1. **Project title**

   Preventive Internet meme competition on counteracting cybercrime

2. **Main theme**

   Threats to children and youth related to cybercrime and the possibilities of counteracting cybercrime

3. **Project purpose and outcome (in two sentences)**

   - prevention of victimization of children and youth caused by cybercrime
   - reducing the phenomenon of cybercrime among children and adolescents

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

   - **Project submitter (Member State):** Poland
   - **Project leader(s):** podinsp. Anna Księżak-Nowak, Preventive Department of the Provincial Police Headquarters in Gorzów Wielkopolski
   - **Project partner(s):** primary schools of the Lubuskie province

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

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

The Prevention Department of the Provincial Police Headquarters in Gorzów Wielkopolski announced contest, for the 6-8 grade students of primary schools of the Lubuskie province, on Preventative meme concerning counteracting cyberviolence. The subject of the competition was creation of "meme", known to Internet users as a humorous pictorial message, which would draw children's and youth's attention to threats related to cybercrime and the possibilities of its counteracting. The competition committee assessed the works taking into account the compliance of the meme content with the competition's assumptions, the artistic value of work, the originality of the approach to the subject and the meme idea as well as its substantive and educational values. The winners of the competition received diplomas and prizes. The best memes will be used in informational and educational campaigns of the Lubusz Police.

7. Project description
Bearing in mind the significant role of the Police in ensuring the safety of children and youth as well as preventing threats resulting from cybercrime and cyberviolence, the Prevention Department of the Provincial Police Headquarters in Gorzów Wielkopolski, as a part of the Day of Safer Internet celebrations, organized a Preventive meme contest on counteracting cybercrime for 6 -8 grade students of primary schools of the Lubuskie province. The subject of the competition was creation of meme (meme - this term refers to any portion of information (cliché, concept, graphic), spreading between people who duplicate it through social networks, instant messaging or internet forums) which, with the use of its website graphic and content, will draw children’s and young people's attention to threats related to cybercrime and the possibilities of its counteracting.

The competition began on February 5, 2019 - on the Day of Safer Internet, the work could be sent by the end of February. Fifty two entries were sent in for the competition. On March 7, 2019, a competition committee meeting, consisting of representatives of the Prevention Department, the Department of Social Communication and the Provincial Police Headquarters in Gorzów Wielkopolski was held. During the evaluation of competition entries, the content of the meme memorandum with the assumptions of the competition, the artistic value of the work was taken into account originality of the approach to the topic and idea for memes, as well as substantive value and educational values of memes (the possibility of using during media campaigns). Three winners of the competition were selected. The winners received diplomas and prizes funded by the Provincial Police Headquarters in Gorzów Wielkopolski.

Information about the competition was available on the websites of the Provincial Police Headquarters in Gorzów Wielkopolski as well as the municipal and district police headquarters of the Lubuskie province and were provided by police officers during preventive meetings with children and youth in schools of the Lubuskie province, carried out from 4 to 8 February 2019 as part of the Day of Safer Internet celebrations 2019.

8. Project objectives

- reducing the phenomenon of cybercrime among children and youth,
- popularizing knowledge among children and teenagers about Internet threats and the possibilities of counteracting cybercrime,
- shaping assertive attitudes towards cybercrime,

9. Project outcome
Fifty two entries from primary schools from the entire Lubuskie Province were sent to the competition. In their work, the authors included content related to the negative effects of cybercrime and the possibilities of protection against cyber-crime, expressing hate on the web. They also pointed to the possibilities of helping victims of cybercrime.

On the websites of district, municipal police headquarters and the Provincial Police Headquarters in Gorzów Wielkopolski, 16 messages concerning the competition were published altogether, drawing the public's attention to the problem of cybercrime.

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

The competition began on February 5, 2019 and ended on February 28, 2019.

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

The project was financed by the Provincial Police Headquarters in Gorzów Wielkopolski.

12. Evaluation

Quantity indicator:
- number of entries sent to the competition: 52 entries
- number of messages on the websites of district and municipal police headquarters and the Provincial Police Headquarters in Gorzów Wielkopolski: 16 messages

Qualitative index - the evaluation of the works by the Competition Committee, while assessing the work, the following aspects were taken into account:
- compliance of meme content with the competition assumptions,
- artistic value of work,
- originality of approach to the topic and idea for meme,
- substantive value and educational values of meme (possibility to use during media campaigns).

In each of the above mentioned criteria, 0 to 6 points were awarded. The largest number of points awarded, was 24 points.

13. Contact details project

podinsp. Anna Księżak-Nowak
Preventive Department of the Provincial Police Headquarters in Gorzów Wielkopolski
tel. +48 95 738 15 73
e-mail: anna.ksiezak-nowak@go.policja.gov.pl