European Crime Prevention Award (ECPA)

Annex I

Approved by the EUCPN Management Board in 2017

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

1. Please specify your country.

Portugal

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

Country's ECPA entry

3. What is the title of the project?

Project PROTEUS – supporting victims of identity theft and identity fraud

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

Portuguese Association for Victim Support (APAV)

Contacts of Project PROTEUS's Manager

Name: Frederico Moyano Marques

E-mail: fredericomarques@apav.pt

Phone: +351 21 358 79 00

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 PROTEUS ran between 02/12/2013 – 01/12/2015

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).

For more information on the project, please see the following link (in English and in Portuguese):

https://apav.pt/publiproj/index.php/52-projeto-proteus-apoio-a-vitimas-de-furto-de-identidade-e-fraude-de-identidade

Following the knowledge gathered with Project PROTEUS, APAV developed a website focused on cybercrime (only available in Portuguese) accessible at: https://apav.pt/cibercrime/

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

According to the 2012 Eurobarometer, 12% of EU citizens have experienced online fraud, 74% agree that the risk of becoming a victim of cybercrime has increased in the past year, 61% are concerned about experiencing identity theft and 43% are concerned about not being able to access online services because of cyber attacks. The project PROTEUS addressed the problems of cybercrime and cyber insecurity, namely in what concerned identity theft and identity fraud, focusing on prevention and on victims' protection. This 2-years-project was promoted by the Associação Portuguesa de Apoio à Vítima (PT) and had a partnership with several entities of other Member States that dealt with cybercrime and provide support to its victims. The general objective of the project PROTEUS was to promote the prevention of criminality and the protection of victims of crime by contributing to increase knowledge, skills, information and awareness on identity theft and identity fraud. As specific objectives, the project aimed at capacitating professionals to provide information and support to victims of these crimes and at promoting prevention amongst EU Citizens. Project PROTEUS was directly targeted to the general public, law enforcement agents, judicial practitioners and victim support workers from countries with a high prevalence of the phenomenon hereby addressed. The direct beneficiaries of the activities were the groups of professionals invited for the pilot training courses, the experts present in the workshops and the participants in the final conference. Victims of identity theft and identity fraud were the indirect beneficiaries of this action. In terms of methodology, the project was based on the stakeholders engagement for the development of the project's activities and outcomes, as the project partners were key organisations directly linked to preventing and fighting cybercrime and providing information and support to its victims; and on raising awareness, as the campaign was strategically disseminated to professionals, high risk sector stakeholders and the general public. In what concerned the activities, expected results and the concrete deliverables and outputs of the activities of the project, we expected to build the capacity of professionals and raise the awareness of the general public towards identity theft and identity fraud by designing and developing 4 versions of a 7 hours pilot training courses on how to deal and to provide information and support to victims of identity theft and fraud, targeted to victim support workers, law enforcement and judicial practitioners; 3 pilot trained groups of 15 professionals; 400 transferable best practice guide in 4 versions on information and support to victims of identity theft and fraud;2 workshops/project meetings (2 days, 15 participants each) and 1 final conference in Lisbon (80 participants in order to promote the exchange of knowledge and experiences between professionals who work in this field); design and development of an awareness raising campaign aiming to highlight the

importance of adopting safe procedures when using the internet and of reporting crimes, including 40.000 leaflets, 6.000 posters, press/web ads, bus shelter ads and street furniture. The shared responsibility of all project partners, their motivation and willingness to have an active role in valuing and improving the dissemination of the project's activities and results is one of the crucial aspects of the dissemination strategy. Dissemination was a horizontal activity of the project and, therefore, a plan of means for dissemination was developed since its very beginning. To ensure that the target groups and beneficiaries had access to the project's activities and results both during and after its duration, the partnership developed a dissemination plan that included several activities and an assembly of a database of contacts and networks.

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**)

Project Proteus followed two clear guidelines: on the one hand, it disseminated the available information to all people using the internet regarding cybercrime, raising their awareness and allowing them to take the necessary self-protection measures; on the other hand, it helped the professionals that handle cybercriminality to develop the technical skills necessary to support victims of cybercrime. Therefore, through the increase of information and the state of alert, the role of criminal prevention was being fulfilled which allowed the reduction of risk of being victim of the crime and, as a result, the number of crimes. The second aspect of the project allowed the reduction of the fear of crime to the extent that the development of a support network with the technical skills adequate to this type of criminality increases the sense of security in the communities when realising that there is a response adequate to the eventuality of the crime.

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

As stated before, raising citizens' awareness of crime prevention was one of the most important aspects for project PROTEUS. This goal was achieved through the methodologies and activities developed within the context of the project. In fact, regarding methodology, the project was based on the stakeholders engagement for the development of the project's activities and outcomes, as the project partners are key organisations directly linked to preventing and fighting cybercrime and providing information and support to its victims; and, on raising awareness, the campaign was strategically disseminated to professionals, high risk sector stakeholders and the general public. In what concerned the activities, it was designed and developed of an awareness raising campaign aimed at highlighting the importance of adopting safe procedures when using the internet and of reporting crimes, including 40.000 leaflets, 6.000 posters, press/web ads, bus shelter ads and street furniture.

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?

By 2011, nearly three quarters of European households had Internet access at home and in 2012 over a third of EU citizens were banking online. Modes of connecting are growing ever more complex too. The benefits of cyberspace are accompanied by a downside, however. Criminals exploit citizens and organisations to steal money, to commit fraud or for other criminal activities, including identity theft. Other types of cybercrime may focus on personal data, as thieves know that by finding such data they can either sell it or use it to target victims. It is difficult to estimate precisely the real costs of cybercrime. Industry predictions are that it runs into the hundreds of millions of Euros per year. Official reports and criminal justice statistics paint a much different picture with small numbers of incidents. However, victimisation surveys demonstrate that individual cybercrime victimisation is significantly higher than for "conventional" crime forms. One global private sector survey suggests that 80 per cent of individual victims of core cybercrime do not report the crime to the police. Underreporting derives from lack of awareness of victimisation and of reporting mechanisms, victim shame and embarrassment, and perceived reputation risks for corporations. The effects on victims are diverse: besides financial losses, the costs also include the time and hassle required sorting matters out. The psychological effects too are not inconsiderable, with victims reporting a variety of reactions: from fear, anger and distress, through to prolong cautiousness and suspicion described by some victims as something akin to "paranoia". There is also a growing cost to the companies, as they frequently bear the financial brunt of the cases. The project PROTEUS addressed two specific issues that result from this scenario: crime prevention making EU citizens more aware of how to be safe online; and support and protection to victims, including the need for highlighting the importance of reporting.

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

Before starting project PROTEUS, given its object, a contextual analysis was conducted by the Portuguese Association for Victim Support (APAV). The task of performing the mentioned analysis can be explained by the role APAV would come to assume throughout the project as the coordinating entity. Since this was a project comprising partners of different Member States with a cross-border coverage, the 2012 data given by the Eurobarometer were used. The data showed the increase in cybercriminality and the subsequent increase of the risk of internet users becoming victims of cybercrime. Given the object of the project, a special attention was given to the data concerning online fraud and identity theft.

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[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

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

Project PROTEUS had two different types of objectives that cannot be graduated between main and secondary objectives since both have different scopes. Therefore, in view of the project PROTEUS it is better suited to distinguish between general and specific objectives. The general objective of the project PROTEUS was to contribute to the prevention of criminality and the protection of victims of crime. As specific objectives, the project aimed at: capacitating professionals to provide support to victims of identity theft and identity fraud through the design and development of a training course and a best practice guide on how to deal and provide information and support to victims of these crimes, targeted to victim support workers, law enforcement and judicial practitioners; promoting the prevention and information on identity theft and identity fraud amongst the EU Citizens through the design and development of an awareness raising campaign aiming to highlight the importance of adopting safe procedures when using the internet and of reporting crimes.

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**)

In order to evaluate the implementation of the activities we used the number of participants in the pilot training courses and in the workshops as indicators, the number of professionals who received the best practice guide, the number of organisations who received the best practice guide, the number of campaign materials developed and disseminated, the number of participants in the final conference, and the number of means used to disseminate the pilot training course, the best practice guide and the campaign materials. The evaluation of the impact and results of the project were lead by APAV, focusing on the efficiency, sustainability, relevance and effectiveness of the project, also bearing in mind strengths, weaknesses, opportunities and threats.

14. 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*

The evaluation project was conducted in two ways: on the one hand, the evaluation was done by the project management team. Every 3 months monitoring meetings took place to evaluate the progress of the project and readjust if necessary. An assessment grid was applied before and after the pilot training courses in order to evaluate its impact on the target groups. The pilot training course and the final conference was also evaluated by its participants. Overall, feedback from the courses were positive, stating that formation, training, workshops, and the final conference were very well organised and the information conveyed had an added value. In one of the training courses, it was pointed out that the methodologies used to convey the contents, namely the documentation, needed improvement. These comments were taken into account and integrated in the final version of the training manual.

15. Has there been an <u>outcome or impact evaluation</u>? 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*

Assessing the outcome of a program like PROTEUS was very complicated, especially from the evaluation that could be reconducted to statistical data point of view. The immediate consequences that arose from the project actions were the capacity building of professionals dealing with victims of identity theft and identity fraud and the awareness raising of the general public towards such a preoccupying phenomenon. In the medium term, these concrete results impacted the daily work of professionals and the support given to these victims by: helping the professionals intervening in such cases; developing horizontal methods, tools and best practices to prevent these crimes; promoting and supporting the cooperation between relevant stakeholders; promoting the prevention of identity theft and identity fraud. These kinds of outcomes are difficult to measure. The evaluation was based on collecting feedback from several participants in the different activities which was, generally, very positive.

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**)

The innovative dimension of the project PROTEUS arose from two aspects: the multi-actor approach and the creation of common and adaptable tools for training and guiding professionals on informing and providing support to victims of identity theft and identity fraud. Firstly, bringing together prosecutors and police officers specialized in cybercrime and victim support workers from different countries and realities to debate strategies for prevention and for victim information and support is innovative, as it allies the perspective of those who work in the field fighting these crimes and therefore know better than anyone else their features, with those who closely deal with the concrete impact of crime on people. Secondly, it is a new trend in this field to conceive and implement a training course and a best practice guide for professionals who provide information and support to victims that can be adapted to train different stakeholders in different countries.

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**)

The project PROTEUS was promoted by the Associação Portuguesa de Apoio à Vítima (PT) and had the partnership of Procuradoria Geral da República (PT), Polícia Judiciária (PT), Fiscalia General del Estado del Reino de España (ES), Pärnu's Centre of Gender Based Violence (EE) and General Inspectorate of the Romanian Police (RO). APAV was the project promoter and therefore responsible for: the overall management of the project and budget, coordination of tasks, as well for communication with the EC. Co-beneficiaries were responsible for:

participating in partners· meetings, input and validation of contents for both the training materials and best practices guide; for conducting 1 pilot training course to professionals; for disseminating the raising awareness materials and all projects' outcomes through all their means and contacts data bases; for organising the final conference. Co-beneficiaries were also responsible for: participating in the project's kick off meeting; participating and validating both the training materials and the contents for the best practices guide; for disseminating the project's activities and outcomes.

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

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

Project PROTEUS was co-financed by the European Commission under the Programme Prevention of and Fight against Crime.

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

Project PROTEUS budget was of 236.246,80€, of which 89,99% were co-financed by the European Commission and the remaining 23.650,00€ (10,1%) were covered by APAV's own resources as project promoter. With regard to the costs: 91.123,92€ were costs with human resources; 11.352,66€ with travel and subsistence costs necessary for the activities; 104.354,77€ with material resources (i.e. design, production and translation of the several outputs, awareness raising campaign and final conference) and 7769,33€ of indirect costs (overheads).

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**)

A cost benefit analysis was carried out by an external Auditor, who issued an audit certificate relating to the costs declared in the Final Financial Statements of the Project. Main findings:
- costs considered reasonable, justified and in compliance with principles of sound financial management, in particular, in terms of value for money and cost-effectiveness;
- costs are recorded in its accounts in accordance with generally accepted accounting principles and requirements of the applicable tax and social legislation.

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

Project PROTEUS can be replicated in in other Member States without particular difficulty. For that to happen, it is enough to find entity partners that deal directly with cybercrime and its victims that can bring their know-how and, at the same time, using the skills developed throughout the project in their activity. It would also be necessary to find an entity that plays as the coordinator of the project on a logistic level and assemble the several contributions given throughout the project's activities to create the manuals. In conclusion, beyond the needs connected with the entity partners and the logistic needs, project PROTEUS can easily be replicated because it relies, most of all, in the contribution given by the partners and the stakeholders.

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

The added value of the project PROTEUS at European level results from the active involvement of different stakeholders (Prosecution services, law enforcement and victim support) from different countries (Portugal, Spain, Romania and Estonia) in the project activities. Besides the more immediate and direct impact of these activities in the countries where they'll take place (the workshops and technical meetings in Spain and Romania, the conference in Portugal, the training course in Portugal, Romania and Estonia and the raising awareness campaign in the four countries), the material outcomes of the project (the training course, the best practices guide and the awareness raising campaign) will be able to be used afterwards not only in the partners' countries but in other Member States, due not only to the dissemination efforts developed within the project but by the multiplier effect that arises from the participation of professionals of different countries in some of the project activities.

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

The project PROTEUS addressed the problems of cybercrime, namely identity theft and identity fraud. This 2-years-project was promoted by the Associação Portuguesa de Apoio à Vítima and had entities of other Member States as partners. The project's objectives were to raise awareness, protect victims of cybercrimes, and capacitate professionals to provide information and support to its victims. PROTEUS is targeted to the general public, law enforcement agents, judicial practitioners and victim support workers. It was based on the stakeholders' engagement for the development of the project's activities and outcomes, as they are key organisations linked to preventing and fighting cybercrime and providing information and support to its victims. To achieve the project's goals, training courses and workshops were held, best practice guides were developed, with a final conference having taken place in Lisbon. A campaign was also developed to raise awareness on adopting safe procedures when using the internet.