



European Crime Prevention Network

Impact Measurement Report

December 2016

Second Measurement: Results

EUCPN Secretariat, December 2016, Brussels



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Impact Measurement Report

Second Measurement: Results

Preface

In 2012 the Board of the EUCPN agreed to measure the performance of the Network through an Impact Measurement. The results of 2012 are the so called baseline or 'zero Measurement'. For these impact measurements it was agreed to use different methods to collect and interpret the data. In 2016, the EUCPN Secretariat has used these methods again. This report gives the results of 2016 and compares them to the zero measurement of 2012. The performance will be repeated again in 2020, which will then be compared to the results of this report.

Therefore, it will be possible to examine whether or not EUCPN has increased its impact since 2012. The aim of this report is to provide a detailed overview of the selected indicators and the methods used to collect and analyse the data, as well as the results of this data collection. Recommendations will be formulated in order to increase the visibility, the awareness and the impact of the Network's activities.

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1. Introduction

In 2012, the Board of the EUCPN has agreed on performance indicators which are designed to measure the success of the network in relation to the goals of the Multiannual Strategy¹. This agreement also included the methodology by which to measure the performance indicators and how to interpret the outcomes. This methodology was already used in the zero measurement report of 2012 and was again used for this report. Both results will be compared in order to measure the Network's performance. Based on the results, recommendations will be formulated in order to increase the visibility, the awareness and impact of the Network's activities.

A combination of quantitative and qualitative methods is applied. Three stages are distinguished. The first stage processes core data available from the internal communication and activities within the EUCPN. In a second stage, a quantitative survey is conducted, and in a third stage, qualitative interviews are held. More information about the methodology will be given in the report. All data are analysed and compiled in this report and are presented to the Board.

2. Methodology

As mentioned before, a combination of quantitative and qualitative methods is used. Quantitative data were derived from the internal evaluation of core data and further collected by means of an online survey, and the qualitative more in-depth data came from the telephone interviews which were conducted afterwards. These different data help to shape and validate the results with room for exploration of new insights.

2.1.1. Processing core data

In a first stage, a range of core data from the internal activities and communication were examined in order to draw conclusions on the flow of information within the EUCPN. These data cover a period of four years (1 December 2011 – 31 December 2015). To start with, the data contains information about EUCPN events; these are the ECPA entries and the presence of the Member States on Board Meetings. Also, information about the communication tools was gathered, namely the newsletters which were sent out and the website activity (the number of visitors and visited pages, the good practices, the Member State policies, the research reviews and the Member State strategies). Since 2012 the EUCPN has become active on social media, therefore this report will also give the activities on twitter. However these results cannot be compared to the results of 2012. Finally, the activity of the Member States was measured through the projects of the Work Programme.

¹ <http://eucpn.org/document/eucpn-multiannual-strategy-2016-2020>

2.2. Quantitative survey

In the second stage, a quantitative survey was conducted. For this quantitative enquiry the mailing list of the EUCPN newsletter was used. The survey was sent to 1241 newsletter recipients on the 25th of February 2016 and the (extended) deadline was set on the 15th of June 2016.² In total 56 persons responded. This signifies a response rate of approximately 4,5%. In 2012 the response rate was 11%, even though this response rate was already low, it has even decreased in 2016. This shows that the EUCPN should put more effort on the interaction with the followers, target groups etc. Besides, it is highly recommendable that the process of defining the sample, as well as the follow-up of the response is improved and refined during the next measurement. At any rate, due to the relative low response rate, the results have to be interpreted with some caution.

The results of the quantitative survey provide a rough sketch of the Network's strengths and weaknesses, and of important obstacles that hinder the Network's performance. These were then further explored in-depth during the telephone interviews in the qualitative part of the study.

On the whole, six performance indicators were included. The selection of these indicators was made in 2012 and was based on the long-term orientations set out in the Multiannual Strategy, and on the problems revealed in the Evaluation of the EUCPN 2009, ordered by the European Commission and executed by the Centre for Strategy and Evaluation Services. The same performance indicators³ were used in 2016, in order to be able to compare the results to those of 2012.

These six performance indicators were:

- Communication tools in general
 - newsletter
 - website
 - Twitter
- Collecting and spreading particular information
 - on local, national and EU best practices
 - on crime prevention research
 - on funding sources and research calls
- Providing expertise and professional support upon request
 - providing answers to questions concerning
 - crime prevention projects and best practices
 - funding and academic (concerning content) support of research projects on crime prevention
 - providing support in the development of prevention activities on a national and local level; being a point of reference for several target groups [practitioners,

² Though this survey has a quantitative character, we asked several open questions for suggestions, remarks and other qualitative reflections.

³ A question about twitter was added in the only survey. This was done because the EUCPN did not yet use twitter in 2012.



(national, international, EU) policymakers, national and international prevention agencies, etc.]

- Organisation of events
 - participation (represented target groups and professions)
 - quality of organisation
 - professional content
- Networking
 - identification of relevant stakeholders
 - frequency and content of interaction with key stakeholders
- Developing EU crime prevention policy
 - formulating standpoint on EU policy and strategy of crime prevention developing and promoting different aspects of crime prevention at EU level

2.3. Qualitative enquiry: in-depth thematic interviews

In the third stage, we explored the results of the survey in a more qualitative way. An in-depth study of the selected topics provides more concrete tools to formulate recommendations for improvement. Therefore, taking the number and diversity of the whole group into account, a subsample, 11 participants, has been taken from the respondents who agreed to be contacted for a telephone interview. These in-depth interviews were aimed at gaining more contextual information on the answers and perceptions from the quantitative part, and at gathering suggestions for improvement.

3. Results

3.1. Processing core data

3.1.1. Event activity

European Crime Prevention Award (ECPA) entries

26 Member States participated at least once at the ECPA between 2012 and 2015 of which 13 Member States participated four years in a row. The results of 2012 stated that only 20 Member States participated at least one time in the ECPA between 2009 and 2011. This means an increase in participating Member States of 30%⁴. Only 2 Member States have so far never participated in the ECPA.

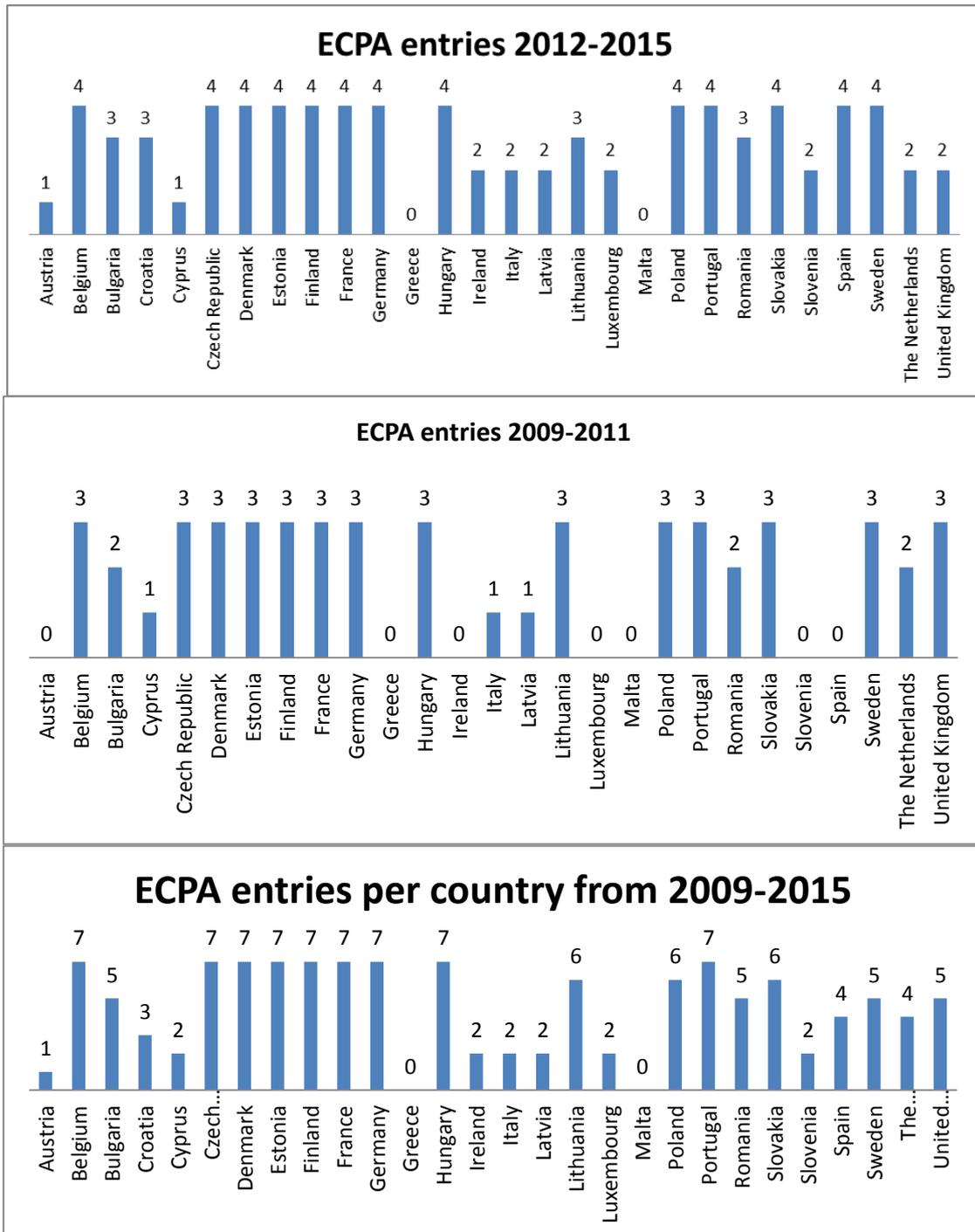
Of the 13 Member States which participated four years in a row, 12 had also a perfect score between 2009 and 2011⁵. Furthermore, Spain is the Member State which has increased their participation the most; they had zero entries during 2009 and 2011 but entered into the ECPA competition four years in a row between 2012 and 2015. This

⁴ Croatia is a new Member State of the EUCPN since 2013; therefore they are not yet part of the statistics between 2009 and 2011.

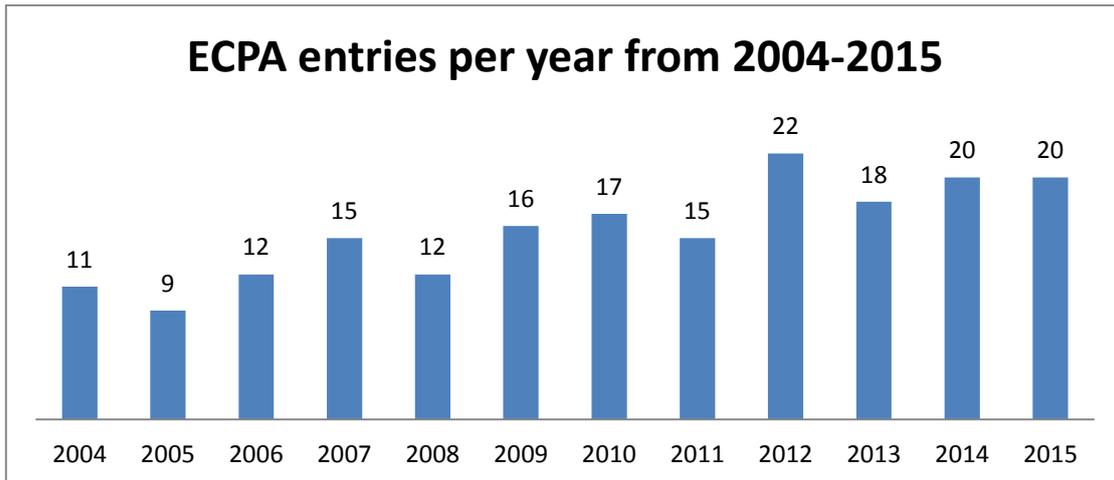
⁵ The UK has opted out of the EUCPN in December 2014 therefore they have since then already missed 2 ECPA's.



upward trend in ECPA entries is a positive evolution for the Network since it increases its visibility and impact.

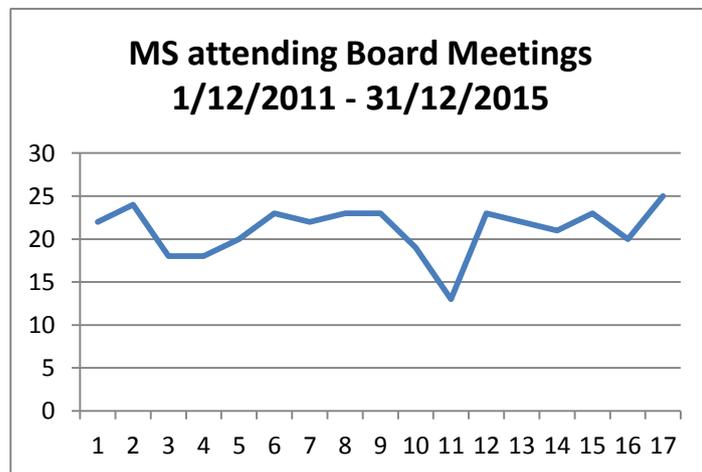


The figure underneath shows the total amount of Member States which participated in the ECPA per year. Since 2004 there is a clear upward trend in the amount of projects participating in the ECPA. There was a peak in 2012 with 22 Member States entering into the competition. Since then, this amount has stabilized around 20 ECPA entries each year.

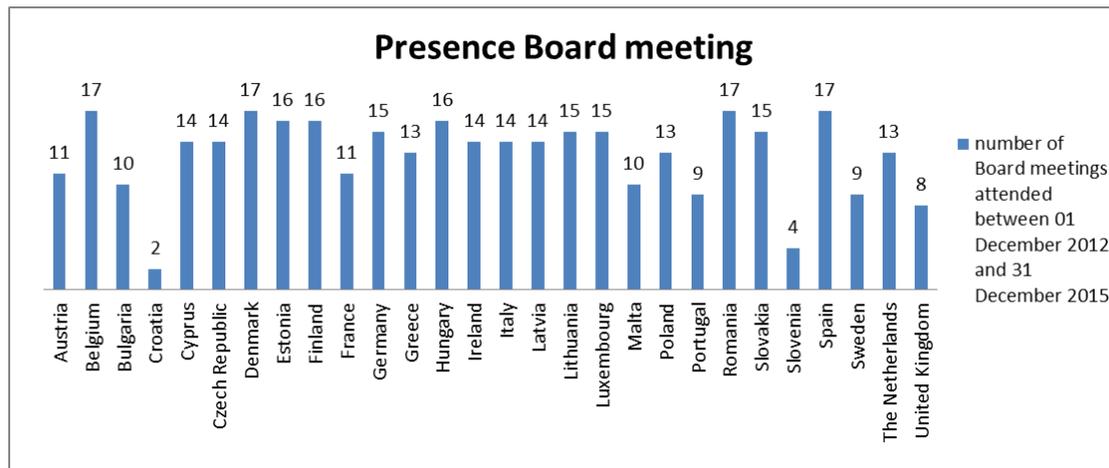


Presence on Board Meetings

Between 1 December 2011 and 31 December 2015, averagely 21 Member States were present during Board Meetings, between November 2009 and November 2011 this average was 22,6. Furthermore, in total 17 Board Meetings were organized and only 4 Member States participated in all 17 Board Meetings. Between 2009 and 2011 11 Member States participated in all Board Meetings which were organized.



This downward trend might indicate less involvement of the different Member States in the Network. However, there have been multiple discussions to reduce the amount of Board Meetings, which are organized, to one meeting every 6 months. This would allow for the reduction of the financial burden, which could indicate that Member States participated less in the Board Meeting because of the travel costs. Nevertheless, Member States need to be made more aware that the EUCPN is based on a Council Decision, which means that all Member States need to be active and involved in the network. The participation of Member States in the network is of vital importance for the impact of the network since it is the task of the National Representative to disseminate materials of the EUCPN in their country and to gather information that the EUCPN Secretariat needs in order to make qualitative output.



3.1.2. Communication tools

Newsletter

There were twenty newsletters published between 01 December 2011 and 31 December 2015: one in December 2011; one in March, June, September and December 2012; one in March, June, September and two in December 2013; one in March, June, September and December 2014; one in March, June, September and two in December 2015.



There is a clear upward trend in the amount of newsletters which are sent out. Until November 2011, only 2 newsletters had been published. One of the reasons for this large increase is the fact that the EUCPN Secretariat has been able to work more continuously since 2012. The EUCPN Secretariat, which is responsible for the publication of the newsletters, plans to keep publishing 6 newsletters a year.

Website

- Visitors EUCPN website

A new website was launched in December 2014. Therefore, the information about the visitors of the website has been divided between the old and the new website.

Between 01 December 2011 and 31 October 2014, the number of visits to the old website was 954 866. The monthly average number of visits for the three years was approximately 27 281 visitors. This is a very large amount of visitors however the old website was not always 100% reliable therefore this number has to be considered with caution. The ten most popular pages (excluding the homepage) were:

1. List of Contact Points Nations
2. EUCPN News
3. Good Practice Documents
4. EUCPN Homepage Member State Languages



5. Library search results
6. ECPA index
7. ECPA
8. Diary of events
9. Search Good Practices Documents
10. ECPA results

The new website was launched on 03 December 2014, between this and 31 December 2015 the number of visits to the website was 15 000. The monthly average number of visits for these thirteen months was approximately 1 153 visitors. The ten most popular pages were:

1. Homepage
2. About page
3. Knowledge centre
4. Contacts page 1
5. Event page
6. BPC/ECPA page
7. Contacts page 2
8. Key documents
9. Contacts page 3
10. Members Area - Login page

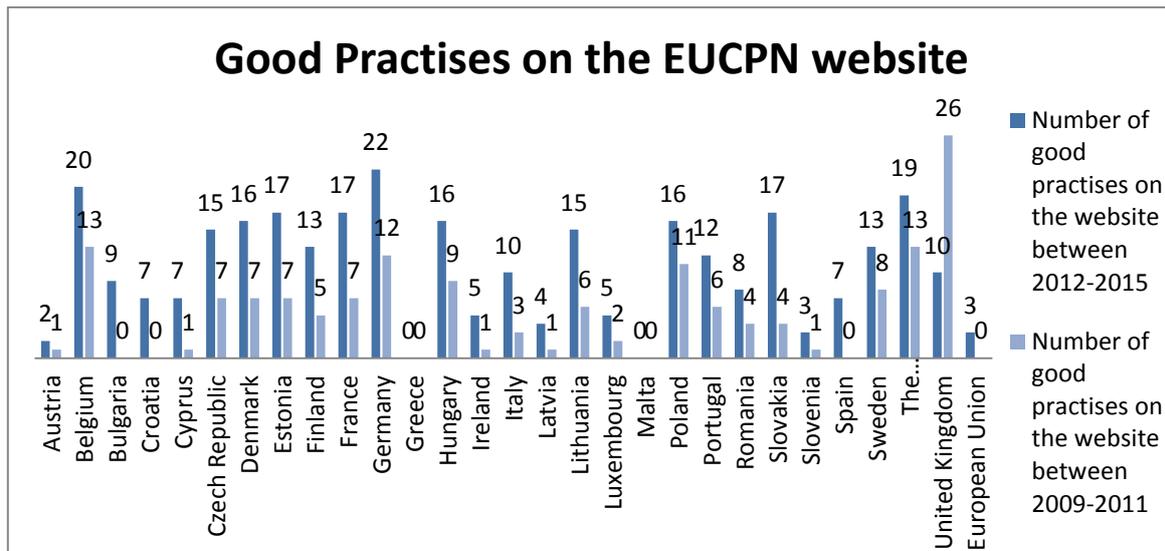
- Twitter

The EUCPN twitter account was launched in the beginning of October 2014. Since then 75 persons started to follow the account and the EUCPN Secretariat sent out 73 tweets.

- Good practices

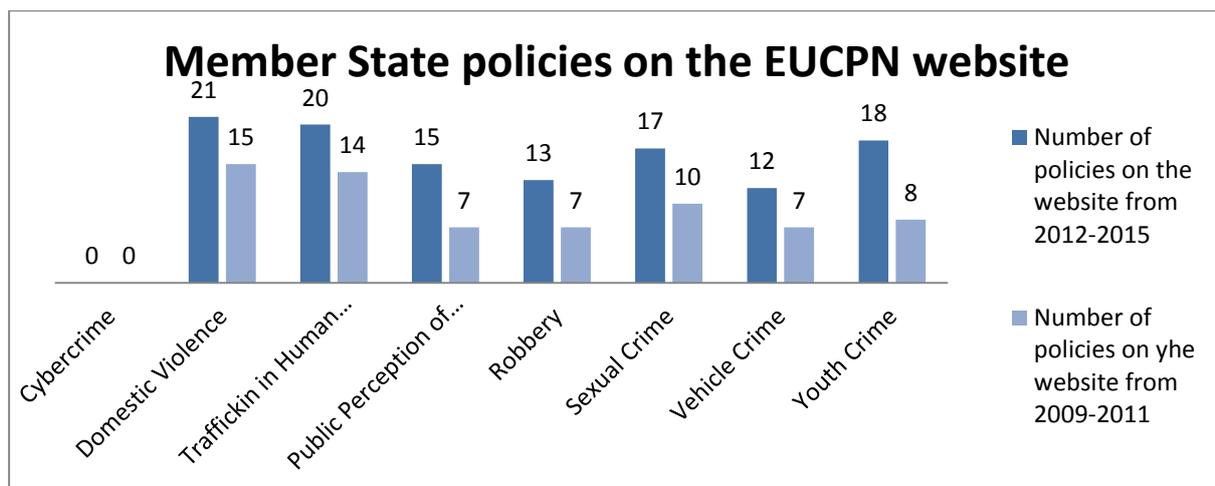
On the 31st of December 2015, 308 good practices could be found on the EUCPN website. This is almost double of the amount of good practices which were on the website on the 30th of November 2011⁶. However, two Member States do not have any good practices of their country on the website. Nevertheless each member States averagely has 10,6 good practices on the website. Germany has the highest amount of good practices on the website, followed by Belgium and the Netherlands. The exchange of good practices is one of the most fundamental goals of the EUCPN. The large increase in the past 4 years shows that most Member States are aware of this and participate in it. The accessible database of these good practices on the website allow for local, national and international practitioners to research good ideas for common problems more easily.

⁶ On the 30th of November 2011 there were 155 good practices on the website.



- o Member State policies

The EUCPN Website contains the policies of the Member States on the following topics: Domestic violence, THB, public perception and safety, vehicle crime, sex related crimes, robbery and youth crime.



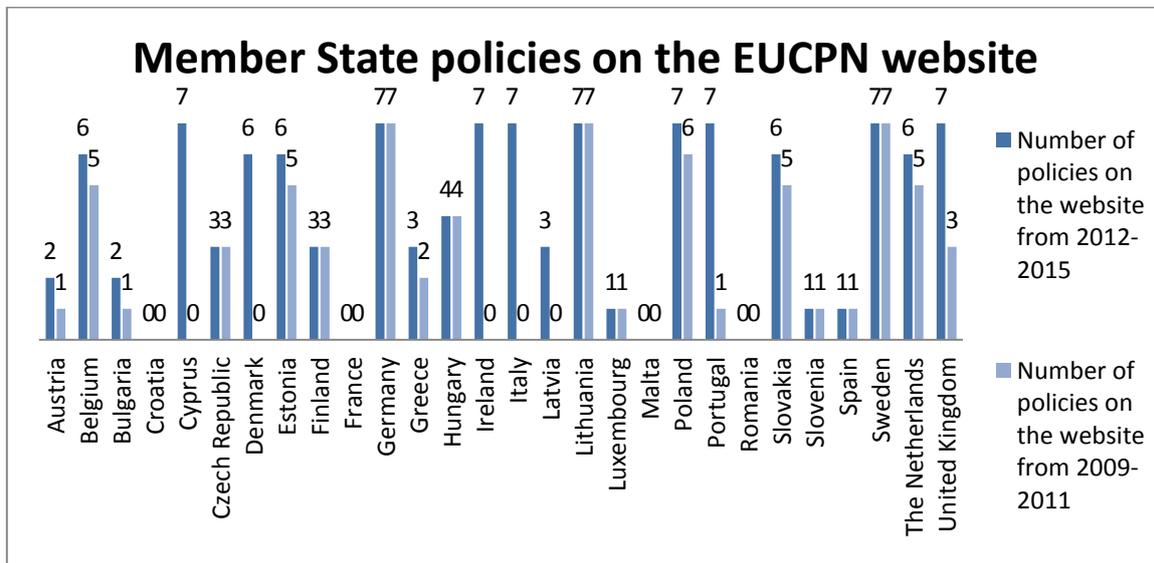
On the 31st of December 2015, the EUCPN website counted 116 policies, provided by 24 Member states. This represents 61% of the possible maximum of 196 policies. That is if all the Member States would provide their policy material for each of the seven policy pages. On 30th of November 2011 there were only 68 policies on the website which were provided by 19 Member States. There is a clear upward trend in available policies on the EUCPN website, with also more Member States handing in their policies.

Furthermore in the end of 2015, 9⁷ Member States had updated all 7 policies on the website, in November 2011 there were only 3 Member States who had done this.

⁷ Cyprus, Germany, Ireland, Italy, Lithuania, Poland, Portugal, Sweden and the United Kingdom provided all seven policy pages.



However, there are still 4 Member States who have not yet shared any policy with the Network. Furthermore, in December 2015 the EUCPN Board decided to focus more on the EU priorities, during the next years this will have to translate into the availability of the policies of these phenomena.

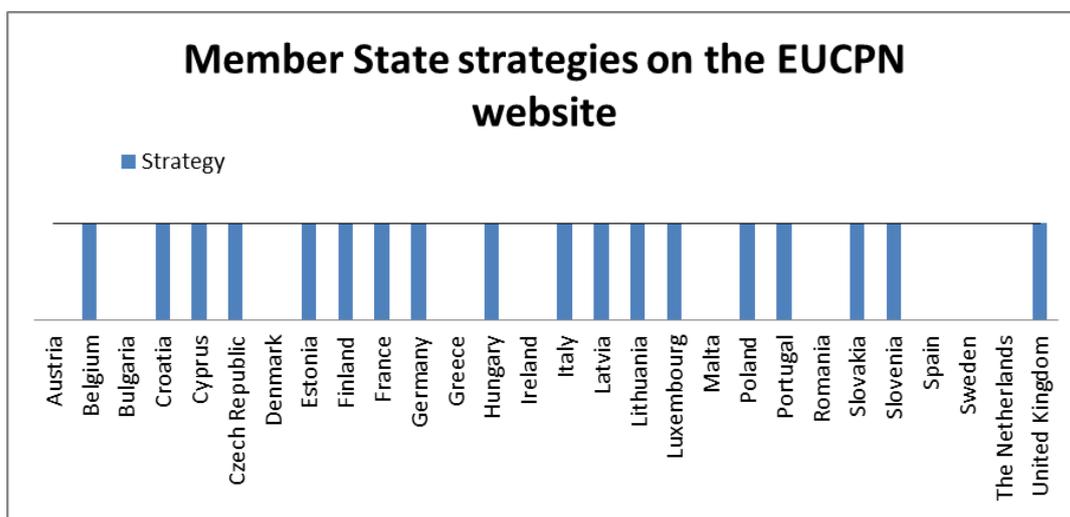


- Systematic reviews

On 31 December 2015, the website contained twenty-one systematic reviews, on 30th of November 2011 there were only 7 systematic reviews present on the website of the EUCPN. Again this is an increase which shows the activities of the EUCPN Secretariat since 2012.

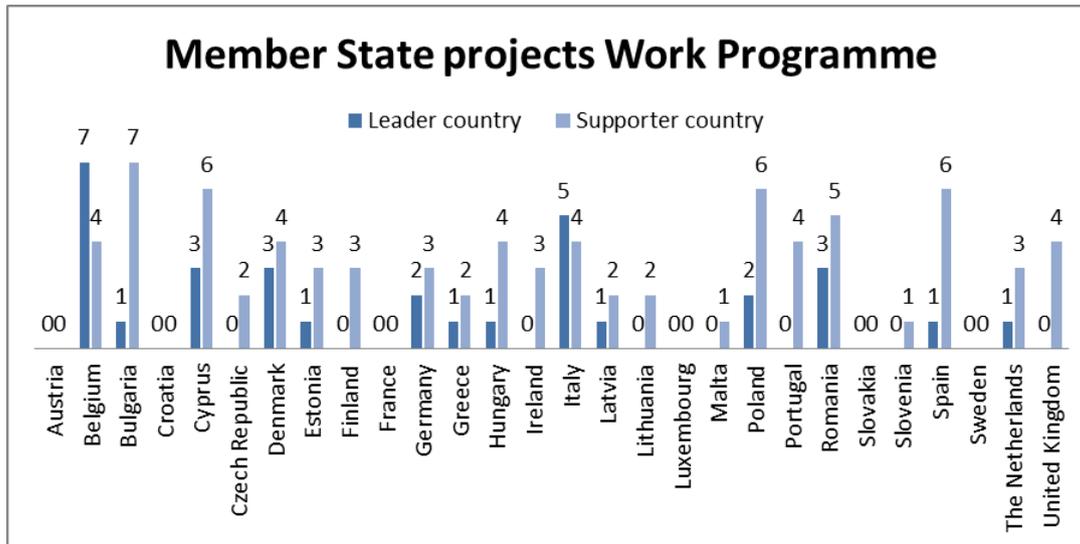
- Member State strategy

On 31 December 2015, eighteen Member States had their crime prevention strategy added on the website. This is one extra since 2011. A general crime prevention strategy is a goal which the EUCPN strongly supports and subscribes; therefore the EUCPN would like to see even more strategies on the website.



3.1.3. Projects Work Programme

Between 01 December 2011 and 31 December 2015, 22 Member States were involved in one of the projects of the Work Programme, as a leader country, or as a supporter country. Fourteen Member States could be identified as a leader country, whereas 22 Member States were identified as a supporter country. Belgium has the most projects on its name, followed by Italy. These numbers are similar as in 2011.



3.1.4. preliminary conclusions core data

The four years which have passed since the last impact measurement report have resulted in an increase in almost all aspects which can be measured through the core data of the EUCPN. This can symbolize a positive effect for the impact of the EUCPN, however it is necessary to measure how much of these good practices, policies etc reach all target groups.

Nevertheless the participation of the Member States in de Board Meetings has declined. This could be due to a lack of involvement of the Member States and their national representatives or due to financial constraints. Organizing only one board meeting every 6 months could help with the later problem. However, the Member States will then have to become more active in their communication via mail to the EUCPN Secretariat.

3.2. Quantitative survey – online questionnaire

3.2.1. General information

Out of the 56 people who completed the questionnaire, 50% were men and 50% were women. The average respondent was born in 1974. Most of the respondents were employed in Belgium (25%), in Estonia and Italy (each 9%) or in Portugal and Spain (each 7%) at the time of the interview. In nine Member States nobody completed the questionnaire. Approximately 35% of the respondents worked at a national government at the time of the interview. Other popular working fields were the national police (16%) and the civil society, associations and NGO's (16%). One of the reasons why Belgium is

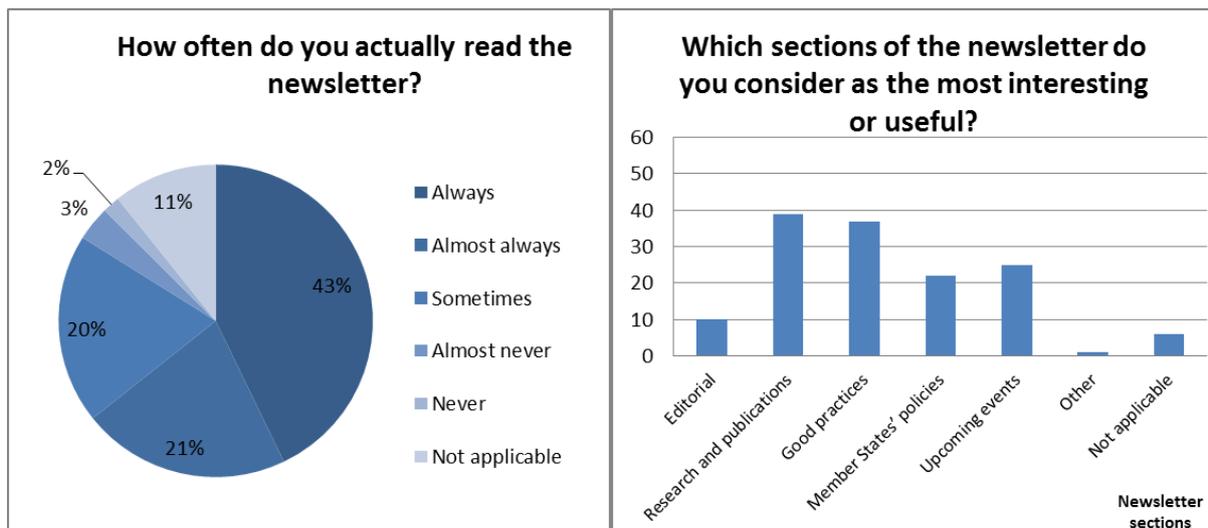
overrepresented in the survey is because the EUCPN Secretariat is based in Belgium which could lead to a greater feeling of involvement in the EUCPN. It will be a challenge for the future to increase this feeling of involvement in the other Member States.

3.2.2. Communication tools in general

Newsletter

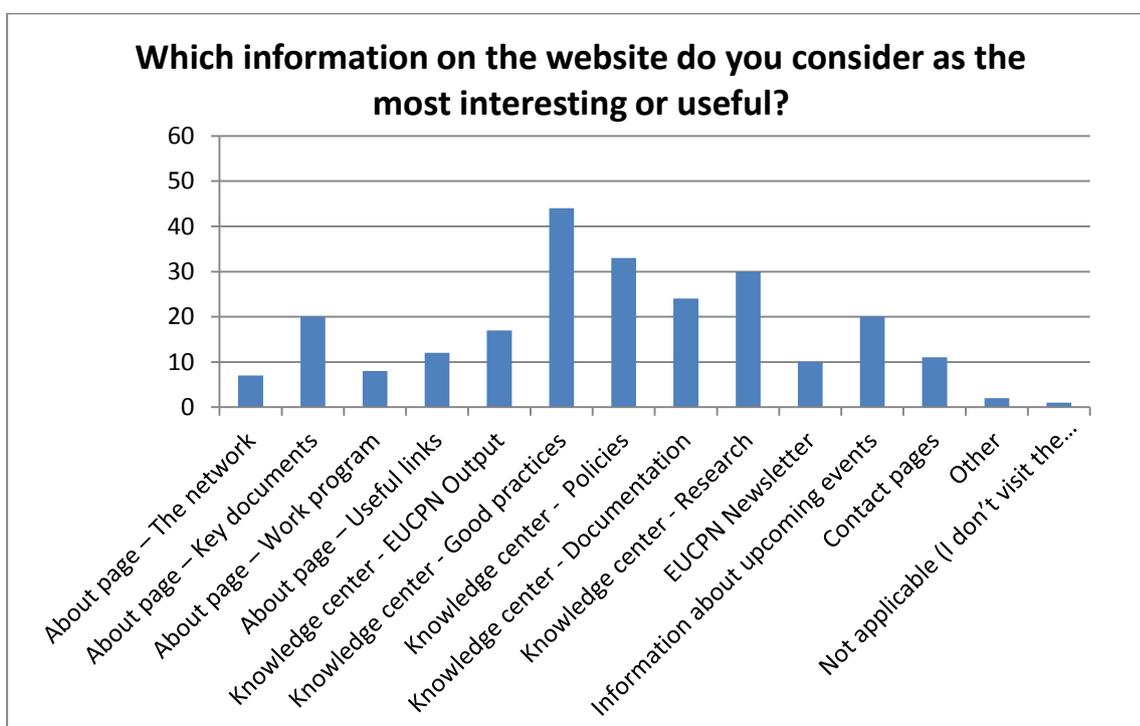
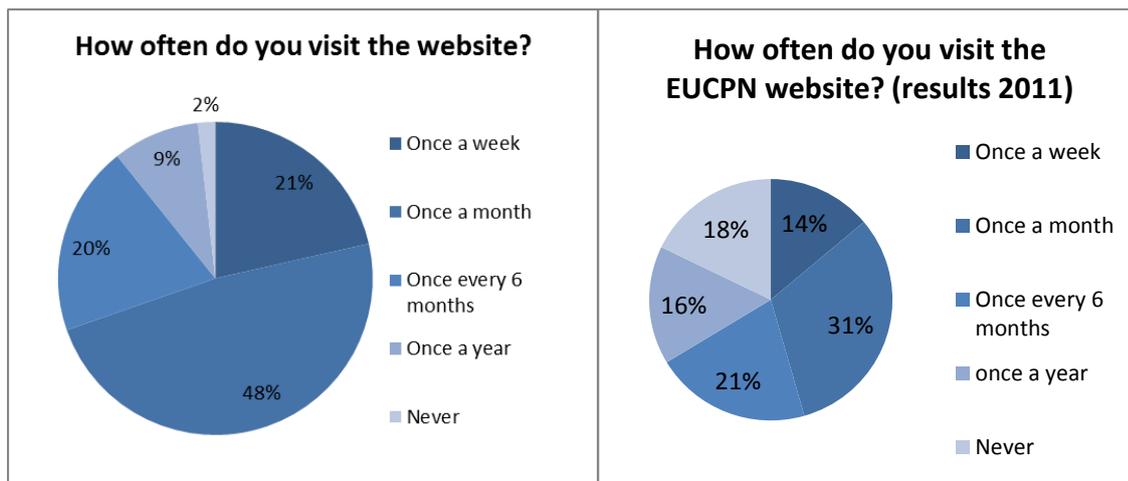
64% of the respondents read the newsletter almost always or always. Only 2% of them never read the newsletter. Overall it can be stated that there is a positive trend in the number of respondents who read the newsletter in comparison to 2011 (54% always or almost always read the newsletter and 7% never read the newsletter). However here it is important to state that the questionnaire, who measured this, was amongst others distributed through the newsletter. Therefore, people who were informed about the questionnaire can very well be the people who actually opened the newsletter.

The respondents who indicated that the question was not applicable (11%) were those not yet added to the mailing list of the newsletter. According to the respondents who did read the newsletter, the most interesting sections of the newsletter are respectively the research and publications section, the good practice section and the EUCPN events section.



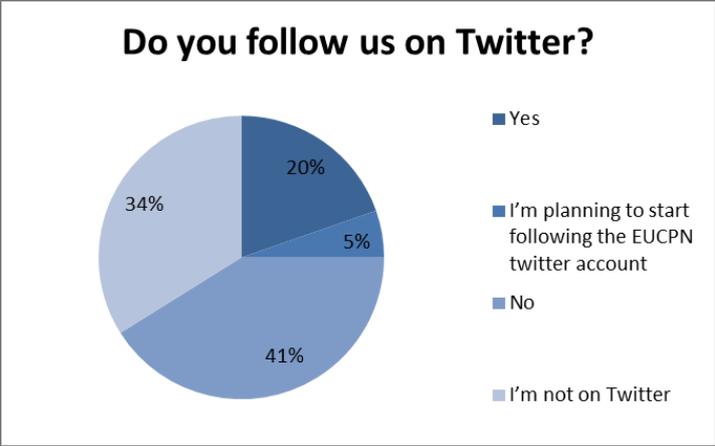
Website

Most respondents visited the website once a month (48%). 2% of the respondents never visited the website. The same positive trend as with the newsletter can be detected in the number of respondents visiting the website. 89% of the respondents visit at least once every 6 months the website instead of 66% in 2011. According to the visitors of the EUCPN website, the most interesting sections of the website are the good practices, the national crime prevention policies and the research projects. These categories are almost identical as in 2011.



Twitter

Most respondents do not yet follow EUCPN on Twitter (41%). 20% of the respondents do follow us already and 5% is planning to start following the EUCPN account. 34% of the respondents do not have an own Twitter account. These numbers cannot be compared to 2011 because the EUCPN was then not yet active on twitter. By becoming more active on twitter, the EUCPN hopes to reach more people which will increase the impact of the network.



3.2.3. Collecting and spreading particular information

This indicator measured the respondents’ satisfaction concerning the collection and spreading of information on local, national and EU best practices, on crime prevention research and on funding sources and research calls of the EU. Each of these topics was rated on a 1 to 10 scale by the respondents (1 being not satisfied at all and 10 being completely satisfied). When a respondent was only recently added to the contact database and were therefore not in a position to evaluate these items, they could indicate that the topic was not applicable.

Approximately 11% indicated that they had no opinion or that the topic was not applicable. The other 89% of the respondents gave an overall average satisfaction rate of 6,7/10 on the collection and spreading of particular information. This is slightly higher than in 2011 (the satisfaction rate was then 6,5/10).



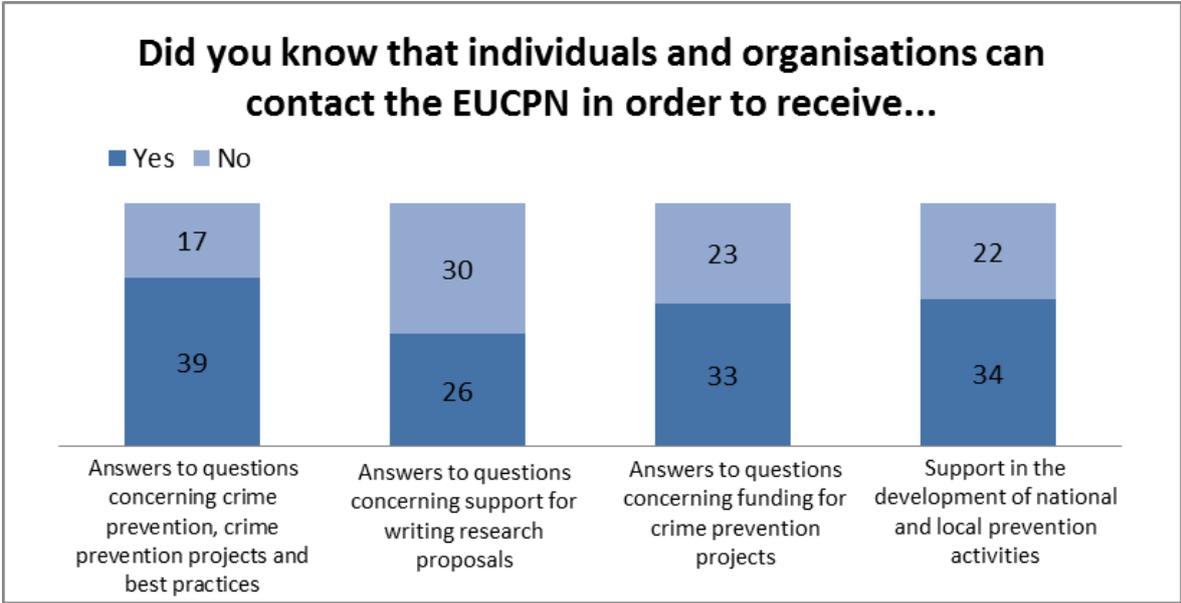


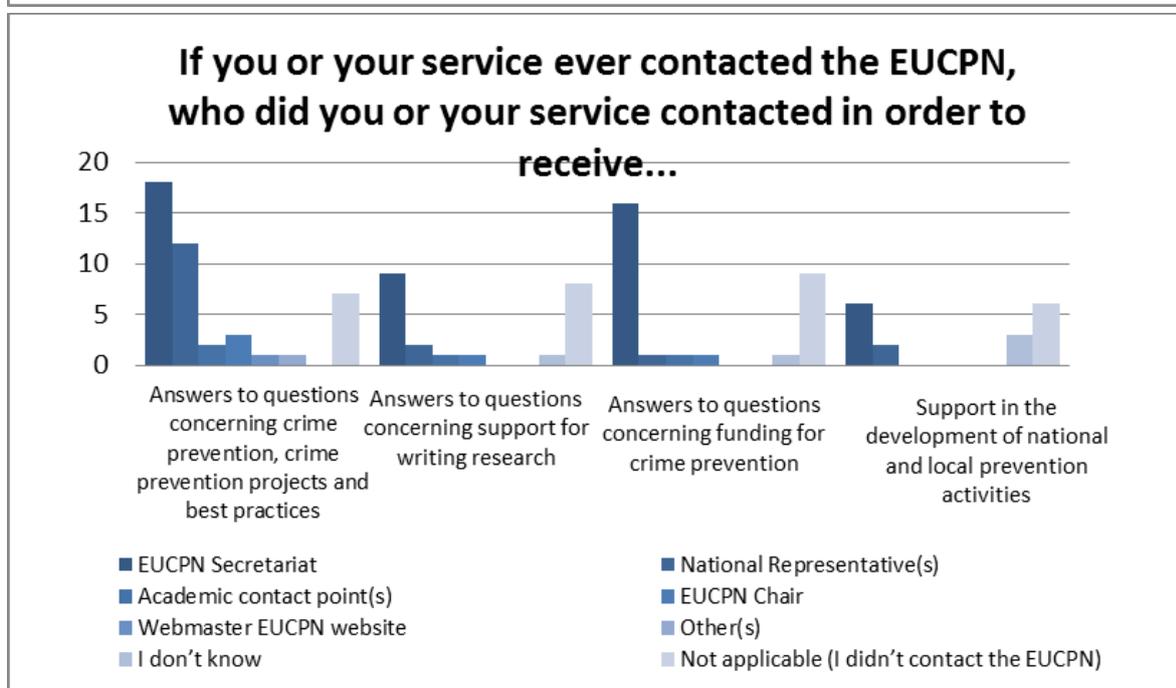
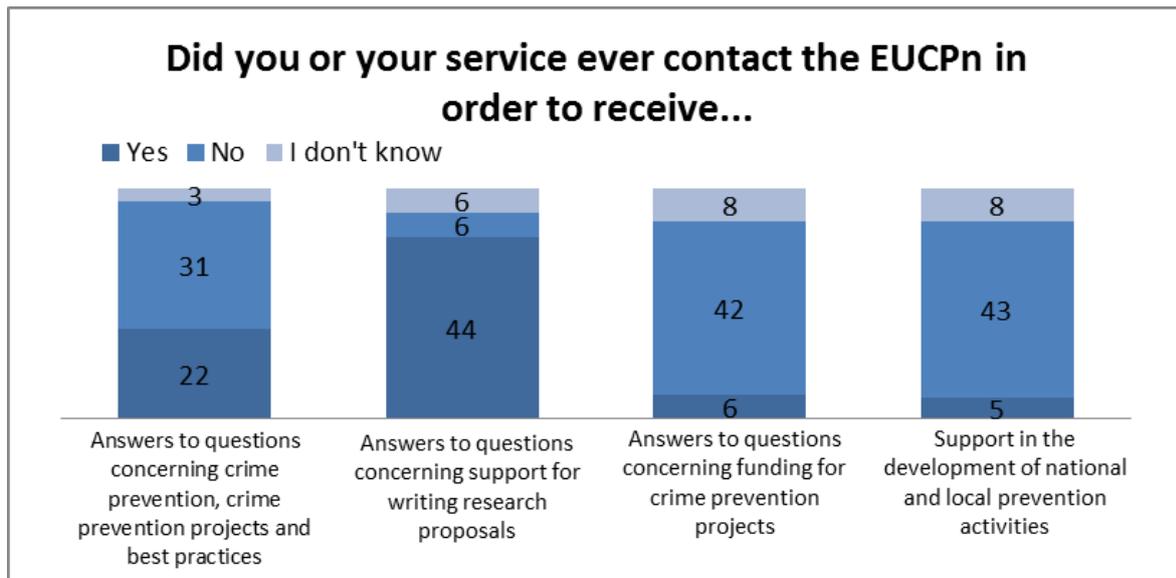
3.2.4. Providing expertise and professional support upon request

On the one hand, this indicator measured to what extent respondents know they can contact the EUCPN for questions on crime prevention projects and best practices, on funding of crime prevention or on academic support of research projects on crime prevention, or for support in the development of prevention activities on a national and local level. On the other hand, it measured if the respondents’ ever actually contacted the Network concerning these topics and whom they contacted exactly.

Overall, 59% of the respondents know that they can contact the EUCPN with specific questions concerning one of the previous mentioned topics. Approximately 38% of the respondents already contacted the EUCPN to receive information about these topics. Since in 2011, 35% of the respondents knew they could contact EUCPN and only 14% has already done this, we can state that there is a clear increase in the knowledge of the expertise of the EUCPN.

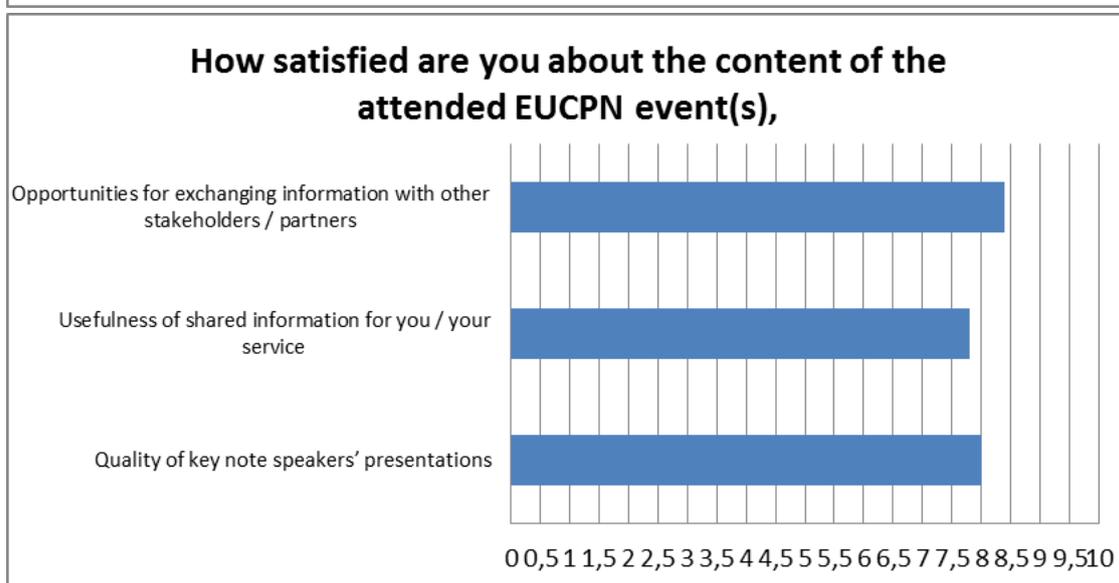
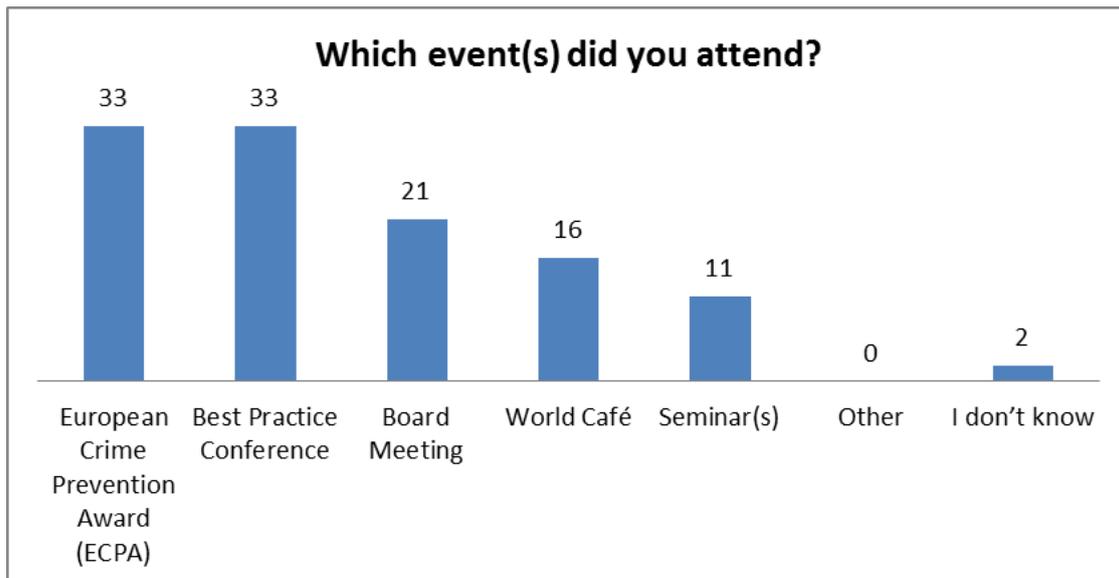
In order to receive this information, the respondents’ mainly contacted the EUCPN Secretariat and the National Representatives. In 2011, the respondents contacted the National Representatives more often than the EUCPN Secretariat. The fact that this changed can indicate that the EUCPN Secretariat has become more visible to and known by the national practitioners and policymakers.





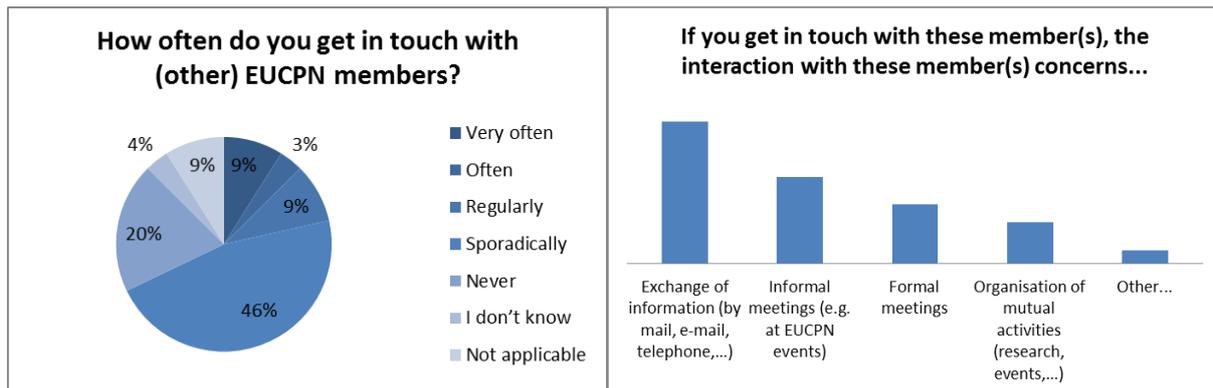
3.2.5. Organisation of events

This indicator measures the participation rate, the quality of the organisation and the professional content of EUCPN events. Overall, 36% of the respondents mentioned they have never attended an EUCPN event, whereas 64% of the respondents have. In 2011 57% of the respondents stated that they had never attended an event. Most of the respondents attended the Best Practice Conference (BPC) and/or the European Crime Prevention Award (ECPA). This information is similar as in 2011. Through this we can see that the BPC-ECPA is the event which gives the most visibility to the EUCPN to practitioners who are not directly involved in the network.



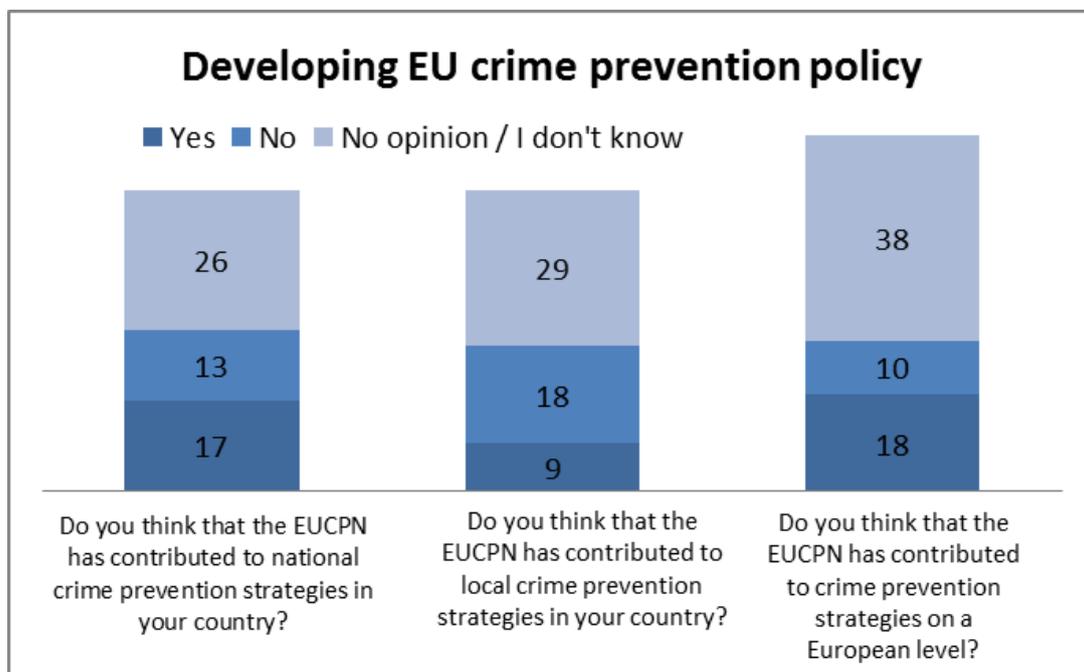
3.2.6. Networking

This indicator wanted to identify the relevant stakeholders, and to measure the frequency and content of interaction with the key stakeholders. According to 56% of the respondents, the EUCPN has stimulated the expansion or strengthening of their professional network, whereas 20% had no opinion about this topic. Most of the respondents got sporadically (46%) or never (20%) in touch with EUCPN Members. If they did get in touch with (other) EUCPN Members, the interaction with these member(s) mostly concerned the exchange of information (43%). Overall this information is very similar as in 2011. Nevertheless, in 2015, a higher percent of respondents indicated that the EUCPN has stimulated their professional network. This shows that the EUCPN can have a positive impact on the professional experiences of practitioners.



3.2.7. Developing EU crime prevention policy

The last indicator focuses on EU policy and strategy of crime prevention. It refers to the question on how the EUCPN helps in developing and promoting different aspects of crime prevention at the local, national and EU level. Overall, most of the respondents (with an average of 52%) stated they do not know whether or not the EUCPN contributes to the local, national or EU crime prevention strategies. Furthermore, an average of 27% of the respondents is of opinion that the EUCPN has contributed to the development and promotion of different aspects of crime prevention at EU level. Most of them specified this contribution to the development of crime prevention strategies on the different levels happened through the exchange of information, knowledge and data. These numbers indicate that the respondents state that the EUCPN has contributed less to local crime prevention strategies in the Member States than to the National and European strategies. These findings correspond to the results of 2011.



3.3. Qualitative survey – Telephone interview

3.3.1. General information

In the last stage of the impact measurement report, we explored the results of the survey in a more qualitative way. An in-depth study of the selected topics provides more concrete tools to formulate recommendations for improvement. In total 19 participants of the quantitative survey who agreed to be contacted were selected. They were first invited to participate in the qualitative part through an introduction e-mail (cfr. Annex 2), after which an appointment was made to conduct the interviews. 11 participants were finally contacted between the 19th and 30th of September 2016 in order to gain more contextual and in-depth information on the indicators and in order to gather suggestions for improvement.

3.3.2. Communication tools in general

Newsletter

In general, the interviewees were satisfied about the newsletter; the lay-out, sections and content. The interviewees like it that the newsletter starts with a welcome word of the Presidency. In general, the participants said that the newsletters contain a lot of – easy to read, to access and thorough - information with a good variety of subjects. It is important that the newsletters are broad, do not advocate one certain theory or method and promote a bit of everything, because crime prevention is a broad topic and does not contain one theory. Moreover, the interviewees liked that you can read a small part in the newsletter and when interested in the subject, you can decide to click further to read the whole article.

Another interesting point is that the interviewees appreciate that the newsletters appears on regularly basis. The ECUPN Secretariat always asks for input, which is a good opportunity for the Member States, researchers and practitioners to include something in the newsletters.

The most important comments and suggestions for improvement were related to the lay-out.

- ✓ There is too much information on one page. It demands a lot of time and effort from the reader. Also, too small letters are used in the articles. One participant mentioned that 2 pages for a newsletter is ideal.
- ✓ The lay-out could be better: the articles seem a bit 'copy-paste'. An option could be to copy the style of the website.
- ✓ For the moment, there is too much emphasis on the police as stakeholder. There are other interesting stakeholders too; such as justice.
- ✓ Crime prevention is very broad: social prevention, early prevention, situational prevention,... It is necessary to have a look at them all.
- ✓ It could be interesting if Member States start using the newsletter to promote working groups or workshops which they are organizing.

Website

Although the interviewees agreed that the current website has improved and is better than the previous one, more improvements still need to be done. Most people are generally satisfied about the website and think that it is a good tool to see what is happening in 'crime



prevention' in Europe. However the website needs to be made more user-friendly and visually attractive. Some suggestions:

- ✓ Make the website more visually attractive, the website is too plain. Pictures for the toolboxes, instead of the logo of EUCPN, could make the toolboxes and website more attractive. More emphasis on video and photo content needs to be given. An option could be to give a short video summary.
- ✓ It could be a good idea to create a short promo-film for on the website. Therefore, the visibility of the EUCPN could be increased with a broader public.
- ✓ The structure is not good. It is very complicate to find documents etc. therefore the website needs to become better structured. An option would be to use more sections, subdivisions,... or just a complete other structure. The knowledge center should become better organized. The website needs a clearer overview; visitors need to find more quickly what they are looking for. Some interviewees mentioned that they are sometime unable to find the documents they were searching for.
- ✓ A guidance, which explains where you can find which documents, can be put on the website.
- ✓ The 'Members-only area' needs to be used more and more information needs to be added. This could lead – if the Members-only area is used properly – to fewer emails for the National Representatives and a better and more sufficient functioning.
- ✓ The contact page where you can see all the contacts are really useful, however it would be better to put them on maximum two pages. Therefore, you can see everybody at a glance.
- ✓ Links to social media are important too.

Other communication tools

The question was asked if people could imagine other communication tools which could be used to promote the work of the Network. Most interviewees suggested that however the Secretariat already does a lot and the current tools (newsletter, website,...) work too, it would be better to use social network media as e.g. Facebook, Twitter (best if you send every 48h a tweet!), Linked'In,... Furthermore, in general it is always attractive to use photo galleries, videos.

3.3.3. Collecting and spreading particular information

Further along the interview, more in-depth questions were asked concerning people's satisfaction about the collection and spreading of information on local, national and EU best practices, on crime prevention research and on funding sources and research calls.

Information on local, national and EU best practices

In general, the interviewees were satisfied about the information that is spread on local, national and EU best practices. The toolboxes, published by the EUCPN Secretariat, are really appreciated by people. The Secretariat publishes a lot of best practices and it is appreciated that all best practices can be found at one place. It is very important that there exists a big database with these kinds of projects. However, these are only the best projects, a lot of (other good) projects are made in the Member States, of which the EUCPN does not



have information of their existence. Next to that, it can be interesting to publish the 'less good' projects, so that people know what does not work and mistakes will not be made twice. Also in this issue, we need to make the footnote that too much focus goes to 'the police'. Crime prevention goes further than 'the police'; we need to focus on other kinds of crime prevention, focus on other stakeholders etc.

Another problem that keeps coming back is the 'translation-issue'. If you want to reach people on local level, more effort needs to be done to translate the projects in several languages. Very often, National Representatives need to translate everything before they can ask information at their experts, before they can spread information in their country etc. This costs a lot of time, which can cause problems when it needs to go fast. Translation has a large impact on the dissemination possibilities of the EUCPN and therefore on the impact of the EUCPN on the local level of the Member States.

A final recommendation which was made, is the possibility to promote the ECPA winners, their projects and all other entries through other networks and relevant institutes (e.g. Europol) and their websites.

Generally, people are satisfied about the information on crime prevention research, however some participants told that this still should improve more and that more crime prevention research should be added to the website. This research is important, because it nuances and gives legitimacy to the strategy that is put forward. Research forms the basis of the toolboxes, it makes clear that the given recommendations are based on theories, evidence and research. An appreciated way of gathering information by the National Representatives, are the requests of the MS which are sent on regularly bases. However, for the moment we miss a kind of overview of the research that is done on the field. More theoretical crime prevention has to be done. One recommendation was to make handbooks.

Finally, it is proposed that we need to have more access to academic databases. Through these, interesting information comes to the EUCPN and the EUCPN stays updated. It is important to be informed about the latest theories, results from researches, practices etc. The information we gather, the lists of researches cannot be a fixed list, it must always be complemented etc. People can then use this list, use this for their job, what means these researches can then be translated into practices.

Information on funding sources and research calls

It is pointed out that it is important to get informed on funding-opportunities and to receive this information in time. Some interviewees have the feeling that they get informed about it, others do not. Information about this could be posted on the website perhaps, as well as the link to the website of the European Commission for the calls.

3.3.4. Experiences and suggestions concerning the provision of expertise and professional support

To add to the information collected in the quantitative part (cfr. Supra) three additional questions were asked during the telephone interview, focusing on the respondents' experiences and needs in the provision of expertise and professional support.



Experience in contacting the EUCPN Secretariat

The first question related to the experience of the respondents in regards to their contact with the EUCPN Secretariat. The answers were generally very positive. Everybody agreed that usually they get a fast answer to their questions and that the EUCPN Secretariat has contributed to increasing the impact of the EUCPN.

Needs concerning research proposals and funding opportunities

The second question related to the needs of the respondents concerning research proposals and funding opportunities within the EU. The answers were generally about getting the information, putting the information at a good place on the website etc. Moreover, the EUCPN Secretariat can help getting contact details, since the respondents stated that this is very often difficult to find.

Support in national and local prevention activities

The last question related to the support of the EUCPN to national and local crime prevention activities. The main support or task in the development of national and local prevention activities respondents expect from the Network lies in the sharing of good practices and experiences. Knowing how certain activities are organized in other countries (finances, competences, cultural differences,...) gives ideas and inspiration for the development of cooperation between local organizations, NGO's,... It is a big advantage of having so many Member States in this network, which makes sure that there are many cultural components represented in the database. On the other hand, some interviewees pointed out that this is especially a task for the National Representatives and the Board, whereby the Secretariat can help with advice, support, promotion, putting the information on the website, newsletters, twitter etc. One interviewee suggested that financial aid would be interesting too.

Another interesting suggestion was to stimulate exchange programs between Member States of employees and people who work in the crime prevention sector. Police officers are already familiar with this system; therefore this system could be applied into other sectors too.

3.3.5. Organisation of events

European Crime Prevention Award (ECPA)

The ECPA is still seen as a very important tool to inspire projects, experts and practitioners all over Europe. It is a very helpful and professional organized event where the participants can share their experiences with people from other Member States and where they can learn how to present and evaluate their projects. The interviewees pointed out the importance of the opportunity to network and find new ideas thanks to this event.

Of course, the organisation of the ECPA depends on the Presidency who organizes it, which makes it interesting since it is a bit different every year. On the other hand, the interviewees who already organised this conference wanted to stress that it is really hard to organise the



ECPA. Each National Representative only does it once, which makes it difficult. The help of the EUCPN Secretariat is very much appreciated.

Best Practice Conference (BPC)

The BPC is closely linked to the evaluation of the ECPA. Generally, the interviewees had a good impression about this event. However, one interviewee mentioned that too much focus goes to the presentations of EU institutions, other organisations etc. and more attention has to go to the best practices. A suggestion of this interviewee was to start with such presentations as an introduction, a sort of welcome or closing-moment with workshops.

Board Meetings

The Board Meetings are a necessary manner for the National Representatives to keep in touch, to communicate, to exchange of thoughts, think about the future of the EUCPN etc. However it is mentioned several times that that 4 Board Meetings in a year are too much, because there is not enough content for it to fill these meetings. One Board Meeting every six months, as written in the Council decision, should suffice. Furthermore, it is also an opportunity to make greater use of technology; for example video conferences can be organised, telephone conferences etc. Finally, it is stressed that some topics on the agenda keeps coming back for several years.

3.3.6. Networking

One of the aims of the EUCPN is to facilitate contact between its Members. Respondents were asked if they felt the EUCPN is fulfilling this aim and if they had any suggestions for improvements.

Facilitation of contact

The interviewees agreed that this aim is definitely – or to a very large extent – fulfilled. Through the Network people have found useful national and international contacts. The Network ensures better communication between its Members and it provides the opportunity to reach out to National Representatives, the Secretariat, etc. in search for other contacts.

Suggestions for improvement

- ✓ Make more use of the technologies
- ✓ Get more contacts about universities, get more other international information,...
- ✓ Develop a portal where you can sign in and see some shared information. Create a community online, where you can invite the National Representatives and other people. The Board can decide which organizations should get access in the online platform.

3.3.7. Summary

Next to the above stated recommendations the interviewees did not have other remarks or suggestions. Most interviewees pointed out the value of the EUCPN Secretariat. The support and aid of the EUCPN Secretariat is priceless. Furthermore, the interviewees consider it is



important that the EUCPN exists and that the network is doing a great job. It is very relevant that EUCPN advocates the idea of crime prevention and the independent position is important. It needs to be stressed that crime prevention does not offer a short term solution or answer, but is a long term kind of thinking. This is something politicians need to be reminded off. Furthermore, public policy and awareness is really important. Therefore it is good that the EUCPN has such an important database with good practices, which can pull back the policy towards crime prevention ideas. Therefore, it is important that the EUCPN gets more open up to the public!



4. Summary and conclusion

This report is the result of the agreement by the Board to measure and evaluate the performance of the EUCPN in accordance to the goals outlined in the Multiannual Strategy (MAS). It forms the follow-up of an (internal) evaluation process, i.e. impact measurement, which started in 2012 and will be repeated in 2020 to monitor the progress of the Network. Hence, this report can be perceived as the second measurement which allows for the measurement of improvements or decrease in impact of the EUCPN. The general goal of the evaluation process is to formulate recommendations based on the selected performance indicators in order to increase the visibility and to raise the awareness and the impact of the Network's activities.

Due to low response rates the results need to be interpreted with caution. At the same time, these low response rates tell us something about the knowledge of the existence of the Network with the wider public (cfr. infra). Improving the knowledge of the EUCPN will be one of the biggest challenges for the EUCPN in the future. Furthermore, the response rate can also be improved through an active role of the National Representatives. The EUCPN Secretariat can only contact the direct users of the EUCPN through the newsletter, website and twitter. However the National Representatives could use their own national network to further distribute the survey which might increase the response rate. Furthermore, a recommendation could be to interact with the users of the EUCPN more often than only once every couple of years.

The data were collected and analysed in three different ways (i.e. 'mixed methods') and in three stages. In a first stage, core data available from internal communication and activities were collected and examined. These contain factual figures like e.g. number of entries for the European Crime Prevention Award, presence at (Board) Meetings, number of newsletters sent, number of visitors on the website, etc. Three main points can be summed up. Firstly, it is positive that an increase can be measured in almost all aspects which can be measured through the core data of the EUCPN. Especially the communication of the EUCPN towards the public has increased substantially with 20 published newsletters instead of 2 as the most notable fact. This can symbolize a positive effect for the impact of the EUCPN, however it is necessary to measure how much of these good practices, policies etc. reach all target groups. Secondly, a decrease has been measured in regards to the participation of the Member States in the Board Meetings. This could be due to a lack of involvement of the Member States and their national representatives or due to financial constraints. Organizing only one board meeting every 6 months could help with the later problem. However, the Member States will then have to become more active in their communication via mail to the EUCPN Secretariat. Thirdly, it is remarkable that some Member States seem to be very active in providing information concerning good practices, policies, and strategies for the EUCPN website, while other Member States are far less active. In these last two findings lies a danger for the impact of the EUCPN. The activity of the National Representatives is of vital importance for the work of the EUCPN Secretariat because they use information of the Member States as input into the work and output of the Secretariat and because the National Representatives have a larger network in their countries to distribute the work of the EUCPN. Therefore a recommendation about the importance of the National Representatives and the need for their continuous involvement is in place here.



The second stage included a quantitative study conducted through a web survey. This was followed by an in-depth phone interview - which was the third and final stage. The aim of the phone interviews was to explore the results of the quantitative part a bit further and to leave room for comments, suggestions and remarks. In the following paragraphs, the results of these last two stages will be discussed covering the same topics. In total six sets of questions were asked concerning the communication tools used by the Network, the collection and spreading of particular information, the provision of expertise and professional support, the organisation of events, networking and the development of EU crime prevention policies.

The communication tools, i.e. newsletter and website

Looking at the quantitative results, we observe that 64% of the respondents who receive the newsletter also actually almost always read it, which is an increase of 10% in regards to 2011. Furthermore, almost half of the respondents visit the website once a month and almost all of the respondents (89%) visit the website at least once every six months.

According to the readers, the most interesting and useful sections in the newsletter correspond with the most interesting and useful information on the website. These are the sections on good practices and on research and publications. Here it is important to note that the pages on the website which are perceived as being the most interesting and useful are not the most visited ones, even though they are rather high in the list. Also the respondents found the policies interesting on the website but this does not show in the information of the newsletter.

A new website was launched in December 2014 and even though most interviewees found it an improvement to the old website there are still recommendations to be made. The aspects which came back the most was the fact that the website shows too much text, is not visual enough and that there are not always clear indications of which information can be found where. These recommendations should be considered by the EUCPN Secretariat when maintenance work and improvements are made to the website of the EUCPN.

Lastly since 2014 the EUCPN Secretariat has started using twitter as a communication channel. Only 20% of the respondents already follow the EUCPN on twitter and 5% was planning to follow EUCPN. This is still a low amount however the EUCPN Secretariat is planning to become more active on twitter and hopefully this will result in more followers. One of the interviewees stated that if an organization wants to be really visible on twitter that organization has to tweet every 48 hours.

To conclude, both the newsletter and the website are important – at this point even the main instruments in the promotion of the Network. The results from our research but also the fact that the response rate of this study was only 4,5% suggest that a lot more work needs to be done in 'advertising the Network': who we are, what we do, our aims and impact. Therefore, the newsletter and website should be – first and foremost - a good reference and easy-to-read source of information for all interested parties, policy makers and local practitioners alike.

The collection and spreading of information

There is also an overall satisfaction of 6.7/10 for collecting and spreading information on local, national and EU best practices, on crime prevention research and on funding sources and research calls. This is only slightly higher than in 2011 (6.5/10). Especially the information given about crime prevention practices and research was received very well. The interviewees stated that the toolboxes are a good manner to distribute both of these instances. Furthermore, the database of the good practices provides for a central, easy accessible medium. Nevertheless, the respondents would also like to see some 'bad' or 'less good' practices in order to learn from the mistakes or to what does not work. Furthermore, some more emphasis should be given to the possible role of other stakeholders except the police in crime prevention practices.

A general problem in regards to the collecting and spreading of information is the translation issue. When the EUCPN wants to reach the national and local practitioners, more will have to be translated into national languages.

There is still more room for improvements when it comes to different theories in crime prevention and new researches. A large knowledge base is needed for this and the academic network of the EUCPN has to be increased in order to receive new information in a continuous matter. Working with a user-friendly database and/or library with interesting research results or references of existing literature on certain crime prevention topics could be very useful. Finally, for the creation of a knowledge-base on a European level it is very important to get information on funding opportunities or on potential partners for research projects in time. The website could play an important role in the spreading of this type of information.

The provision of expertise and professional support

Another interesting finding is that overall 59% of the respondents know that they can contact the EUCPN with specific questions concerning the provision of expertise and professional support upon request, whereas an average of 38% of the respondents ever contacted the EUCPN to receive such expertise or support. This is a clear increase in relation to 2011 where respectively 35% and 14% knew and already had contacted EUCPN. The manner in which the respondents contact the EUCPN has also shifted from contacting the National Representatives to the EUCPN Secretariat. This shows the increased visibility of the Secretariat.

The main support or task in the development of national and local prevention activities expected from the Network lies in the sharing of good practices and experiences.

The need for expertise and support seems greatest for funding applications. In general, the whole application process is perceived as very complex. Hence, support in the form of a practical toolbox, up-to-date lists with (research) calls and reminders sent before the expiry of the deadlines could be very helpful.



The organisation of events

Another interesting finding in the quantitative data is the satisfaction with the content of the EUCPN event(s). These events are averagely rated 8/10. The most visited and appreciated event(s) are the Best Practice Conference and the European Crime Prevention Award. Additionally many of the respondents also stated that they have already attended the Board Meetings of the EUCPN as well. This can point to the fact that many of the respondents were or have been National Representatives or substitutes. This means that we have to look at the results of the survey with care since the National Representatives often have more information about the EUCPN than other people.

When we look at the telephone interviews, it is clear that – not counting the World Café's – generally all events are really well rated and appreciated. "Helpful", "interesting", "inspiring", were descriptions commonly used when an evaluation about the events was asked. It shows that despite all modern communication tools, bringing people together - face-to-face and in the right setting - raises the level of interaction and exchange of support, information and expertise significantly.

When looking at the quantitative figures 59% of the respondents claim they have ever visited the BPC-ECPA. Even though this is an increase with 15% since 2011, perhaps more efforts should be done to stimulate attendance and participation at these events especially considering the 'added value' of this meeting.

Networking

One of the aims of the EUCPN is to facilitate contact between its Members. 21% of the respondents indicated that they got in touch with other EUCPN Members regularly, often or very often. Almost half (47%) of the respondents only get sporadically in touch with other EUCPN Members. Nevertheless, 56% of the respondents believed that the EUCPN has stimulated their professional network. This indicates that the EUCPN can have a positive impact on the contact between Member States.

Looking at the qualitative data, the interviewees stated that the Network definitively is a good platform to enlarge the Members' own professional network. External (non-member) interviewees often got to know the EUCPN indirectly or even coincidentally. It should definitely be a focal point in the future to stimulate the contact within the Network, to enlarge the Network especially in relation to universities. This should be done in a well-considered way, to work proactively ('outreach') and to develop a long-term vision on the role of the national contact points. Furthermore, technical applications should be considered to stimulate the contact between the Members; an online community could be created where people could leave comments or questions in relation to crime prevention.

The development of EU crime prevention policies/strategies on local, national and EU level

More than half of the respondents do not know whether the EUCPN contributes to the development of the crime prevention strategies on the different levels (European, national, regional, local). Only an average of 27% of the respondents is able to give concrete examples on how the EUCPN contributes to this development. The contributions



of the Network to this development which were most mentioned are: offering a framework and support which stimulates other actors (ministries, local organisations, etc.) in the field, being a platform for the exchange of information between different actors, raising awareness on trends and practices across Europe, offering targets and goals, monitoring policies, developing partnerships, etc. Nevertheless it is very hard to measure this, since the EUCPN and its partners do not always receive information if a piece of information has contributed to the development of a policy. With this respect, it will be necessary to clearly communicate about these contributions so that people can get an idea of the (potential) impact of the working of the Network and its importance for the future.

Furthermore, the respondents stated that the EUCPN has contributed more to the policies of the National and EU level than to the policies at the local level. This shows that the EUCPN has still a lot of work in reaching the local level with the information the EUCPN gathers. It could be useful to look at partners such as EFUS to reach this goal.

The execution of this second impact measurement has been an interesting experience and it has pinpointed some dangers and difficulties in which the EUCPN and its Secretariat will have to invest time and resources. In general it can be stated that overall the impact of the EUCPN has increased in relation to the zero measurement of 2011. Nevertheless the extremely low responds rate shows that the EUCPN still has a long way again before it reaches a large audience and it can safely say that it has a significant impact on crime prevention practices, research and policies.

Annex 1: Quantitative part – questions websurvey

- General information
 - What is your gender?
 - What is your year of birth?
 - In which country are you currently employed?
- Communication tools in general
 - Newsletter
 - How often do you actually read the newsletter?
 - Which sections do you consider as the most interesting or useful?
 - website
 - How often do you visit the EUCPN website?
 - Which information on the website do you consider as the most interesting or useful?
- Collecting and spreading particular information
 - collecting and spreading information on local, national and EU best practices
 - How satisfied are you about providing information on local, national and EU best practices?
 - How satisfied are you about spreading information on local, national and EU best practices?
 - collecting and spreading information on crime prevention research
 - How satisfied are you about providing information on crime prevention research?
 - How satisfied are you about spreading information on crime prevention research?
 - collecting and spreading information on funding sources and research calls
 - How satisfied are you about providing information on funding sources and research calls?
 - How satisfied are you about spreading information on funding sources and research calls?
- Providing expertise and professional support upon request
 - providing answers to
 - questions concerning crime prevention projects and best practices
 - Did you know that individuals and organizations can contact the EUCPN with specific questions about this?
 - Did you or your service ever contacted the EUCPN in order to obtain more information about this?
 - If you ever contacted the EUCPN about this, who did you or your service contact?
 - How satisfied were you with the EUCPN's response to your question about this?
 - questions concerning funding and academic (concerning content) support of research projects on crime prevention *2
 - Did you know that individuals and organizations can contact the EUCPN with specific questions about this?



- Did you or your service ever contacted the EUCPN in order to obtain more information about this?
 - If you ever contacted the EUCPN about this, who did you or your service contact?
 - How satisfied were you with the EUCPN's response to your question about this?
 - providing support in the development of prevention activities on a national and local level; being a point of reference for several target groups [practitioners, (national, international, EU) policymakers, national and international prevention agencies, etc.]
 - Did you know that individuals and organizations can contact the EUCPN about this?
 - Did you or your service ever contacted the EUCPN in order to obtain more information about this?
 - If you ever contacted the EUCPN about this, who did you or your service contact?
 - How satisfied were you with the EUCPN's response to your question about this?
- Organisation of events
 - participation (represented target groups and professions)
 - Have you ever attended a EUCPN event?
 - Which event(s) did you attend?
 - quality of organisation and professional content
 - How satisfied are you about the content of the attended EUCPN event(s)?
 - Quality of key note speakers'
 - Usefulness of shared information for you/your service
 - Opportunities for exchanging information with other stakeholders/partners
- Networking
 - identification of relevant stakeholders
 - Has the EUCPN stimulated the expansion or strengthening of your professional network?
 - frequency and content of interaction with key stakeholders
 - How often do you get in touch with (other) EUCPN members
 - If you get in touch with (other) EUCPN members, the interaction with these member(s) concern...
- Developing EU crime prevention policy
 - formulating standpoint on EU policy and strategy of crime prevention developing and promoting different aspects of crime prevention at EU level
 - Do you think that EUCPN has contributed to national crime prevention strategies in your country? If yes, specify how.
 - Do you think that EUCPN has contributed to local crime prevention strategies in your country? If yes, specify how.
 - Do you think that EUCPN has contributed to crime prevention strategies on a European level? If yes, specify how.



Annex 2: Qualitative part – Invitation letter

Dear Sir/ Madam,

We are writing to you on behalf of the European Crime Prevention Network (EUCPN). The EUCPN Secretariat is currently conducting an evaluation of the EUCPNs performance. In our Multiannual Strategy the long-term orientations for the EUCPN were outlined. To measure our achievements and to strengthen our work, a permanent evaluation and adjustment of the Network's activities is crucial. The goal is to measure progress and formulate recommendations in order to increase the visibility, the awareness and the impact of EUCPN.

In a first step of the measurement, you already filled in a quantitative survey (sent out in February 2016). Now, The EUCPN Secretariat wishes to further explore the results of this survey in a more qualitative way, by **a telephone interview**. An in-depth study of the most significant results of the quantitative survey will provide more concrete tools to formulate recommendations for improvement. In order to do so, we have selected a randomly selected sample of respondents that indicated they wanted to participate in the telephone interviews. The duration of these interviews is limited to approximately 45 minutes and the privacy of the respondents is assured.

In the quantitative survey you informed us that you were willing to participate in the telephone interview. Would it be possible to inform us which dates and hours would suite you the best between 19 – 30 September 2016?

Would it be possible to provide your answer **by 14th of September?**

Thank you in advance for your cooperation!

If you have any further questions, please do not hesitate to contact us (eucpn@ibz.eu).

Kind regards,

EUCPN Secretariat

Annex 3: Qualitative part – questions telephone interview

- **Introduction**

The telephone interview will be started with a short introduction, i.e. repeating the aim of the zero measurement, reminding the participant of the quantitative survey they filled in before, etc.

- **Questions**

1./ Communication tools in general

- o newsletter

- Are you satisfied about the newsletter (content, sections, lay-out)? Why or why not?

- What could be improved, how would you improve the newsletter, what do you miss?

- o website

- Are you satisfied about the website (content, sections, lay-out)? Why or why not?

- What could be improved, how would you improve the website, what do you miss?

- o Others

- Could you imagine other communication tools?

2-/ Collecting and spreading particular information

- o On local, national and EU best practices

- Are you satisfied about this? Why or why not?

- How would you improve this/what could be better/what do you miss?

- o On crime prevention research

- Are you satisfied about this? Why or why not?

- How would you improve this/what could be better/what do you miss?

- o On funding sources and research calls

- Are you satisfied about this? Why or why not?

- How would you improve this/what could be better/what do you miss?

3-/ Experiences and suggestions concerning the provision of expertise and professional support

- o What is your experience in contacting the EUCPN secretariat on crime prevention projects and best practices?

- o What service would you wish to have concerning research proposals and information about funding opportunities? What are your needs?

- o What support in the development of national and local prevention activities do you wish to see from the EUCPN?

4-/ Organisation of events

- o participation (represented target groups and professions)

- distinction: NR & others



NR:

- What do you consider positive and/or negative elements regarding the following events/meetings: (e.g. quality of the organisation, content, etc.)

1. ECPA
2. BPC
3. EUCPN
4. BM
5. WC

- Any suggestions for improvements?

Others:

-Have you ever attended? (yes: questions NR)

-Why did you never attend an EUCPN meeting?

5-/ Networking

o One of the aims of the EUCPN is to facilitate contact between members.

- Do you feel the EUCPN is fulfilling this aim? Why, why not?

- Any suggestions for improvements?

• **Conclusion**

EUCPN Secretariat



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