

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.

Republic of Croatia

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

ECPA entry project- "Who's Joking with my Data?"

- What is the title of the project?

"Who's Joking with my Data"

- 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.

Yes. The project has started in February 2016 and is still ongoing.

- 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).

<https://www.youtube.com/watch?v=heIuQUASpGc>

<http://azop.hr/aktualno/detaljnije/edukativni-film-tko-se-to-sali-s-mojim-podacima>

<http://www.medijskapismenost.hr/tko-se-to-sali-s-mojim-podacima-pogledajte-ovaj-film-i-zastitite-svoju-privatnost/>

<http://terraconbusinessnews.com/povodom-euroskog-dana-zastite-osobnih-podataka-odrzana-svecana-premijera-filma-tko-se-sali-s-mojim-podacima/>
<https://www.mup.hr/novosti/641/krece-blue-carpet-festival-u-kinu-europa>
<https://www.youtube.com/watch?v=oKXB0Kh1Vq8>
<http://www.prs.hr/index.php/suradnja/druge-suradnje/2227-festival-preventivno-edukativnih-filmova-o-sigurnosti-blue-carpet>

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

The purpose of the project "Who's Joking with my Data" is to raise awareness and knowledge of citizens about the importance of personal data and privacy protection when using Internet and social networks, aiming at preventing Cyber Crime and raising Cyber Safety.

Target groups of this project are primary and secondary school students, parents, primary and secondary school teachers, police officers, public authorities, government officials, personal data protection officers, civil society organizations, professional organizations, academia.

The project is implemented through the following components:

COMPONENT I: TRAINING FOR POLICE OFFICERS

In February 2016, training for "New Technology and Electronic Crime" was held for 20 crime prevention police officers (one police officer from each Police District). The aforementioned Seminar trained police officers on the criminal and legal aspects of Cyber Crime, the possibilities and ways of organizing prevention activities for pupils, parents, teachers in educational institutions and the public, to help them understand the dangers and consequences of this type of crime. Police officers have been trained by experts from the Faculty of Organization and Informatics, Zagreb Child and Youth Protection Center, Education and Training Agency, Personal Data Protection Agency, High-Tech Crime Department, Prevention Department and the Juvenile Delinquency Department of the General Police Directorate, and the Safer Internet Centre.

The training was recorded, digitally processed and made available through the e-learning system to all police officers as a means of additional training on the subject.

COMPONENT II: MULTIMEDIA APPROACH

A cooperation of the Personal Data Protection Agency, the General Police Directorate, the Academy of Dramatic Arts of the University of Zagreb, and the *Komedija* Theater, produced the educational video "Who's Joking with my Data". The 30-minute noncommercial film deals with personal data protection, and recent cases of personal data abuse with particular emphasis on the dangers on Internet and the social networks. The film premiered on the European Data Protection Day, on 5 February 2017, and was then published on the YouTube channel of the Ministry of the Interior and the websites of the Personal Data Protection Agency, the Ministry of the Interior, the Ombudsperson for Children and other relevant institutions and civil society organizations. The film is being used for educational purposes conducted jointly by crime prevention police officers of the Police Directorate and Police Districts and employees of the Personal Data Protection Agency.

COMPONENT III: „DOES EVERYBODY NEED TO KNOW WHO YOU ARE?“

In 2016 and 2017 officers from the Personal Data Protection Agency and crime prevention Police Officers from Police Districts and the General Police Directorate, held educational workshops for pupils from 3rd to 8th grade of primary schools. Topics included the protection of personal data and privacy with emphasis on the importance of protecting personal information when using the Internet and social networks as well as the possible threats they are posing. These workshops covered around 2500 students in all parts of the Republic of Croatia.

COMPONENT IV: „PROFESSIONALS FOR PROFESSIONALS“

In 2016 and 2017 the Personal Data Protection Agency and the General Police Directorate organized professional lectures, public forums and roundtables for experts/professionals from different fields: government officials, educators, civil servants, the media, politicians and civil society organizations. They have also participated at similar events organized by other institutions. Some of the most relevant:

- In 2017 the "Blue Carpet" International Festival of Prevention-Education Films on Security was held in Zagreb. 13 films were screened during the 4-day festival, 50 experts and over 2,000 participants attended the festival. On the third day of the festival, the Croatian film "Who's Joking with my Data?" and the German film "Verklickt" were screened, followed by a public forum on "Cyber Safety - Cyber Crime Prevention and the importance of personal data protection in a digital environment".
- Croatian Parliament – Professional and Educational Conference: "Prevention and Intervention - Protection of Personal Data of Children: Danger of Digital Environment"
- Council of Pedagogues of the City of Zagreb and the County of Zagreb: "National and European Legislation - Application in the Educational System and Protection of Children's Data in a Digital Environment"
- University of Zadar - National Conference: "National and European Legislation - Application in the Educational System and Protection of Children in the Digital Environment"
- Union of Societies "Our Children" Croatia: "Protecting Children's Data in a Digital Environment"
- Human Rights Meeting: "Protecting Children's Data in a Digital Environment"
- About 1500 experts and professionals participated to these workshops.

COMPONENT V: „MARKING THE EUROPEAN DATA PROTECTION DAY“

In 2016 and 2017 the European Data Protection Day was marked with public events, professional workshops, roundtables, appearances at TV and radio shows.

- **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**)

This project aims at training and sensitizing different target groups on the importance of protecting personal data, pointing to the dangers they may be exposed to and informing them about ways of responsible and safe use of the Internet and social networks. Citizens are also informed on how to appropriately respond and whom to contact if they recognize a risky situation or if they become victims.

The project will thus have a direct impact on the prevention of Cyber Crime, particularly crime related to the misuse of personal data, and thereby raise the level of Cyber Safety.

By giving the above mentioned information, the knowledge is turned into a valuable tool which serves as self-help for the potential victims.

Being aware of possible dangers, knowing how to respond appropriately to risky situations and which competent institutions to contact in case of need reduce citizens' fear of crime.

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

The project is extremely visible in community because it is followed by a public campaign which is very present in the media, but also because many experts are engaged in it.

Moreover, using multimedia tools like a prevention-education film, with an interactive approach and backed up by modern technology, we can reach out to a greater number of citizens and introduce this topic in a modern and interesting way.

Joint activities help raising awareness of cybercrime and develop trust in the police. Young people realize that there is a community that cares, and this fact contributes to the development of their confidence, and increases the readiness to take responsibility.

- **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 awareness of citizens in the Republic of Croatia about the importance of protecting personal data and the dangers that they may be exposed to, especially in the digital environment, is at a relatively low level. In the process of accession to the European Union, Croatia's legislation was aligned with the European acquis and new personal data protection regulations have been adopted. Moreover, an increasing number of citizens, particularly children and young people, are active on the Internet and social networks, without being aware of the dangers they are being exposed, thus this project aimed at educating, informing and raising citizens' awareness, proved to be an extremely important activity conducted by competent bodies.

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

Prior to the start of the implementation of the project, a complete analysis has been conducted of the situation in the Republic of Croatia related to crime and other forms of abuse of personal data, focusing on the area of Cyber Safety.

Crime prevention police officers of the General Police Directorate conducted an analysis of indicators and trends related to crime and employees of the Personal Data Protection Agency analyzed cases of abuse of personal data within their competence.

The analyses were based on indicators of the police and the Personal Data Protection Agency, along with expert and scientific papers that were published in the Republic of Croatia, and other available materials published in the European Union and available online.

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

Main goal: Raising knowledge and awareness of citizens about the importance of protecting personal information and privacy when using Internet and social networks, with the aim of preventing Cyber Crime and raising Cyber Safety.

The secondary goals of this project are:

- Raising the level of knowledge of experts and officials of competent state institutions on personal data protection, in particular in the digital environment
- Training of police officers – train the trainers,

- Creating multimedia content (film) for young people
- Raising the level of knowledge of children and young people through interactive workshops, with the use of multimedia content
- Successful implementation of European legislation related to the protection of personal data
- Raising the degree of self-protection of citizens in the area of personal data protection in the digital environment
- Attracting media attention to personal data protection in the digital environment.

- 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 performance of the project was measured by the following methods.

Qualitative methods:

- Monthly reports on conducted activities,
- Feedback from target groups regarding satisfaction with the conducted activity,
- Feedback from partner and associate organizations regarding satisfaction with the conducted activity.

Quantitative methods:

- A number of educated students from primary and secondary schools,
- A number of educated police officers and other experts,
- A number of conducted workshops,
- A number of published and distributed didactic and informative materials,
- Data about project monitoring in the media,
- A number of seminars, training and workshops for experts.

In this phase of the project all activities were mostly moving in the planned direction.

- 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*

Internal process evaluation was conducted by prevention police officers of the General Police Directorate, in cooperation with officers of the Personal Data Protection Agency.

The process evaluation established the following:

The number of persons (children, youth, institution employees, experts) planned in the project activities were fully achieved while in some activities it was even surpassed in positive terms owing to large interest.

Participants rated all activities in interactive workshops and lectures excellent in assessment surveys. They also stated that the information and advice were very beneficial and helpful in recognizing dangerous situations and in responding properly.

The training program of prevention police officers was rated 4.7 out of the maximum 5.

Views of the film "Who's Joking with my Data" on YOUTUBE have matched the expectations.

- 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*

Internal impact evaluation was made by prevention police officers of the General Police Directorate in terms of comparing statistical indicators on the current situation and trends of crimes related to the abuse of personal data in the digital environment.

The evaluation revealed a 47% increase in the number of reported offences after one and a half years of the project implementation, in comparison to the five-year period prior to the beginning of the project. The interpretation of the results is that citizens are better informed and better capable of recognizing risk situations and criminal offenses so that improvements have been made in reducing dark figures of this type of crime.

- **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 innovative factor of this project is the use of a movie as modern model, which is interesting to different target groups, use of multimedia platforms for the distribution of contents and successful cooperation with artists in creating the contents (Academy of Dramatic Art).

Also innovative is the training of police officers through distance learning (e-learning) while using multimedia.

- **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**)

The initiators and responsible entities in the project are the Personal Data Protection and the General Police Directorate of the Ministry of the Interior while the partners at national and local levels are the following:

- Academy of Dramatic Art, University of Zagreb,
- *Komedija* Theater
- Educational institutions,
- Self-government units,
- Relevant state institutions,
- Faculty of Organization and Informatics,
- Child and Youth Protection Center of Zagreb,
- Education and Teacher Training Agency,
- Safer Internet Center.

All partners in this project contributed with their respective know-how, which in turn created synergy in preventing Cyber Crime and raising awareness on Cyber Safety.

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

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

The project was funded from regular budget of the Personal Data Protection Agency and the Ministry of the Interior with the contribution of the local self-governments, as appropriate, and the contribution of civil society organizations.

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

The following sums were spent on the project:

EUR 4500 – Shooting of the didactic movie entitled “Who’s Joking with my Data”

EUR 1500 – Training seminar for police officers

EUR 4000 – Organization of public events in 2016 and 2017 marking the European Day of Personal Data Protection

EUR 3000 – Organization of International Festival of Prevention and Didactic Activities entitled “Blue Carpet”

EUR 5000 – Preparation and making of project-related didactic and promotion materials (brochures, leaflets etc.)

The police and other partners used available resources for organization and implementation of activities, transportation and other material costs. These resources are the ones used in performing everyday tasks and activities as well (premises for workshops, vehicles, IT equipment etc.) so that such costs were not monitored.

Human Resources:

Police officers, officers of the Personal Data Protection Agency and other experts involved in the implementation of this project performed the project activities during working hours so that they were not additionally paid.

- 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**)

Cost-benefit analysis was made by prevention police officers of the General Police Directorate and officers of the Personal Data Protection Agency by comparing planned costs of material and human resources needed for a successful implementation of project activities with planned results and outcomes. The analysis established that the planned costs were justified and acceptable when compared to threats and consequences of the abuse of personal data, especially in the digital environment.

Another finding was that the project activities ensured sustainability.

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

Considering that the personal data protection is regulated in the same manner in all EU Member States, the project activities were designed to be implemented at local, regional, national and international levels. In view of the above, all project activities are universal and may be replicated in other Member States. Certain adjustments would have to be made in terms of making country-specific contents of the training and promotion material.

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

Cyber Crime is an ever more realistic and serious threat endangering more and more citizens. This type of crime knows no borders and affects all citizens, no matter in which country they live.

Renewed Internal Security Strategy and **EU Policy Cycle** for both the 2014-2017 period and the 2018-2021 period, prioritize the fight against Cybercrime.

In this respect, the protection of personal data is vital, especially in the digital environment. This was recognized at the level of the European Union resulting in the REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation), whose provisions are equally applied in all Member States.

This data protection legislation aims to create a uniform set of rules across the EU fit for the digital era, improve certainty as to the law and boost trust in the digital single market for citizens and businesses alike.

The activities related to the project "Who's Joking with my Data" contribute to achieving priorities set by the European Union both in terms of Cyber Safety and in terms of putting in place new regulations related to the protection of personal data.

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

The Personal Data Protection Agency and the General Police Directorate of the Republic of Croatia in cooperation with the academic circles, artists, educational institutions, competent authorities, institutions and organizations of the civil society have all been involved in the implementation of the prevention project "Who's Joking with my Data" since 2016.

The purpose of the project is to provide knowledge and raise awareness of the public on the importance of the protection of personal data and the protection of privacy in the context of the use of Internet and social networks aiming at preventing Cyber Crime and leveling up Cyber Safety.

The target groups of the project are: pupils of elementary and secondary schools, their parents and teachers, police officers, public authorities, state officials, personal data protection officers, citizens' associations, professional organizations and academic circles.

A number of interrelated interactive activities, specially designed to appeal to each target group while using contemporary multimedia and newest technologies, train and inform citizens and raise their awareness on the protection of personal data with special emphasis on their protection in the digital environment, that is while using Internet and social networks.