

# 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.

Sweden

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

Entry project

- What is the title of the project?

Surfa lugnt (Safe Surfing)

- 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.

April 2009

Ongoing, it is a permanent business.

- 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.surfalugnt.se](http://www.surfalugnt.se)

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

### **Children and young people are entitled to safe and positive everyday internet activities with responsible adults on hand!**

Surfa Lugnt (Safe Surfing) are working to ensure that young people and adults can talk about everyday internet activities just as we do about everyday activities in the physical world, there's no difference. All of these are meeting places for activities and social interaction.

Surfa lugnt want to make the most of everything positive about youngsters' internet usage – such as engagement, communication and knowledge exchange – while also providing adults with more knowledge for handling online pitfalls like bullying and privacy issues.

A part of Surfa lugnt's activities is that we are lecturing in different contexts at schools, parent meetings and other gatherings. Speakers can also be booked through our website (Speaker Service) and we have also completed four courses last year to "train" Surf Lugnts speakers. Surfa lugnt also hold seminars for leading politicians around twice a year on topics such as "Young and the Internet

Many adults today are finding that they are not necessarily in touch with how the internet functions as a social meeting place. This can also mean that youngsters don't turn to adults if they encounter problems that are internet-related. Consequently, Surfa lugnt want to inspire adults to take an active interest in youngsters' everyday internet activities by:

#### **Uniting numerous organisations around a common goal.**

Surfa Lugnt unites authorities, companies and non-profit organisations who are working together to improve adults' knowledge of youngsters' everyday activities on the internet and who inspire adults to take an active interest in youngsters' everyday internet activities.

#### **Offering a shared platform for Sweden's experts**

Surfa Lugnt provides Sweden's foremost experts in online safety and children's and youth issues using a platform for communication and education initiatives aimed at parents, teachers, educators and other important adults. Communication takes place by the website, PR and survey activities and campaigns.

#### **Highlighting a variety of perspectives**

The mixture of authorities, companies and non-profit organisations is one of Surfa Lugnt's primary strengths. This contributes to a variety of opinions and perspectives regarding how to work towards positive and safe interaction on the internet.

**On the website** the visitors will find advice and tips in twelve languages, information, articles and research about young people's internet habits and links to our partners. Questions can also be put to our panel of experts in internet and youth communication, and the responses will be published direct on the website. In a blog we follow and comment on the ongoing internet debate from a social perspective.

- **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**)

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Surfa lugnt unites authorities, companies and non-profit organisations who are working together to improve adults' knowledge of youngsters' everyday activities on the internet and who inspire adults to take an active interest in youngsters' everyday internet activities.

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

On the website, [www.surfalugnt.se](http://www.surfalugnt.se), visitors will find advice and tips in twelve languages, information, articles and research about young people's internet habits and links to partners. Questions can also be put to our panel of experts in internet and youth communication, and the responses will be published direct on the website. In Surfa lugnts blog they follow and comment on the ongoing internet debate from a social perspective. Surfa lugnt also lectures and train young people and parents as well as teachers on the subject.

- **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 Post and Telecom Agency, the Government and Microsoft took the initiative and asked Kristina Axén Olin to start the New Surfa lugnt because they were concerned about the digital divide as well as saw the need for an organization that seemed a safe networking.

Surfa lugnt want to make the most of everything positive about youngsters' internet usage – such as engagement, communication and knowledge exchange – while also providing adults with more knowledge for handling online pitfalls like bullying and privacy issues.

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

The Post and Telecom Agency, the Government and Microsoft took the initiative and asked Kristina Axén Olin to start the New Surfa Lugnt because they were concerned about the digital divide as well as saw the need for an organization that works for a safe internet.

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

The aim is to capture the benefits of young people's online life, such as commitment, communication and knowledge exchange, while giving parents and other adults more knowledge of managing pitfalls on the Internet, such as e-bullying and privacy issues.

- 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**)

The goal has been to reach as many as possible with our message. Surfa lugnt measure visits to the website, Facebook, ordered folders, download of lesson pdf and so on.

- 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

Unfortunately, we have no measurement or any number of goals, but the purpose has always been to increase the knowledge and communication of adults.

The goal has been to reach as many as possible with our message. Namely; The internet is amazing, but adults must be there and need to talk to children and young people about the net, just as we do around other things that children do.

Of course, we measure visits to the website, Facebook, ordered folders, download of lesson pdf, and the numbers are increasing all the time.

- 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

Networking issues are discussed in many contexts today, hopefully, Surfa lugnt has contributed to the growing number of teachers and adults talking about the network. We also have more players like companies and organizations to take responsibility and who are committed members.

- **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**)

- Using internet for information about internet
- Using experts, authorities, companies and non-profit organisations to work together
- Focus on safe and positive everyday internet activities with responsible adults on hand

During Safer Internetday we tried to teach schools a few lessons to talk about the internet. We can see that over 450 downloads of a lesson material were made via our website. We tried to "turn" the learning situation for many reasons and advised teachers to let the students teach the teachers what they do online and show adults what pages they are on, what they do, etc., as an introduction to the lesson. The feedback we have received has been amazing! Surfa lugnt think that you as an adult, in general, avoid discussions about the network, for example because of prestige.

- **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**)

**BRIS** - Bris work is based on the UN Convention on the Rights of the Child, the Children's Convention, and aims to strengthen the child's rights.

**Com Hem, Telenor och Bredbandsbolaget** - The companies offer private individuals and companies broadband, tv, play and telephone services.

**Fryshuset** - Fryshuset runs several schools and programs for vocational training, seminars and conferences, courses in theatre, music, and sports as well as events, concerts, disco, a skateboard park and a basketball arena.

**Institutet för juridik och internet** - The institute was founded to work against internet-related violations. The work is mainly done through two areas of activity: 1) about opinion formation and education. 2) focus on helping individuals who have been exposed to internet violations for free.

**IT &Telekomföretagen** - IT & Telecom companies are a member organization for companies in the IT and telecom sector.

**Post- och telestyrelsen** - The National Post and Telecom Agency is the authority that monitors the areas of electronic communications and postal services in Sweden. The

authority has four overall goals, one is to secure communications.

**Myndigheten för samhällsskydd och beredskap** - MSB, is a government agency with the task of developing society's ability to prevent and deal with accidents and crises, for example with authorities or organizations

**MySafety försäkringar** - Insurance company that also handle identity protection in a digital world.

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

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

Surfa lugnt is financed by members, authorities and companies, paying about 200,000 SEK per year. The total cost of the project is slightly over 1 million SEK annually.

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

Surfa lugnt is financed by members, authorities and companies, paying about 200,000 SEK per year. The total cost of the project is slightly over 1 million SEK annually. Surfa lugnt have no local or employee. The costs consist of a project manager, webmaster and a working chairman, who are charged correspondingly about one day a week.

- 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?

Use the organizations, companies and authorities in the country who work with and or have an interest in the matter.

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

The strength of gathering authorities, companies and nonprofit organizations to jointly provide a platform for communication and education efforts against parents, teachers, educators and other important adults should be possible in other countries.

It is about recruiting the positive online, such as commitment, communication and knowledge exchange, while giving parents and other adults more knowledge of managing pitfalls on the internet.

Using a website and providing communication and providing support materials should also be necessary and feasible in most countries.

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

Surf lugnt is running a Swedish national initiative to raise school and adult knowledge about children's and young people's everyday lives on the Internet. The aim is to capture the benefits of young people's online life, such as commitment, communication and knowledge exchange, while giving parents and other adults more knowledge of managing pitfalls on the Internet, such as e-bullying and privacy issues

On the website you will find tips about youth online habits and links to research on young people and the Internet. You can also ask questions and receive responses from our experts on internet security and our teenage panel. There are tips and advice on twelve languages on the website.

Surfa lugnt unites Swedish authorities, companies and non-profit organisations who are working together to improve adults' knowledge of youngsters' everyday activities on the internet and who inspire adults to take an active interest in youngsters' everyday internet activities.