

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.

ROMANIA

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

ECPA Entry

- What is the title of the project?

Ora de Net (EN: The Internet Class)

- Who is responsible for the project? Contact details.

Save the Children Romania is the national coordinator of the project. Contact persons:

Georgiana Roșculeț, georgiana.rosculet@salvaticopiii.ro

Ovidiu Majina, ovidiu.majina@salvaticopiii.ro

- 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 started in 2008 and has been awarded funding until 2018. The current application is presenting the results of the last 2 years of implementation (Jan 2015 – September 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.oradenet.salvaticopiii.ro

www.facebook.com/SigurPeNet

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

Ora de net is a unique project in Romania which promotes Internet safety for children and adolescents. Similar projects are implemented all across Europe and are meant to provide services such as:

A) Awareness Building

The project is focused on the virtual environment, having a central website (www.oradenet.ro) and a Facebook profile (<https://www.facebook.com/SigurPeNet>). The main endorser is Alina Eremia, a very well-known Romanian singer amongst teenagers and parents alike.

The project received recognition in 2016 at the National Award Ceremonies for Best Online Social Campaign (Internetics), Best CSR Campaign – 2nd place (PR Awards Romania), 3rd place in Civil Society Gala.

As part of the awareness building service, we have developed the educational component of the *Ora de Net* project which includes workshops and training sessions for children, youth, parents, teachers and specialists who are working with children. At the same time, the awareness building service is focused on elaborating an awareness strategy for children, with particular attention to children at risk, through the following specific activities: public events which included 2 Summer Schools on Safer Internet. They brought together over 80 children and youngsters. The 2015 edition of the summer school benefited from European participation, whilst the 2016 edition was dedicated to Romanian children. Two major Safer Internet Day events, with extensive media coverage, focused on relevant themes, such as: education and technology (2015) and hate speech (2016).

In January 2017, 64 youth panelists and 14 teacher panelists coming from 14 cities attended a four day Children's Rights Winter School organized following the worldwide campaign No Hate Speech movement. The main objective of the event was to train the participants to promote in their communities a kinder, more tolerant way of relating to each other, using non-formal educational methods.

In the same time, we launched a school national contest in partnership with the Ministry of Education that involved teachers and students and proved to be a great way of engaging school representatives, teachers, children and the community as a whole. The national competition was launched on Safer Internet Day 2017 and ended on 24th March. It was attended by 239 schools, more than 9000 teachers, children and adolescents were involved. The message of the event reached over 25.000 children, parents, teachers, public authorities and media representatives.

B) Hotline services

The Hotline *esc_ABUZ* is a civil point of contact for reporting illegal and harmful content online. Reports can be made through the online form available at <http://www.oradenet.salvaticopiii.ro/esc-abuz>. In 2016, a total of **1194** cases were reported, out of which 745 valid Child sexual abuse images. Collaboration with the Police has been set up through a Protocol signed between the Ministry of Internal Affairs and Save the Children Romania.

C) Helpline services

The Helpline *ctrl_AJUTOR* is a counselling line that is meant to offer guidance and advice to children, parents, teachers in cases referring to Internet related issues. The total number of cases reported since January 2015 to present was **2243** with a large proportion of callers (84%) being adolescents and children. The cases have mostly been related to technical abilities, cyberbullying, e-crime, and issues related to privacy. Besides this, a large number of callers wanted to receive information about ways in which they can be safe online. There

has been a significant increase in helpline calls and cases following the online campaign from the previous project, a trend which has been maintained even months after the campaign ceased to be active.

- **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 has been designed to encourage people to report illegal content that is later removed from the internet and is investigated by law enforcement authorities in order to identify victims and perpetrators as well as to teach internet facilities users to ensure their own safety by adopting minimal yet vital protection measures. Moreover, it is a civil point of contact where people can report anonymously without fear of being personally held responsible, thus contributing to the reporting of child sexual abuse images and the identification of this type of perpetrators.

The Helpline receives cases related to issues that children or parents encounter online, offering advice and guiding them to the relevant authorities, thus reducing the rate of cyberbullying, online fraud and violation of privacy. Both children and teenagers can learn from the Helpline how to stay safe online and prevent them from unknowingly commit a crime (e.g. sexting, violation of privacy).

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

The project promotes positive behavior online, thus preventing criminal actions online as well as the victimization of children and youth in the virtual reality. Through its campaigns and direct activities with children, parents and other relevant stakeholders, the project raises citizens' awareness on safety online. In addition, through its network of volunteers and collaborating teachers who held activities in over 2600 schools in Romania across 400 cities, the project ensured a large coverage in both beneficiaries and message deliverance. Furthermore, the project contributes to crime prevention itself by educating the target groups and its indirect beneficiaries about the consequences of criminal activity online as well as the prevention of victimization in various online situations they may find themselves in.

Ultimately, the Hotline promotion public events where the topic of child sexual abuse images online was discussed ensured raising awareness regarding the prevalence of cybercrime and ways to manage it.

- **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 **Ora de Net** was set up to fulfill the need of the community for information on safety online, mainly because a vast majority of our children spend a lot of their time in the virtual reality. In this context, the project contributes to the four main pillars of the *Strategy for a better Internet for Children* :

- Stimulates the production of creative and educational online content for children in the same time promoting positive online experiences for young people. This is done by engaging teenagers into competitions that stimulate the development of apps and tools with educational components, moderated group discussions on trending topics, sharing of positive content materials and good practices
- Scales up awareness and empowerment including teaching of digital literacy and online safety in Romanian schools. This relies on the deployment of targetted courses and teachers being reinforced through the Teachers' Centres.
- Creates a safer environment for children through promotion of policies regarding age-appropriate privacy settings, wider use of parental controls and age rating and content classification. This is enforced through the use of the e-learning platform which will empower parents in using technology properly and also understanding the necessity and usage of parental supervision products.
- Supports law enforcement authorities in their efforts to counter child sexual abuse materials online and child sexual exploitation. In this area, the Hotline acts as the main national reporting point for such issues.

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

The context was analyzed by the project team, using national and international statistics and research. There was an identified need at European level to address the topic of internet safety, reason why, in 2012, the European Commission elaborated the *European Strategy for a Better Internet for Children* and agreed to fund the setting up of a Safer Internet Center in each Member State.

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

The main objectives of the project are:

- To increase awareness on online risks among children, teachers, parents, specialists working with children;
- To increase the number of reports on the Helpline;
- To increase the number of reports on the Hotline.

The secondary objectives of the project are:

- To develop educational resources and activities.
- To develop children's digital skills.
- To increase awareness related to global digital citizenship.

- 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)**

Being a European funded project, the initiative has benefitted from progress monitoring on a periodic basis (annually), technical and financial audits from the competent authorities of the EC, as well as the Romanian State specialized bodies.

- 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*

Yes, partial evaluations have been performed based on the outcomes (narrative documents), according to the project calendar. They were performed by the project manager from the European Commission, as well as representatives of the Ministry of Informational Society for the final report of 2015-2016. The main criteria for evaluation were:

- Number and category of persons informed and included in the activities
- Number of calls on the Hotline
- Number of calls on the Helpline
- Materials and resources developed and disseminated nationwide
- Trained specialists

Impact analysis showed a constant increase in the number of specialists involved (Ministry of Education, Police, Child Protection services), as well as the number of call on the Hot and Help lines.

If during 2015 about 800 reports have been registered, in the first 9 months of 2017 already 1200 reports have been received. Furthermore, after training 180 specialists nationwide in 2016, these have trained in turn over 18.000 professionals.

- 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*

No

- **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 combines various methods of awareness raising through online initiatives (Website with periodic campaigns, contests, resources), offline peer to peer sessions in schools, and non-formal training sessions for various categories of target groups (children, parents, teachers, etc). It is the sole project in Romania which integrates both online initiatives and large-scale campaigns with peer-to-peer, non-formal education and the training of specialists such as social workers, counselors, prevention police, law enforcement, school inspectors.

The novelty of the project relies on the fact that it is an integrated national initiative in the prevention of online child victimization, tackling the issue in a holistic manner thus encompassing:

- awareness raising activities involving multiple target groups (children, parents, educators)
- helpline counselling service to resolve risk situations encountered by children online
- hotline to report child pornography, in collaboration with the National Police Inspectorate.

Given the transnational dimension of the internet, it is clearly necessary actions to be taken on global level, in every country, so as to ensure protection of persons and tackling of dangers online especially because, under the protection of anonymity, perpetrators can easily re-locate.

- **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**)

At national level, the Romanian Safer Internet Center has a mature and well-established, multi-stakeholder network, involving the public sector, private sector and civil society, therefore having the capacity to develop services that help make the Internet a safer environment for children (and citizens at large) through actions that empower and protect them online. The work of the Safer Internet Centre (SIC) is aligned with the Global Alliance objectives, contributing to the deployment of the national priorities set up by the leading authorities.

The three components are already supervised by an Advisory Board which comprises of both governmental and private entities.

- ✚ Telecom (Mobile Operators, ISP's, National Authority for Communication, Ministry of Communication)

- ✦ Education (Ministry Of Education, Ministry of Family, Microsoft, Google Romania, ECDL, UPC, Researchers, National Police)
- ✦ Safety (Cybercrime Department, Kaspersky Lab, Bitdefender)

Good examples of national collaboration were the training sessions “Online safety for children” which were attended by 188 specialists who work with children and youth: school inspectors, social workers, school counselors and representatives of Police prevention department. The success of these endeavors was that after the trainings we set up a network of core resource persons, experts from CSI, DGASPC (Child Protection Services), CJRAE (counseling services) and IGPR (National Police) for Internet safety issues in each of the 42 counties of Romania.

- **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 EU-funded partially through the Safer Internet Generic Services (CEF TELECOM) – 50%.

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

Jan 2015-Jul 2017, the project had a budget of 480.665 Eur (50% European funding).

- 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 cost-benefit analysis.

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

Safer Internet Centers from all member states are in contact and collaborate through exchange of good practice and resources. There have been resources develop by the Romanian SIC that have been adapted and used in other countries. MS can replicate the project easily since it is based on the bringing together of already existent professionals in the education and protection of children. Using the same procedures as the project offers, a network of national and local state authorities and NGOs involved in crime prevention and child protection can be set up, mainly by creating:

- local information networks
- local prevention and intervention networks
- counselling and reporting telephone lines managed either by a ministry or an NGO

Financial support is dependent on EU funding but the State can allot funding as well, Germany, the Netherlands and France being a good example of such practices, due to the global strategic relevance of such initiatives.

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

The project is part of the European initiative of Safer Internet Programs that takes place in each EU member state country: <https://ec.europa.eu/inea/en/connecting-europe-facility/cef-telecom/projects-by-country/multi-country-projects/2015-safer-internet>

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

Ora de Net is a unique European project in Romania that promotes Internet safety for children and adolescents.

To reach our goal:

- ✚ We organize training sessions and workshops on online safety issues for children, parents, teachers and specialists (National Police – prevention department representatives, school counselors and social workers)
- ✚ We offer advice - at [ctrl Ajutor](#) -one can ask any question about the internet or using the technology
- ✚ We offer a reporting line - at [esc ABUZ](#) - one can report the illegal content found on the Romanian web pages and help build a safer Internet.

We have been running the project in Romania since 2008 under the name *Sigur.info*, and since 2016 we have become *Ora de Net*.

During this time, we collaborated with more than 2600 schools in over 430 cities and we reached more than 360,000 children. 95,000 parents and teachers received information or counseling and more than 8,000 complaints were made on the specialized phone lines.