lot of attention in Dutch national media: https://www.youtube.com/watch?v=Mh6d3iS-WFM.

The Dutch Ministry of Security and Justice and thirteen parties from the telecom and IT sector, affiliated with the Dutch ICT Association, signed a Boefproof action plan in 2016. Its goal is to increase the number of Boefproof mobile devices, thus increasing the cybersecurity and decrease the number of stolen smartphones, tablets and laptops. The focus of the campaign has shifted towards protecting the data (images, movies,…) on mobile devices since citizens are more concerned about protecting their data when their mobile device has been stolen, compared to concerns about the value of the stolen devise itself.

Through the use of social media (Facebook, Twitter), radio commercials, influencers and billboards the Ministry of Security and Justice aims at further enhancing the awareness of citizens about ways to secure their mobile devices and protecting their data. It is a first and simple step in our efforts to mainstream the importance of a good cyber hygiene by offering citizens simple ways to make it for criminals less attractive to steal mobile devices. From there on, we intend to put cyber-awareness even more in the picture. The use of the anti-theft feature was also promoted at schools and meetings for the elderly. Equally important was also to ensure that police forces use the tracking software to catch perpetrators.

In 2017, the campaign was restarted (September 11, 2017) because increasing awareness of citizens in this area remains important. On www.boefproof.nl, people can learn more about how to make a smartphone, tablet and laptop Boefproof.

- **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 crime prevention, through making mobile devices Boefproof, hence worthless when stolen. Boefproof mobile devices are less interesting for criminals to steal and makes it more difficult for potential criminals to access personal data. This contributes to the reduction of crime, in this case the number stolen mobile devices.

By assisting citizens in making their mobile devices Boefproof, citizens are less afraid to be a victim of a crime related to their mobile device. They feel safe that in the inconvenient event that their mobile device is stolen, their personal data is safe and protected. By focusing on this aspect, we try to raise awareness among citizens about the importance of protecting personal data. By starting with the importance (and the possibility) off protecting data on mobile devices in the event of being stolen , we hope to create a more general, positive shift in behavior towards cyber hygiene when using all things connected to the internet (Internet of Things).

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

Through various channels, the Boefproof campaign stresses the importance of taken the necessary precautions to make the device Boefproof. We make use of radio commercials that are broadcasted on national and local radio stations. We created GIF's and short movies that are placed on Facebook and Twitter, thus encouraging citizens to share these GIF's and short movies. We also use nationwide influencers who are well-known and can reach a broad public, for example through a vlog on Youtube. Also billboards in public places where people use their mobile devices frequently, such a as train stations, are being used. We encourage also other partners such as the police and municipalities to use our campaign material. Our private partners, connected to this campaign, use their own channels (such as their internet homepage), social media to promote the campaign. The use of the anti-theft feature was also promoted at schools and meetings for the elderly.

- **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 started initially in order to try and decrease the numbers of stolen devices through theft, pickpocketing and mugging. The numbers of these so-called High Impact Crimes were very high and we sought innovative ways to decrease these numbers. One of these ways was to make it less appealing for criminals to steal this kind of devices. A lot of Dutch citizens don't know how to protect these devices and secure the personal data on it.

As a result, a lot of Dutch citizens have mobile devices which are easily to accessible for criminals and therefor interesting objects to steal.

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

Yes. In 2013 54.253 portable computers were part of the loot through theft/burglary, mugging and pick pocketting. In 2013 69.518 smartphones were part of the loot through theft/burglary, mugging and pick pocketting. These our data from our national police.

Recent research commissioned by the Ministry of Security and Justice by Smartagent Marketings Response showed that 43% of the Dutch citizens surveyed still not know that they can change settings on their mobile phones and laptops in order to render them worthless for thieves. In this regard, 40% of the surveyed Dutch citizens do not know how to make mobile devices Boefproof, while in practice it is simple.

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

There were two main objectives of the project:

1. To decrease the number of stolen mobile devices.
2. To increase awareness among citizens of the importance of protecting their data on their mobile devices, as part of a more general good cyber hygiene.

- 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**)

Our general aim was having less mobile devices/portable computers stolen. This aim was reached.

- Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what where the main results? (**max. 300 words) -** *for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A*

Not as such, we looked primarily at the effect on the the number of mobile and portable devices stolen.

- Has there been an outcome or impact evaluation? Who conducted the evaluation (internally or externally?), which data and evaluation method where 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*

In 2016, the number of portable computers part of the loot through theft/burglary, mugging and pick pocketting, was 29.835. This was a decrease of almost 45 percent. In 2016 43.697 smartphones were part of the loot through theft/burglary, mugging and pick pocketting which represents a decrease of 37 percent compared to 2013.

- **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 innovative approach consists of three aspects.

First all, technology (anti-theft feature on mobile phones) has been put to use to make the make the spoils of a crime, in this case mobile devices, less attractive.

Secondly, the idea and the campaign, was the result of an intensive collaboration with private partners.

Thirdly, it provides citizens a tool to act themselves and protect their data in the case their mobile devices are being stolen.

- **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 participating companies are both hardware manufacturers and providers.

Participating manufacturers include:
- Microsoft Netherlands
- Samsung Electronics Benelux
- Apple Inc.,
- Dell Technologies,
- HP Netherlands,
- Sony Mobile Communications,
- Huawei Technologies (Netherlands) B.V.

The participating providers are:
- KPN
- T-Mobile Netherlands B.V.
- Ziggo / Vodafone Netherlands
- Simyo
- Robin Mobile
- Tele2

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

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

The campaign is being financed by the Dutch government.

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

Around 415.000 euro.

  - 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.

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

No.

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

Smartphones are now an essential tool in all sections of European society, from top government officials to businesses and consumers. The number of mobile users in Europe is projected to amount to 1,242 million in 2020 (Source: www.statista.com). At the same time, the flexibility, potency and diversity of mobile devices, their ecosystems and their patterns of use present a threat landscape far wider than that of traditional computers. A near permanently connected (often over public networks) device with multiple network interfaces and multiple sub-systems such as GPS or cameras, offer an expanding range of attack vectors just as the growing use of these devices in business or personal contexts, is raising the level of loss that a successful cyber threat can precipitate.

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

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The Boefproof campaign started off in September 2014. It stimulates citizens to activate or install an anti-theft feature on a mobile device, thus making the device non-accessible by remote controle in case it gets stolen. As a result, the stolen device becomes worthless for thieves and impossible to sell. Also, thieves can not access e-mail, photos, and confidential documents. This ensures that files, including photos, are secured .