



EUCPN
EUROPEAN CRIME PREVENTION NETWORK

1. Project title

BRIGHT SKY ROMANIA

2. Main theme

Bright Sky Ro is an app, a free digital tool that supports victims of domestic abuse, providing assistance and useful information to people in an abusive relationship or to those who want to help such cases.

3. Project purpose and outcome (in two sentences)

The aim is to create a useful tool in informing victims of domestic violence and a campaign to promote it.

The results represented a large number of informed citizens and an electronic tool that works successfully today for all victims and those interested in domestic violence.

4. Project submitter (Member State), project leader(s) and project partner(s)

project leader : Vodafone Romania Foundation

project partners:

- Romanian Police
- "Necuvinte" Association
- "Code for Romania" Association

5. Links to the project's website or online reports/publications (preferably in English)

- <http://www.necuvinte.ro/current-projects/bright-sky-ro/?lang=en>
- <https://www.fundatia-vodafone.ro/bright-sky/>
- <https://play.google.com/store/apps/details?id=com.vodafone.brightsky.ro&hl=ro>

- <https://www.romaniajournal.ro/business/bright-sky-ro-the-first-mobile-app-supporting-victims-of-domestic-abuse-in-romania/>

6. Short summary of the project (**max. 100 words**)

Bright Sky Ro has an informative and educational role, as it describes the categories of gender-based violence, combats myths related to this phenomenon and allows the user to assess the security of a relationship by simply filling out an electronic form. The application also provides a database with support services, a confidential log to document the signs of domestic abuse in text, photo, video or audio format, allows users access to information about the causes and consequences of abuse, safety plan and provisions legal measures that can protect a victim of domestic abuse, as well as measures that can be taken to improve online safety.

7. Project description

After its initial launch in the UK in 2018, the Vodafone Foundation Group has taken the initiative to introduce the Bright Sky application in all countries with Vodafone subsidiaries. Romania is currently the fourth country in which this application is available, after the United Kingdom, Ireland and the Czech Republic.

Bright Sky RO is available for free from May 2020 in the App Store and Google Play Store in Romanian, English and Hungarian and is very helpful in informing potential victims and specialists in the field during this pandemic period.

The police awareness campaign for the Bright Sky RO application aimed to inform citizens about the benefits of the application and the importance of reporting abuse to specialized state institutions.

8. Project objectives

1. creating an easy-to-use tool for informing victims and those interested in domestic violence
2. increasing the trust of the population in the Police and the support services

9. Project outcome

- free digital tool
- awareness campaign

10. Start and end project, timescales and key milestone dates

In the summer of 2019, representatives of the Vodafone Romania Foundation, the Institute for Crime Research and Prevention, the Necuvinte Association and the Code for Romania Association created the content of the application. By the end of the year, the content of the application has been finalized and translated into English and Hungarian. In the first three months of 2020, the application was tested by specialists and on May 7, 2020 the opening conference was organized and the application was launched for the general public use.

The campaign to promote the application was implemented between November 2 and December 10, 2020 and had as supporting materials: two types of posters, a radio spot and a video spot.

11. Funding (total budget and type of funding (e.g. ISEC, EUCPN Fund,...))

The costs were provided by the Vodafone Romania Foundation: about 65,000 euros as follows: application development 30,000 euros, translations, launch event, video production from the application, promotion, communication. Support materials for the campaign carried out by the Police in November-December 3500 euros (poster printing, radio and video spot).

12. Evaluation

The application had from May to October 2020: 2281 downloads and an average of 1000 active users.

After the information campaign carried out by the Police: 4200 downloads and an average of 2400 active users.

There were more than 6.000 Police officers trained to use the application and over 470,000 citizens informed through activities carried out online and offline. The policemen wrote 260 articles taken over by the press, 50 radio

stations broadcast the video spot and 70 partners who manage street screens took over the video spot.

13. Contact details project

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“Code for Romania” Association – contact@code4.ro