The Proteja Brasil App

Innovation and technology to protect children's rights.
(A Case Study)

unicef

Resources

Thanking Notes

We would like to thank all the social actors interviewed for their contributions to the production of this report. Without their valuable contribution, it would not have been possible to portray the story behind the Proteja Brasil app.

Casimira Benge, UNICEF

Fabiana Gorenstein, UNICEF

Estela Caparelli, UNICEF

Júlio Dantas, UNICEF

Benedito Rodrigues dos Santos, INDICA and Catholic University of Brasília

Maria Aparecida de Roussan, Yves Roussan Children's Defence Centre - CEDECA/BA

Hélia Barbosa, Public Defender's Office for Childhood and Adolescence for the State of Bahia - DEP/BA

Leandro Neves, Ilhasoft Inc. - Mobile Apps Developer

Perla Ribeiro, Secretariat for Childhood, Adolescence and Youth - Government of the Federal District - SeCriança/DF

Angelica Goulart, National Secretary for Children and Adolescents' Rights Promotion of the Human Rights Secretariat of the Presidency of the Republic - SNPDCA/SDH/PR

Sidnei Costa, General Coordinator for the Human Rights Hotline of the Human Rights Secretariat of the Presidency of the Republic - SDH/PR

Anna Flora Werneck, Childhood Brasil

Valéria Brahim, NGO Terra dos Homens

Ilhasoft Team
Photo Credit: President's Staff

Summary

Preface

UNICEF and the Human Rights Secretariat of the Presidency of the Republic of Brazil (SDH) have been working closely together to protect the rights of every child and every adolescent in Brazil. The collaboration sought to create a technological solution that could provide information and, at the same time, shorten the path for the Brazilian citizens to reach a protection network. This solution would also have to be adapted to the Brazilian reality and allow for replication to other countries, in accordance with their different contexts.

The fact that Brazil hosted large sporting events in 2013 and 2014 was a huge motivator to achieve a fast and effective proposal. To turn that challenge into reality we reached for the right partners: CEDECA/ BA NGO and Ilhasoft Inc. Then, we launched the Proteja Brasil app for smartphones and Tablets.

The app shortens the distance between children and adolescents, who are victims of human rights violation, and the public facilities and social services for comprehensive protection that exist in the 27 Brazilian capital cities and their surroundings. The tool provides adequate information on how to proceed in cases of violation and identifies, through geo-referencing, nearby police stations and protection bodies, thereby enabling us to deliver children's rights to a larger group of people, extending the protection network to everyone.

Up until April 2015, around 40,000 people had the app installed on their smartphones and more than 500,000 interactions had been registered.

The Proteja Brasil project innovates by generating technologies that allow for its replication to other parts of the world. Besides enhancing protection mechanisms, the app also fulfils another absolute priority: keeping boys and girls safe from violence, neglect, discrimination and exploitation, as prescribed by the Convention on the Rights of the Child and by the Statute of Children and Adolescents.

Casimira Benge, *Coordinator for the Child and Adolescent Protection Programme - UNICEF Brazil.*

Angelica Goulart, *National Secretary for Child and Adolescent Rights Promotion of the Human Rights Secretariat of the Presidency of the Republic of Brazil*

Presentation

In 2013 and 2014, Brazil hosted two large sporting events: the FIFA Confederations Cup and the FIFA World Cup. The two events were considered an opportunity, not only for practicing sports, but also for the social and economic development of the country. However, there was a strong possibility they could pose a risk of increasing the violation of children and adolescent's rights, so all governmental and non-governmental institutions active in the field of children and adolescent's rights mobilized efforts to intensify protection actions.

In 2012, the various social actors started debates on the need to adopt an agenda of initiatives that converged towards preventing and responding to violations of the human rights of children. In that context the idea emerged of an app to be put in the hands of Brazilian citizens that would make it physically feasible for them to report violence against children and adolescents.

As a result of a partnership involving UNICEF, the NGO CEDECA/Bahia (Children and Adolescents Defence Centre), the Human Rights Secretariat of the Presidency of the Republic and the Ilhasoft company, the app

'Proteja Brasil' was developed using simple, accessible technology. It provides the public with the location of, and access to social services and public facilities for the protection of children and adolescents' rights in the 27 Brazilian capital cities and their respective metropolitan areas.

The instrument makes it easier to identify and report situations of vulnerability and increases the chances of notification of such violations to the respective authorities.

This document describes the initiative and has the following objectives:

1. to document the case of the innovative app that can help the Brazilian population to protect its children and adolescents.

2. to explain how the app works, and make an analysis of the initiative, including lessons learned and challenges to be faced to expand it.

3. to demonstrate ways in which similar actions can be adopted by other countries, according to their respective realities.
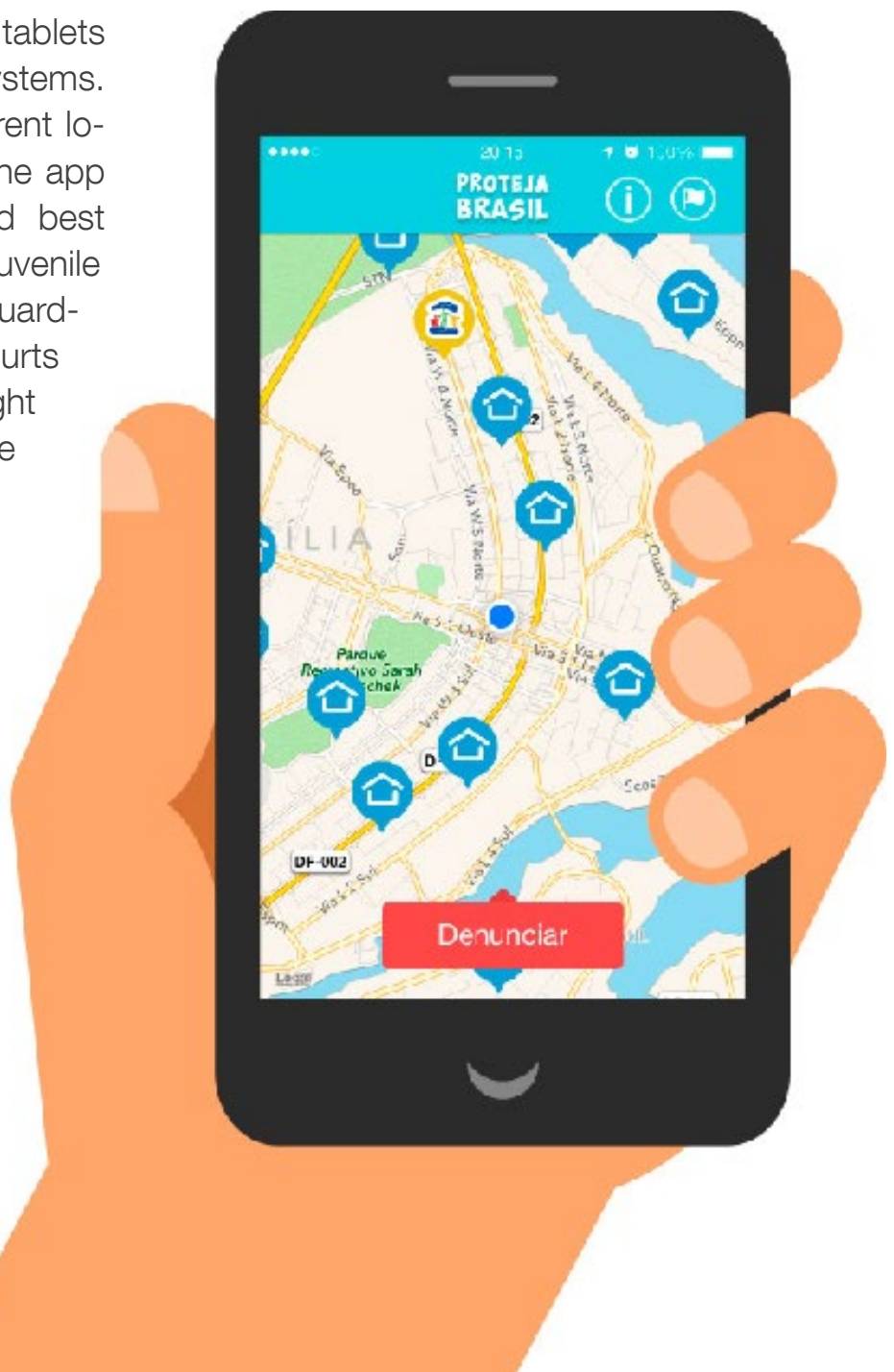
The Proteja Brasil App

Proteja Brasil is an app developed for tablets and smartphones with the aim of facilitating the identification and notification of situations in which children and adolescent's rights are being violated. It can be downloaded for free to smartphones and tablets that use iOS or Android systems. Making use of the user's current location via GPS technology, the app lists phones, addresses and best routes to reach specialized juvenile protection police stations, guardianship councils, juvenile courts and organizations that help fight violence against children in the main Brazilian cities.

App users also have the option of forwarding their complaint directly to the Federal Government's Dial 100 service, the main hotline, maintained by the Human Rights Secretariat. Overseas, the instrument presents the phone numbers and addresses of Brazilian Consulates and Embassies.

The app also facilitates the identification of different types of rights violation insofar as its menu shows the most recurrent types of rights violations in Brazil: Child Labour, Physical Violence, Psychological Violence, Sexual

PROTEJA BRASIL

Violence, Discrimination, Torture, Trafficking of persons, Neglect and Abandonment. The identity of the person making the notification is kept secret.

The app represents a pioneering initiative in the geo-referencing of public facilities dedicated to the comprehensive protection of children. It uses the power of the world of mobile devices to meet an urgent demand: the prevention of, and fight against children's rights violations.

Apart from facilitating the act of reporting, its innovative features include stimulating the use of smartphones as tools to protect children and adolescents from violence.

For those reasons, the application development has effectively materialized the principles of innovation established by UNICEF (see the box on the right).

Brazil on the map of new technologies

With around 200 million inhabitants, Brazil is the fifth most populous nation

Looking Ahead: UNICEF innovation principles.

In recent years, UNICEF has been calling on governments, society and businesses to act together to stimulate new ideas capable of providing answers to the problems that affect the rights of children and adolescents. Through its network, present in 190 countries, it has fostered new ways of thinking, working and collaborating with partners. To guide this effort, UNICEF has established nine principles that serve as a guides for the development of innovative strategies:

1. Develop with the user.
2. Understand the ecosystem in place.
3. Develop in scale.
4. Build for sustainability.
5. Produce measurable data.
6. Use templates, data, reference, open source and accessible innovations.
7. Reuse and evolve.
8. Do no harm.
9. Be collaborative.

in the world. More than 116 million Brazilians have internet access. The forecast is that this number may exceed 50 million by the end of 2015. Those figures, added to the information that Brazil already has more than 270 million operational cell phone lines and that the IDC (International Data Corporation) estimates sales, in 2015, of 65 million smartphones, are indicators of the sector's potential.

According to the 2015 Digital, Social and Mobile survey, there are 77 million Brazilians accessing social networks from mobile apps. With the ever growing penetration of smartphones, which now represent 70% of cell phones in use, and with the 40 million multi-screen consumers (using various virtual means), the scenario for this area in Brazil is highly promising. 72% of those who use smartphones on a daily basis access internet from their mobile devices and 20% make exclusive use of this tool to access the web. Those figures place Brazil as the fourth largest mobile market in the world.

Photo: © UNICEF Brasil

How it works

The app was strategically developed in two modules:

1. **Informative Module**: presents concepts and types of violence against children.

2. **Complaint Module**: pinpoints nearby centres for children and adolescents' rights protection in Brazil and provides a fast connection to the Dial 100 Hotline.

The app's well designed architecture ensures fluid navigation, free from bottlenecks or delays and gives fast, complete access to its main functions, resulting in an excellent user experience. Its visual design was enhanced during trials to offer a light, modern and efficient look.

Ilhasoft, the developer, has ensured the concession of the respective codes meaning that the app is open source and can be replicated in other countries and regions, with only minor adjustments to its technology.

One of the major challenges, when implementing an initiative like Proteja Brasil, is to map the contacts of entities dedicated to children and adolescents' rights protection (or similar facilities in other countries or regions). This cataloguing process, mapping institutions and centres in Brazil's 5,561 municipalities and periodically updating the information, has only been possible with the support of the Federal Government, through its special Human Rights Secretariat of the Presidency of the Republic.

Hotline 100

When developing Proteja Brasil, it was considered important to connect the app to the Dial 100 Hotline. Furthermore, the various types of violence were grouped according to the service's classification system, such as, child labour, physical violence, psychological violence, sexual violence, discrimination, torture, trafficking of human beings, neglect and abandonment, thereby making the complaint easier to process.

Guaranteeing Children and Adolescents' Rights in Brazil

Brazil is a global reference insofar as it has one of the first national legislations on this matter (Estatuto da Criança e do Adolescente) compatible with the 1989 UN Convention on the Rights of the Child, in force since 1990. Brazil has served as an example of good practice to other countries in the region and in the world at large.

To achieve real progress in regard to this legal framework, the Statute of Child and Adolescent instituted the Children and Adolescents' Rights Guarantee System, which establishes a close relation between public authorities and civil society in developing and monitoring public programs for children.

The system is multidisciplinary, counting on strategic social actors such as public prosecutors, public defenders, police, guardianship councils and other bodies in the fields of healthcare, sports, education, social assistance, labour market insertion and other sectors.

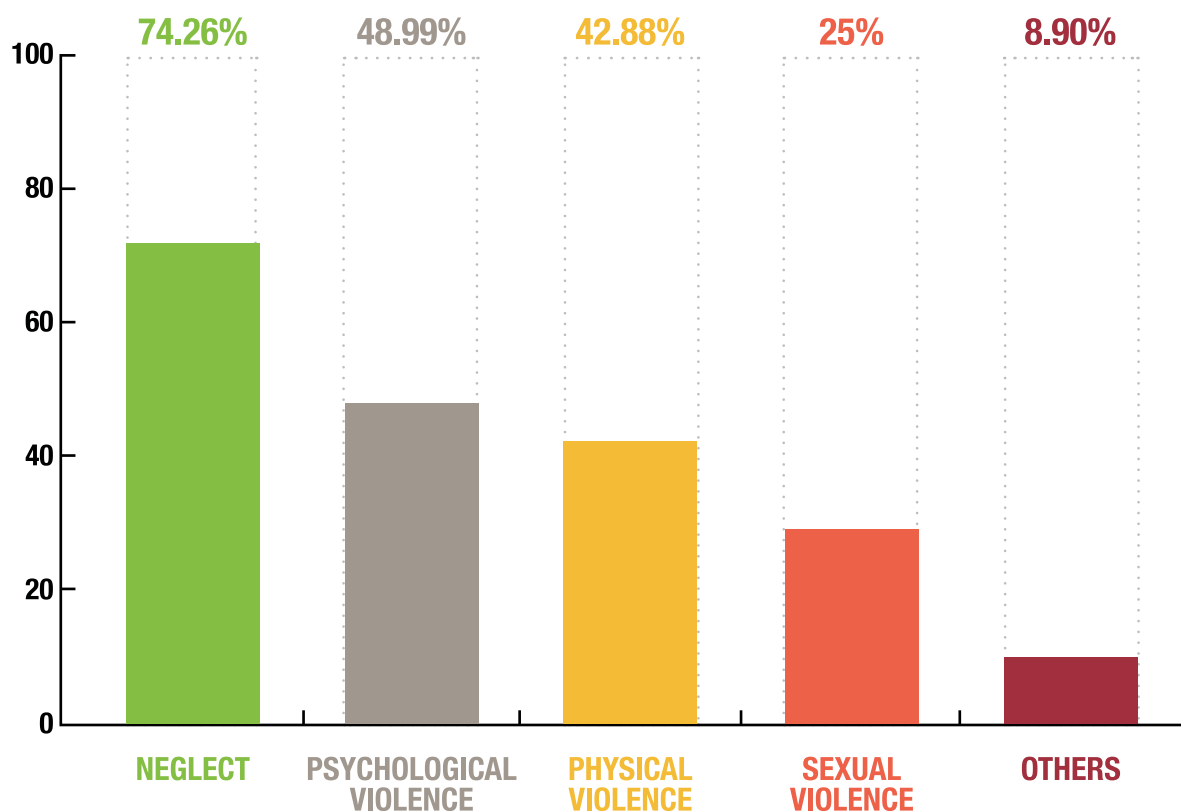# Dial 100: Dedicated channel for Rights Violation Complaints

The "Disque Direitos Humanos" - Dial 100, maintained by the Federal Government since 2003, receives reports of violations of the rights of children, adolescents, homeless people, people with disability, gays, bisexuals and transgenders, as well as reports of torture and other human rights violations.

It functions 24 hours a day, seven days a week, including holidays and receives toll free phone calls from all over the country, from both landline and cell phones.

The complaints can be anonymous, and the confidentiality of all information is assured when requested by the informant. In 2014 alone, Dial 100 registered 91,342 complaints of child and adolescent rights violations (see further details in the graph below).

Recurrent violations of children rights in Brazil - 91,342 complaints registered in 2014.

Category	Percentage
NEGLECT	74.26%
PSYCHOLOGICAL VIOLENCE	48.99%
PHYSICAL VIOLENCE	42.88%
SEXUAL VIOLENCE	25%
OTHERS	8.90%

Step-by-step

With the Proteja Brasil app, a complaint is registered in 3 simple steps, thereby keeping information secure and anonymous.

1. Download the app according to your smartphone's operational system.

2. Allow the app to access your location.

3. Select the nearest institution where the complaint should be made.

MAPS

These enable the location of public authorities responsible for enforcing children' rights, such as:

A. Guardianship Councils
B. Specialized Police Stations
C. Police Stations
D. Juvenile Justice Courts
E. Brazil´s Diplomatic Missions (abroad)
F. Reference Centre Against Trafficking in Persons
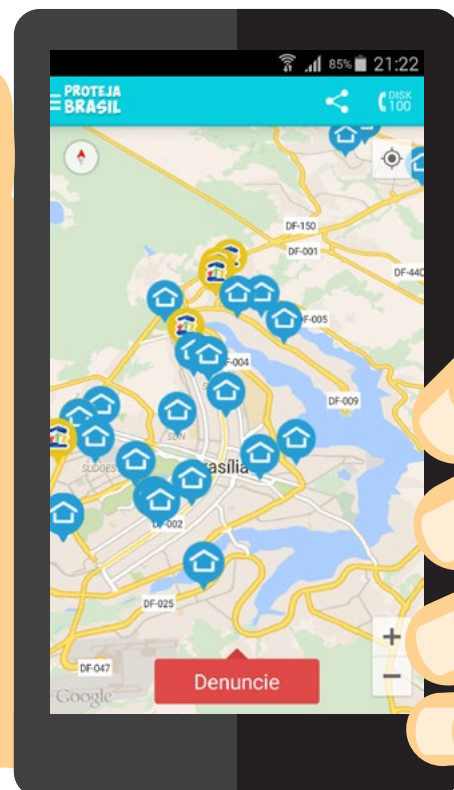
CATEGORIES*
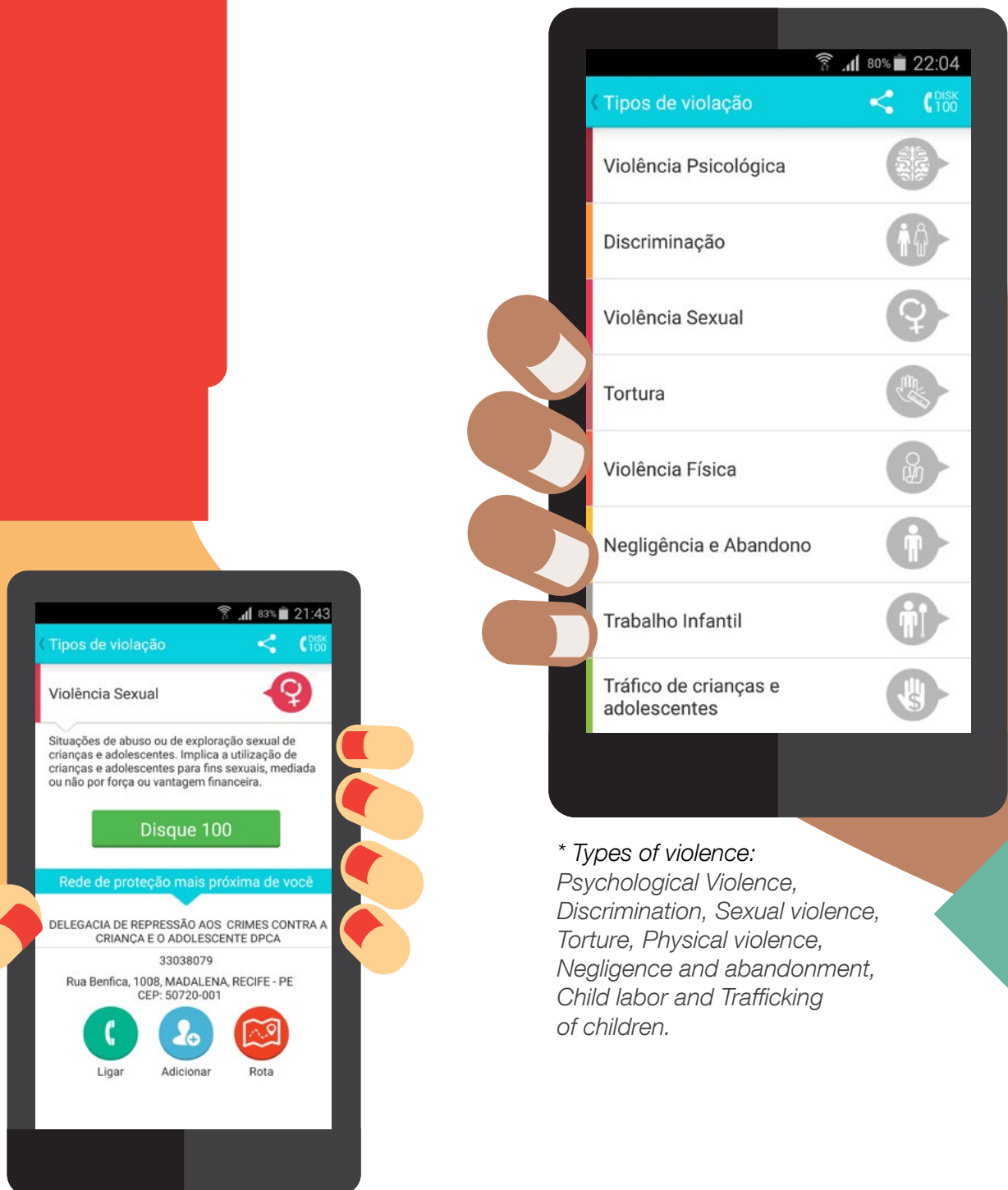
*Types of violence:
Psychological Violence,
Discrimination, Sexual violence,
Torture, Physical violence,
Negligence and abandonment,
Child labor and Trafficking
of children.*

TYPES OF VIOLENCE

Facilitates the identification of vulnerability situations and types of violation of children rights, identifying contacts with assistance services. When the category icons are swiped, a brief explanation regarding the definition of each one will pop up.
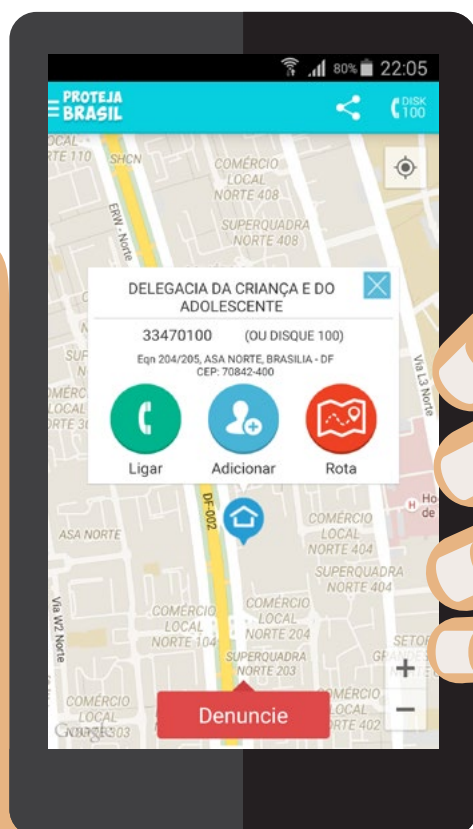
HOW TO REGISTER A COMPLAINT:

Make a phone call directly to the public service mapped in the app display

———————————

Make a Call on Dial 100.

———————————

Visualize on the map the exact location and use your smartphone GPS to trace a route to the mapped service or save the mapped out service contacts in the cell phone agenda.

PROTEJA BRASIL IN NUMBERS
(May/2013 to April/2015)

• Total downloads: 39,098

• Single Users: 24,620*

• Number of times the app was opened: 99,213

• Total interactions with the app: 507,387

* People who accessed the app at least once.

USERS
• 25% between 18 and 24 years old;

• 50% between 25 and 34 years old;

• 23% between 35 and 55 years old.

• 2% other ages.

• 79% are female;

• 21% are male.

Data supplied by Ilhasoft in April 2015.

The pathway of an innovative idea

Why develop an app?

Proteja Brasil is a collective effort. The idea of creating an app to help in the protection of children and adolescents at risk emerged from a reflection made by a number of Brazilian social actors on the need to improve the existing reporting channels, while, at the same time, encouraging social mobilization on the issue.

The debates started in 2012 when UNICEF, CEDECA/BA and other institutions implemented a project of coping violence in the state of Bahia. In the center of discussion there was the need to prepare a network of protection to childhood and youth to act in Brazil at the 2013 FIFA Confederations Cup and the 2014 FIFA World Cup - situations in which vulnerabilities would be increased.

that would help it to report abuses".
Casimira Benge, coordinator of the UNICEF "Crescer sem Violência" (grow up free from violence) programme.

The initial concern was to draw into the debates all actors involved in the local human rights system. The first step was to build a catalogue of the main violations registered in large public events. To do so, they used, as an example, the Carnival event in Salvador (capital city of the state of Bahia), which draws over 2 million people annually.

That resulted in 11 operational procedures and related workflows, delineating the pathways of the reporting process and identifying the stakeholders, public agents to be notified and the relevant legislation in place associated to each type of violation.

"The main discussion was on how to prepare the Children and Adolescents' Rights Guarantee System to act in during the 2013 FIFA Confederations Cup and the 2014 FIFA World Cup that were about to take place in Brazil. The issue was, how to put an effective tool in the hands of the general public

"The process enabled us to realize, that there was still a lack of understanding of the roles of each actor in the protection network. That is why we made the workflows; to show who is who in the system, which violations exist, who is to be contacted in any given situation and

where to notify a case of violence".
Maria Aparecida de Roussan, CEDECA/BA Founder.

To spread the idea, the social actors involved trained the members of the Children and Adolescents' Rights Support System in Bahia and elaborated an action plan for the Carnival and the World Cup. From that point on, they decided to map the service centres and that was the moment when the idea of an app to gather information on all addresses and contacts to facilitate the filing of denunciations and to guide the citizen to the nearest service centres emerged.

"There was strong concern about the absence of an instrument capable of evaluating the operational flows and nimbly updating the information. The app came to fill that gap because, with it, anyone with a smartphone or internet-capable tablet could have access to the social actors, reporting channels and their respective mandates. It is an effective tool, outstanding in the history of the struggle against the violation of children's rights; one that has revolutionised the entire process of the weak systems against sexual violence. Brazil is the first country to have adopted it".
Hélia Barbosa, PPublic Defender and Professor of Children and Adolescents' Rights.

Alliance Network

In this process, UNICEF and CEDE-

CA/BA found another partner, the app developer company Ilhasoft, created by a group of young digital entrepreneurs based in Maceió, capital city of the state of Alagoas.

Ilhasoft had previously developed an app to track missing children - called FindPeople. Conversations started when Ilhasoft approached UNICEF to share this initiative with them. From this meeting came the idea of a similar instrument that could be developed for use in reporting child and adolescent abuse. Ilhasoft was conceived by its founders with the specific aim of creating mobile applications capable of making a difference in people's lives.

"We belong to a generation that strongly believes that entrepreneurism and volunteer work can make a difference. We have to come up with something that can have a social impact and can change people's lives. That's why we accepted the challenge to develop Proteja Brasil".
Leandro Neves, Ilhasoft Associate.

In the year 2012, the project partners struck up a dialogue with the government's Human Rights Secretariat of the Presidency of the Republic. The idea was to involve the Federal Government in this initiative, strengthening the children's protection system. It was then that the debate to create a national agenda to converge all actions to ensure the realization of the

rights of boys and girls during major sports events using the app as one of the main tools began.

> "We took part in the entire creation, formulation and negotiation process of the app. It is, without a doubt, an innovative project. It introduces a dynamic, modern language, acting as yet another instrument to strengthen the channels for reporting situations in which violence is practiced against boys and girls".
>
> *Angélica Goulart, National Secretary for Children and Adolescents' Rights Promotion.*

First Test

Once the discussions had attained maturity, during the mobilization for May 18, 2013 (National Day for Combating Sexual Violence Against Children and Adolescents) the app was presented to Brazilian society. A month later, during the FIFA Confederations Cup, Proteja Brasil's app was tested in the 6 cities hosting the event.

Although it enjoyed widespread acceptance, it could be seen that a huge campaign was needed to mobilize the general population and the children protection network. Moreover, some technical aspects needed to be revised, especially in the aspect of improving the app layout and the tools to make it easier to use, enhancing, for example, the mapping of protection service centres.

What is the Agenda for Convergence?

Proteja Brasil's Agenda for Convergence was an initiative coordinated by the public authorities alongside civil society to put in motion a set of inter-federative and inter-sector actions.

The idea was to fully protect the rights of children, adolescents, the homeless and people with disability during the moments of major sporting, cultural or religious events.

During the 2014 FIFA World Cup games and events, each host city had a local Comprehensive Protection for Children and Adolescents Committee for the major events, responsible for developing a set of coordinated services centred on 3 pillars: Outreach Teams on duty, Itinerant Teams and Living Spaces. The outreach teams were a landmark and a point of integration of the services associated to the child and human rights field, implemented by local and state governments that were part of the Proteja Brasil Agenda for Convergence.

In that first trial phase of the Agenda for Convergence the emphasis was on the FIFA World Cup, but the initiative is intended to cover all major events in Brazil.

Discussion around the challenges to make the app widely known also took place. The main argument was: how could a negative agenda be transformed into a positive idea during an event such as the World Cup?

Official Launch

Months later, the Proteja Brasil app was officially launched as part of a set of actions prescribed by the Agenda for Convergence (refer to the box on page 19). Proteja Brasil also took an active part in the UNICEF End Violence against Children Global Initiative, using the hashtag #END-Violence to mobilize the social networks.

In 2014, just before the FIFA World-Cup, the app was intensely promoted at the National Campaign Proteja Brasil – Faça Bonito (Do the right thing) Campaign, on May the 18th. Star soccer player Tinga, from the Cruzeiro squad, starred in a video, released in the social networks and the Fox Sports Brazil channel as part of that campaign.

In February 2014, Tinga had been the victim of racist insults in a game for the Copa Bridgestone Liberta-dores, while defending Cruzeiro, in Peru. In that video, he called on people to ensure that no child gets victimized by racism or any other type of violation of its rights.

During that stage, an assessment of the child protection network capacity of in the 12 host cities of the World Cup was carried out. After that, the mapping was expanded to all 27 Brazilian capitals and their surroundings.

Communication Strategies

To broadly disseminate the app, UNICEF and its partners launched a campaign whereby, in three languages - Portuguese, Spanish and English -, the initiative called on international visitors and Brazilians to protect the children. The slogan was: "It's in your hands to protect children from violence" and it aimed to underscore the idea that people had the tool in hand that was to needed to report situations of violence.

The communication campaign was unfolded as a pro bono initiative by the renowned advertising agency Ogilvy, with support from initiative Save the Dream, of the ICSS (International Centre for Sports Security), a non-profit organization that seeks to improve security and integrity in the world of sports.

The initiative used illustrations warning about situations of physical violence, child labour, sexual exploitation, neglect and discrimination against children and adolescents. It was replicated by hotel chains, tele-

One of the ads, launched in 3 languages (Portuguese, English and Spanish). The slogan is "It's in your hands to protect children from violence".

vision networks, airlines and sports celebrities. Ads were posted in alternative places like airport restrooms, in bars and restaurants and in social media.

The campaign strategy was based on the process of educating people in regards to the importance of reporting violations.

Proteja Brasil was placed in the spotlight for three weeks at the GooglePlay Store and Apple's AppStore. Another strategy was to mobilize relevant public personalities to use their outreach to the general public to promote the project. UNICEF and its partners attracted to the cause celebrities

like the soccer players Neymar Júnior from Brazil and Javier "Chicharito" Hernández from México, the Brazilian actor Lázaro Ramos, the presenter and nutritionist, Bela Gil, the Brazilian President Dilma Rousseff, the former Soccer World Champion, Alessandro Del Piero, Ambassador from the Save the Dream, ICSS, and the Santos Football Club.

Initiatives were launched in the social networks beginning with a pro-bono partnership between UNICEF and the advertising agency Fermento. The central advertising piece was a video in which the actor Lázaro Ramos, UNICEF Brazilian Ambassador, introduces the

app and invites internet users to download and share it.

"The more people know about the existence of this app, the more chances we have to prevent violence and protect our children", says Lázaro Ramos in the video. A hotsite for the campaign was also created: http://www.protejabrasil.com.br and the hashtag #PROTEJABRASIL was launched. It was estimated that the campaign reached out to a total of 40 million people.

Heavyweight Support

By activating HUBs - people with ex-tensive networks of influence in and outside of the internet - UNICEF and its allies, amplified the outreach and leveraged the message.

The spike in Proteja Brasil's support was registered when Neymar Jr. downloaded the app and posted a video about the topic, explaining his involvement with the cause. The athlete has 51 million followers on Facebook and 18 million on Twitter. President Dilma Rousseff also engaged in the initiative posting messages about Proteja Brasil on her profile. She has 2.4 million followers on Facebook and 3.4 million on Twitter. The result of those actions was that, during the FIFA World Cup, between June 12

Photo: © Arquivo pessoal/divulgação

Photo: Presidência da República

Photo: © Arquivo pessoal/divulgação

Photo: © Arquivo pessoal/divulgação
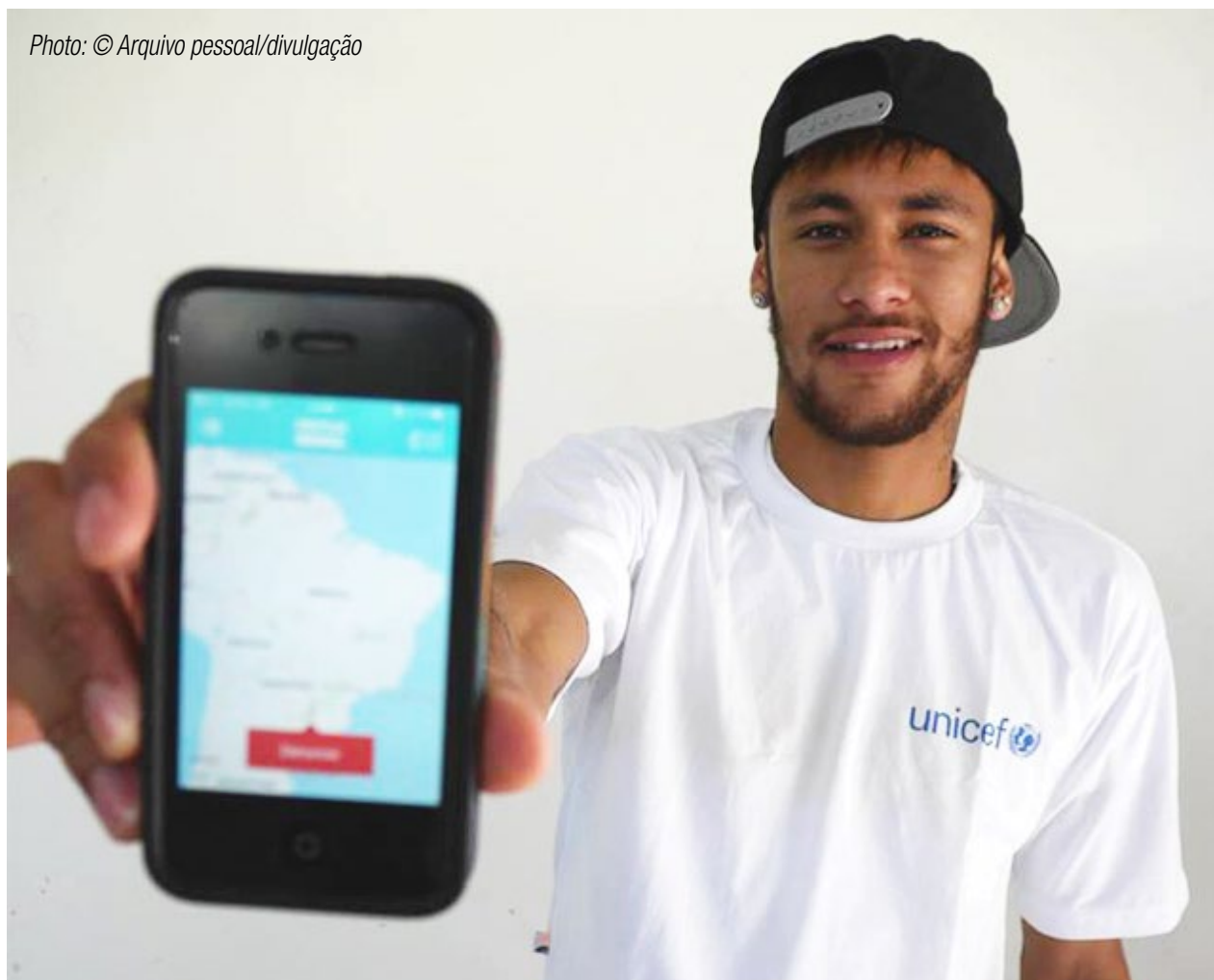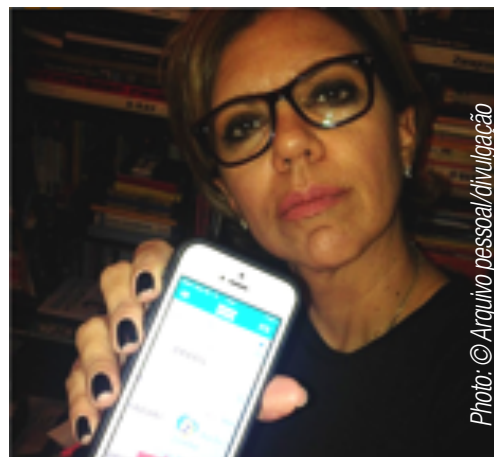
Brazilian celebrities took action to promote the app: TV celebrities and Soccer players joined the initiative

and July 13 of 2014, the app was already a mature tool for stimulating complaints and was considered to be a successful experience by various social actors and the Brazilian media.

Google ranked Proteja Brasil's app as one of the best in its category. In 2014 the app took second place in the Tele.Síntese Innovation Directory award in the App Developers and Content category.

Outreach in the Social Networks*

Facebook: 699,534 individuals
Twitter: 3,934 individuals
Total: 703,468 individuals

From May 18 to July 31, 2014

Timeline

2012

Discussion to prepare the Children and Adolescents Protection Network for major sports events. The idea for the app is suggested. UNCEF, CEDECA/BA and Ilhasoft are the initial partners. Later on, the Human Rights Secretariat of the Presidency of the Republic joins the initiative.

May/ 2013

The app is presented to Brazilian society during the events of May the 18th, the National Day for Combating Sexual Violence Against Children and Adolescents.

June/ 2013

Proteja Brasil is tested during the FIFA Confederations Cup in the 6 host cities. Changes are made to improve it.

May/ 2014

Beginning of the communication strategies to promote the app during May the 18th activities. As part of the campaign, the video featuring Cruzeiro football club's player, Tinga, is released in the social networks as well as in cable TV sports channels, with the message: "It's in your hands to protect our children".

Novem-ber/ 2013

The app is officially launched in the same week as the anniversary of the UNICEF Convention on the Rights of the Child and as part of the Agenda for Convergence.

June and July/ 2014

Media actions are strengthened during the FIFA World Cup. Communication strategies use sport personalities, politicians and celebrities to disseminate Proteja Brasil.

Results: in the period from the FIFA Confederations Cup in 2013 to the FIFA World Cup in 2014, 33 thousand people download the app and 3.5 thousand denunciations are processed.

Big Challenges Ahead

How can Proteja Brasil's Reach be Expanded?

With the first stage of implementation finalized, the social actors involved in the project started to evaluate the process, discussing positive aspects, obstacles, the possibility of expanding the initiative in Brazil and whether its technology could be disseminated to other countries. In Brazil, the main challenges identified by UNICEF and its partners are:

• Scaling up the app, increasing its use by the population at large and by social actors of the child protection network;

• Making the app a permanent instrument for registering complaints, not merely one for the periods of mega events;

• Improving its integration with the 100 hotline;

• Developing ways to follow up on complaints;

• Promoting its coverage to all Brazilian cities, not just capital cities and their surroundings.

Certain technological issues are of fundamental importance. It is necessary to develop mobile versions of the app; to create an interface it with existing channels to facilitate reports of digital crimes.

Proteja Brasil could offer the user the possibility of sending in information about violations that are occurring in real time, indicating the exact location where they are taking place. This data can then be accessed by the competent authorities. Data showing the number and type of denunciations being made in a given location can help direct the police efforts to the place with strategies based on the type of violation reported. For example: 300 people identify the same corner as a place where there is sexual exploitation or that, in a certain square, kids are consuming crack or being exploited for child labour. With this kind of data in hand, action becomes more effective.

It should be stressed that this tool would only be for the user to inform the location where the violation takes place with no possibility of filming or photographing the situation as that

Photo: Tercio Teixeira- R.U.A. Coletivo

would imply a breach of privacy of the victims. The intent of the app is to protect children and adolescents, not put them in harm's way or subject them to unnecessary exposure of their identities.

The impossibility of following up on the denunciations is a gap that the Proteja Brasil implementation process was unable to fill. In the Dial 100 system the user is issued a protocol number during the notification process and can use it to accompany the progress of the denunciation. One idea would be to build this tool into the app. Another would be to provide people with information on how to monitor the results of their complaints.

How can a permanent network to make the app widely known be created?

In 2016 Brazil will host the Rio de Janeiro Olympic Games, an opportunity that can be exploited by reactivating bonds established during the 2014 World Cup.

However, in a bid to achieve sustainability, every effort must be made to increase the number of active users by using strategies that foster greater frequency in promoting the cause, the app itself, and its results. It is crucial to develop an app-use culture that extends beyond events or campaigns.

It is necessary to ensure that the general population and the social actors from the child protection network realize the convenience of having a tool that can ensure the rights of children and adolescents. Strategies for publicising and disseminating the app targeting civil society at large and bodies that compose the system for guaranteeing rights must be improved.

One of the proposals is to run campaigns targeting an audience more familiarized with the theme such as teachers, social workers, healthcare professionals, guardianship councils, rights advisors and the police force.

Disseminating the app to those segments is of fundamental importance because it gives it the potential becom e a work instrument in their hands. In that sense, any specific action involving such audiences is welcome, such as: training child protection network personnel, convincing them to make permanent use of the app.

Proposal: Ambassadors for the Cause

For society at large, the solution could be the use of Ambassadors for the Cause. Influencers with a wide range of followers in social networks can be invited to
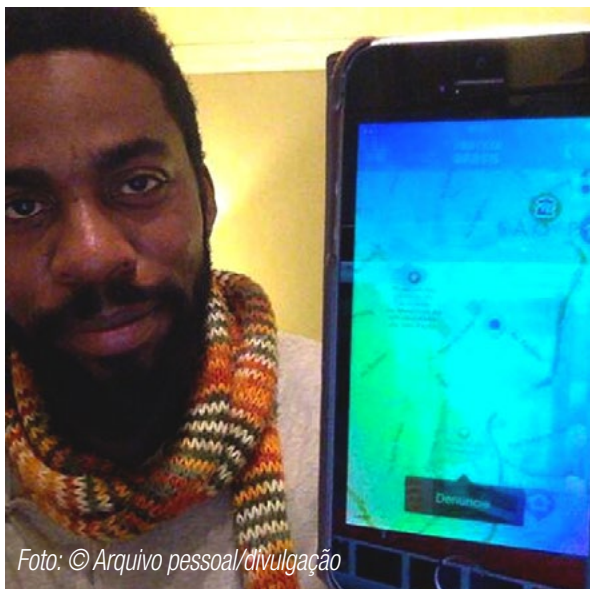

Photo: Rodrigo Zaim - R.U.A. Coletivo

Lázaro Ramos, actor and UNICEF ambassador in Brazil

promote the app and the protection of children on their profiles, not only by disseminating the app itself, but also by reporting progress and results obtained, contextualizing the importance and the ease of usage and underscoring the urgent need for society to engage.

With their large base of followers, these ambassadors will function as epicentres for propagating content designed to stimulate the downloading and use of the app. 71% of Brazilians habitually share content in social networks and 41% say that they do so to promote causes that they believe in. The reasons that lead internet users in Brazil to share content differ according to age groups.

Considering only those aged 40 or under, 18% believe that their posts help define their personalities, while for those over 40, only 5% do. Posting content to keep in touch with people is the reason for 34% of those interviewed over 40 years old, while only 15% below this age group state the same.

Among youngsters, the main reason to share content is the need to assert their own personalities (what experts call: the building of virtual status), and that makes them more active in propagating social causes. Therefore, in all strategies designed to publicise and disseminate the app, it is essential to enhance the sensitivity of that younger group.

The children and adolescents of today's "Millennium Generation" are inserted in this increasingly connected world where the lines separating local and global problems are thin. They live in an age of big technological advances and fast transformations in society's lifestyle, in family relationships, in schools and communities. In this globalized universe, people, technology and ideas move incredibly fast, generating unparalleled opportunities to modify the reality. It is easy to disseminate ideas and innovative projects like Proteja Brasil, promoting exchanges of experiences among the most varied groups of people.

Outreach and Credibility

In this initiative UNICEF and its partners' credibility facilitates the activation of those influencers who should be selected only after a careful evaluation of their outreach, credibility, ability to convert people (convince their followers to adhere to the proposed action) and their alignment with the theme in question. Some of these HUBs can impact 5 million people with a single tweet, register 40 thousand shares on a single Facebook post or achieve more than 1 million views of a video. Their conversion capacity can be as high as 80% of their followers/fans and they have a huge credibility (76%), far more than traditional advertising.

Blogs are also an excellent publicity channel. According to Comscore, an American internet analysis company, Brazil is in second place in the world in outreach for this media (77.3%), surpassed only by Japan. Raising bloggers' sensitivity to the theme is a viable communication strategy to promote social causes. The "advertorial" format is used by bloggers to talk about a specific product or service in a pre-negotiated

Photo: Rodrigo Zaim - R.U.A. Coletivo

space, promoting and voicing their opinions on that particular matter and exploiting their own credibility and relevance.

Collaborative Wave

Ordinary users should be encouraged to engage by using campaigns like #donate1tweet or #donate1post, where a hotsite registers the adherence of those who help by donating a Tweet or a Facebook post, promoting the app and inviting other people to do the same. This type of initiative involves the cost of developing a hotsite that is integrated with the initiative's profiles in the social networks and HUBs and bloggers would have to be activated to get it going.

Social networks have worked very hard to minimize the organic (unpaid) accessibility of posts. This is forcing companies and organizations that want to promote their actions on a large scale to buy space in the social media. Some social networks offer a solution with a wide range of customization and segmentation (age, sex, job, schooling, abode, place of birth, interests and more), and the cost of each impact can vary according to the degree of segmentation.

The use of social-ad is important to ensure results for initiatives that rely on social networks. A way to use this strategy, considering the lack of financial resources, is to create a virtual space to receive donations to be used for social-ad space acquisition.

Replicating the Technology

One of the goals of this report is to present a tutorial that will enable the replication of this initiative, offering step-by-step do's and don'ts and providing the necessary support. A basic script that would have to be adapted to each reality now follows:

Stage 1 - Partnerships

To ensure the app's efficiency, a series of partnerships, adapted to the context of each country or location, has to be established. These alliances have to cover governmental, non-governmental and private institutions. It is imperative to also forge alliances with tradi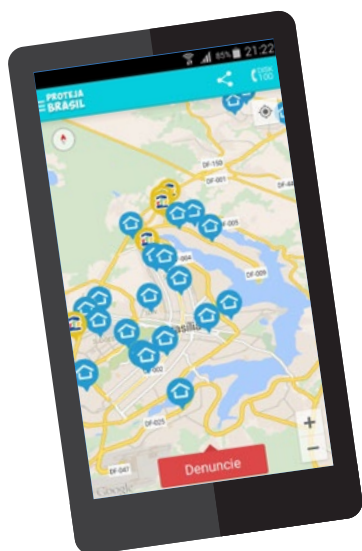tional and electronic media outlets as well as with digital, offline or hybrid advertising agencies, to elaborate a dissemination plan.

Thse alliances have to be solid and diversified to ensure the proper flow in the channels for reporting violations and for providing support to children. Proteja Brasil's network involved not only UNICEF, the Brazilian Government, the NGO CEDECA/BA, the Ilhasoft company's young entrepreneurs and the social actors from the Children and Adolescents' Rights Protection System but it also received the international support of the Save the Dream initiative from the International Centre for Sports Security.

Stage 2 - The App

With its Open Source code, the app can be freely translated and adapted by any local development team. In its current state, the replication will allow the app to run on iOS and Android systems, but not Windows Phone or Web browsers. The Ilhasoft team is ready to assist the local implementation process, answering questions and offering guidance on best practices.

1. Copy of the Code - Can be obtained from Ilhasoft at contato@ilhasoft.com.br;

2. App translation - Translation to the local language and local adaptations are needed;

3. Implementing new functionalities - If a local team of developers is available they can add their own functionalities to the app, like text message exchange or complaints by email.

Stage 3 - Field Survey

Without a thorough mapping of the network for the protection of children in hand, the app loses its functionalities, keeping only its educative features, and limited in its connections to offering a local hotline, if one exists.

1. Map the phone numbers, addresses and physical location of specialized child protection police stations, guardianship councils, juvenile courts and organizations all over the country.

2. Import the resulting database into the app itself.

Stage 4 - Updating the Database

A backend registration and updating system created by Ilhasoft allows the administrators to update and change information already in the system or input new data in a simple, fast way. It is important to bear in mind that the information has to be checked from time to time and adjusted, if necessary. Therefore, it is imperative to establish a routine to check the data of each location for budget forecasting purposes.
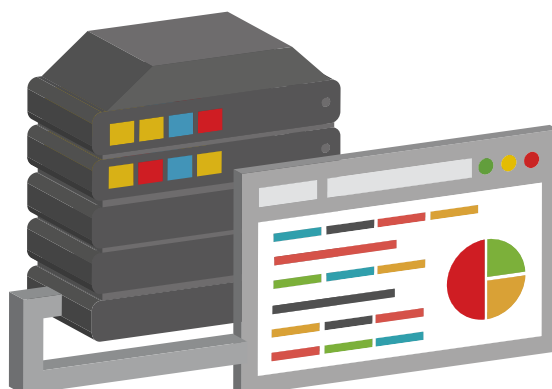
1. Implant the backend system that will be used to feed the database with new information, inserting new points of interest or updating those already in it.

Stage 5 - Upload the App to App Stores

In Brazil, UNICEF and its partners Google Play and the AppStore kept the app in the spotlight for three weeks during critical periods like the 2014 FIFA World Cup, and that has helped to endow it with visibility and credibility. The same kind of arrangement can be negotiated with local stores.

DISPONÍVEL NA Google play

1. Information on how to upload the app can be found here - Google Android: https://play.google.com/apps/publish/

Disponível na App Store

2. Apple IOS: https://developer.apple.com/library/ios/documentation/IDEs/Conceptual/AppDistributionGuide/SubmittingYourApp/SubmittingYourApp.html

Stage 6 - Activating Social Networks

Given the low cost of activating them and the app's direct connection with the digital environment, the social networks are highly important for

Photo: Rodrigo Zaim - R.U.A. Coletivo

scaling up app use.

Here are some useful auxiliaries that can be used at this stage:

Internet celebrities or HUBs

1. **Selection:** Identify, through monitoring, which HUBs have a greater potential

to promote the app. After this selection those profiles have to be analysed to verify whether their interests and posture are in alignment with the institutional missions.

SIZE	Analyze the size of the HUBs channels and the networks they are present in. In the personal profiles in the social media (like Facebook), assess the number of fans (not friends) and in Twitter and Instagram, the number of followers. Size is just one of the variables to be considered.
INFLUENCE	Who are the other HUBs and personalities that integrate that profile? A profile on Twitter with only 1,000 followers is very relevant if those followers are relevant as well (actors, politicians, personalities) and better yet if there are frequent interactions with those profiles. In this particular case, there is the possibility that one of those 1,000 followers may generate more than 2 million replications.
OUTREACH	The outreach of a profile cannot be measured only by the number of followers, fans or friends, but is a sum of variables like: number of fans/followers, the size of the network (fans/followers + their fans/followers), number of shares, the capacity for generating buzz (in the case of celebrities).
THEMES	Assess the themes most frequently addressed by the profile or those that it is equipped to handle, to verify whether the contents are of the type your organization wishes to be associated with. It is important to point out that it is not a question of which topics are addressed but which themes are promoted by the profile. Social networks act like showcases, not only for opinions but also for experiences and that can drive a profile to, eventually, discuss a polemic issue without necessarily becoming linked to it.
ENGAGEMENT	Many of those profiles engage in various campaigns, whether for payment or to support an idea. It is wise to identify the most recent ones the profile took part in and the extent to which the followers/fans adhered (measured by the number of interactions, shares and the buzz generated) as a result of the profile's engagement.
NETWORKS	Identify each social network in which the profile in question is present and how it performs in each one of them to see whether they can be used as tools for publicising the app.
FINAL SELECTION	There is no magic formula to select the better HUBs. Different aspects added together can promote an unexpected result. The suggestion is that the first filter should be the theme and from that point forward, cross reference the others with special attention to size and outreach.

2. Activation: There are many ways to activate, using the HUBs' social networks. The most effective one is the promotion of the app and the related media actions on their profiles in the social networks. For that you have to provide the necessary material such as: pictures, texts, videos, advertisements, testimonials etc., backing the cause.

Bloggers

Most blogs can promote an app like Proteja Brasil because it is a mobilizing theme of common and public interest. Apart from differences in outreach, credibility and conversion capacity in each country, it can be safely said that they are always an excellent form of promotion.

1. Selection: Blogs must be selected taking into account their editorial content and excluding those that address controversial themes or that use a narrative that is not suitable to be associated with the initiative.

PROFILE	It is always good to assess the real person behind the blog. Personal profiles are, most of the time, referred to inside the blog and need to be analyzed to minimize any possibility of divergence between the blogger and the institutional stance.
OUTREACH	You can analyze the outreach of the blog by examining the media kit that most of them present. There you can find data like: the number of single visitors per month, pages visualized per month, average time spent on the blog by the users, rebound (people that visited the blog put didn't spent enough time to consume content), visitor fidelity, and other information. Outreach is directly related to the niche. For instance, a humour or variety blog with 5 thousand visits a month is a small one, but a blog about citizenship with the same five thousand visitors/month is considered medium to large.
THEMES	Evaluate the topics addressed. Humour and variety blogs are those with the greatest outreach – but not necessarily the greatest engagement of followers. Some of the posts on them may clash with your institutional stance. Carefully analyze the option of involving these types of blogs, or not, in the process of publicising the app.
NETWORKS	Many blogs have ramifications in other social media sites that can be used to further expand action, outreach and conversion.
FINAL SELECTION	Blogs aligned with the theme will generate a higher proportion of conversion; the ones with greater outreach will generate greater visibility and, depending on the extent of the outreach, greater total conversion. It is important to give the blogs freedom to promote the action in their own particular editorial line, respecting the content and, with that, generating a more efficient communication.

2. Activation: achieved by using the advertorial format or inviting bloggers to use their creativity to talk about the topictheme. In technology blogs, a digest of information on the app may be requested. The analysis helps to disseminate the idea.

Celebrities

Celebrities like actors, singers, talk show hosts, star sports players and socialites normally not only have a major outreach in social networks, but they can also generate a "herd movement" as their fans and followers try to imitate them. Their huge capacity for spreading the word and converting people to an idea are key to promoting important initiatives like Proteja Brasil.

1. Selection: Celebrities that are already engaged in social causes can be approached, including those engaged in causes not directly related to the key theme. The latter have just as much potential as the former to disseminate the cause to a greater group, considering the number of their fans and followers.

2. Activation: The most effective form of activation is to use their personal channels to publicise the existence of the app and stimulate its use by their fans and followers. It is important that the celebrities mobilize their networks to engage in promoting the app and in passing the campaign forward andalso that they record videos or give testimony to be used on the official app channels, conceding the use of their image to that end.

Hotsite

The campaign's official hotsite is an important tool for promoting and scaling up app use. It is essential that it be responsive, meaning, that it can dialogue with most platforms. In this space you must have the promotional material for the app and its cause, and also present instruments to promote the idea. It can be advertised in cooperative campaigns with city, state and federal governments and their bodies and agencies as well as with private initiative, counting also on advertisement in socially orientated digital media (low cost, big coverage and segmentation), banners and other interventions.

Creative Actions

The aim of the strategies involved is to let people know about the app and get them to download it and use it. Knowledge about the instrument is directly related to the quality of content used for its promotion (creativity, quality and format) and its outreach (generated impact).

The act of downloading the app can be prompted by transmitting a

sense of urgency/convenience such as a link to the app embedded in the message allowing for immediate download, or by the public's realizing how important it is to participate in the defence of children and adolescents rights as a result of proper communication.
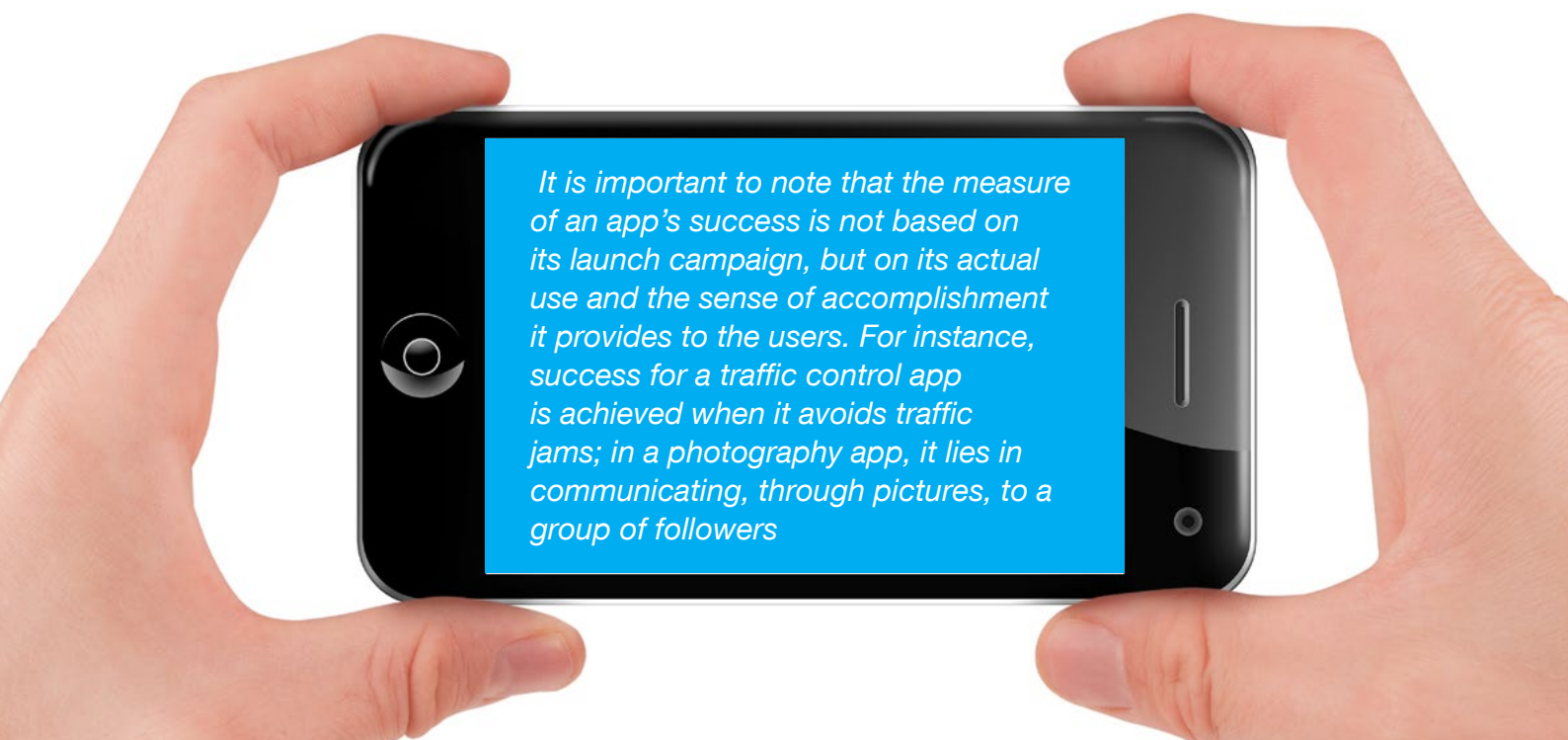
Aspects like layout, innovation, and facilitated navigation have all been addressed by the Proteja Brasil's project. Generating curiosity and interest about the app is easier than creating a full understanding of its usefulness, which may require support campaigns later on.

The contents and their quality in contextualizing the message can help to improve the results. A UN Women campaign, #HeForShe, launched in 2014, used an innovative way to talk about gender equality, making men sensitive to the need to support the movement. A mobilization video featuring Ambassador for the cause actress Emma Watson, was viewed all over the world, with almost 7 million visits in less than a year.

Another creative action, #Faces, also from the UN, was launched in 2015 to celebrate the International Day Against Homophobia and Trans-phobia, on May the 17th. Besides being publicised in social networks, the promotional video was exhibited on the screens of Times Square in New York.

To highlight the importance of respecting diversity, it creates an environment where people of all sexual orientations can live in harmony, whether at work or in service provision, and was the object of around 450k visualizations.

It is important to note that the measure of an app's success is not based on its launch campaign, but on its actual use and the sense of accomplishment it provides to the users. For instance, success for a traffic control app is achieved when it avoids traffic jams; in a photography app, it lies in communicating, through pictures, to a group of followers

Recommendations

The Proteja Brasil app's implementation process resulted in great learning for everyone involved. For an initiative such as this to succeed, it is necessary to invest heavily in planning, organization and creativity, in addition to achieving well established partnerships with various governmental and non- governmental sectors. There now follows a list of the main recommendations for this action to be replicated in other countries and expanded in Brazil.

Communication

• Map out in advance all opportunities for promoting the app. This work must include a survey to identify which institutions can identify with the idea and offer pro bono service. One way would be to elaborate a detailed communication plan, foreseeing various stages for making the idea widely known;

• Engage in continuous promotion, not only of the app, but of all the questions associated to its concept, disseminating explanations about violence and constantly raising awareness of the importance of ensuring that children rights are respected;

• Establish prior alliances for communication strategies, activating the possibilities of obtaining spaces for promotion in mega events, for instance, but also outside of them. It is imperative to map prospective partnerships and ensure that project supporters are rewarded with due visibility;

• Always have in mind that the app is a communication platform, a product for social marketing, in the sense that, in addition to making it easier to report cases of violence;

• Create a comprehensive advertisement for the app in traditional and alternative media, using media and internet celebrities, ordinary app users, bloggers and other communicators to build long term relationships;

• Make highly evident the collaborative way of producing content, by inducing private enterprise to present solutions for actual problems; in the

case of Proteja Brasil, by developing advertising campaigns, especially in the social media, calling on the general public to get involved with this cause;

• Promote advertising campaigns with a broad outreach to educate the population about the issue and the most common types of violations, using both traditional and alternative media, especially social networks.

Technology and Innovation

• Continue developing the app, making it more efficient as quickly as possible. End-users' experience must be satisfactory and they must be able to rely on the tool to work properly. Therfore, it is necessary to create a routine of improvements, updates and evaluations of the app's functionality;

• Promote periodic updates of the children and adolescents rights protection network;

One of the major challenges to overcome: make it operational on every city, not only capital cities.

• Try to have the largest range of points of contacts with the citizen embracing as many mobile operational systems as possible and investing in technology to enable the system to be accessed via laptops and notebooks;

• Stimulate not only app download, but its actual and effective usage. It is crucial that the user realizes that the protection of children and adolescents must be constant and will benefit all.
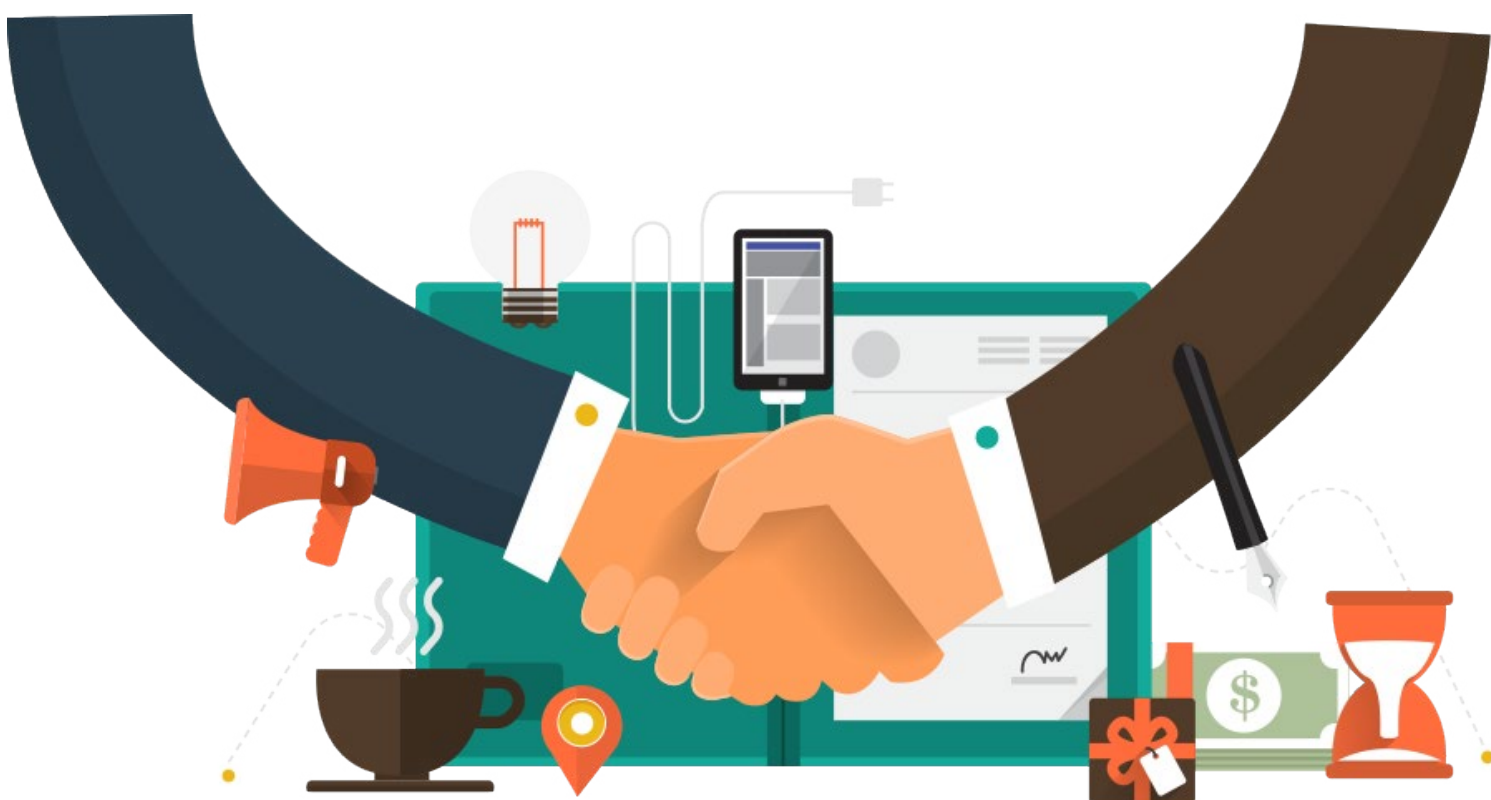
Partnerships

• Alliances established with institutions that work with human rights protection, especially with children rights, with (city, state and federal) government bodies, children and adolescents' rights councils, companies from the private sector, young entrepreneurs, religious communities, sports clubs, communication media, cable and open TV channels, magazines and newspapers, digital media, social networks and other media), advertising agencies, celebrities and adolescents' networks are all important keys to achieving success. The private sector, for instance, can play an important role in supporting the strategies. In Proteja Brasil's case, companies actively participated in the process. Airlines, hotels and accommodation facilities and television networks have all helped to promote the idea;

• Discuss the app and its implementation strategy with all the partners;

• Involve government agencies and other rights protection institutions in the cause, making widely known the possibilities the app offers, including the improvement of the protection network's functionality. This may involve specifically targeted propaganda and training workshops;

• Creating a solid partnership structure endows the initiative with credibility and consistency and promotes a rich exchange of proposals for the improvement of the children and adolescents protection network.

Partners:

Execution:

Supporters: