

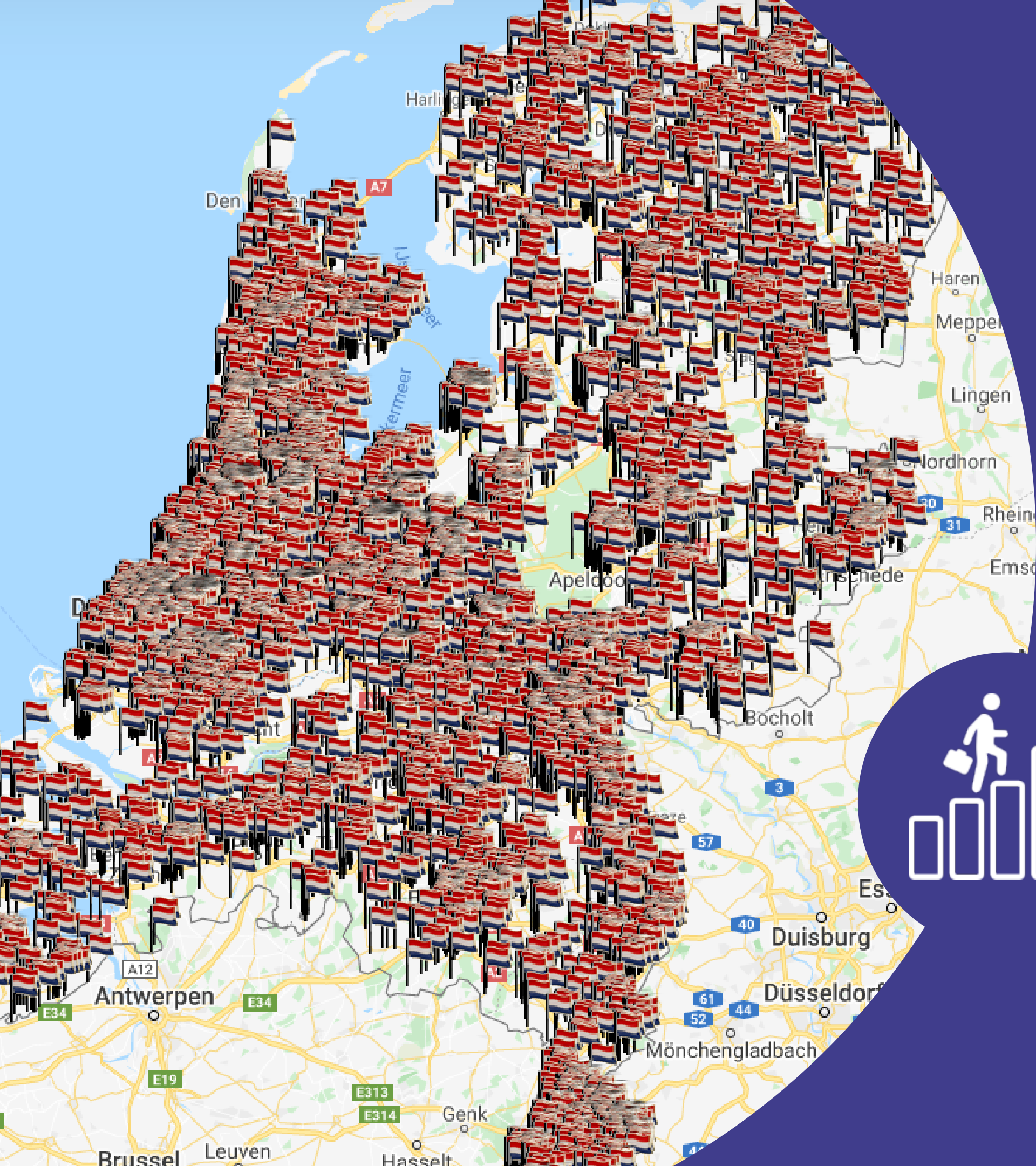
**Zdraveyte, Hej, Hallo, Hello,
Tere, Hei, Bonjour, Geia sas,
Szia, Dia dhuit,
Ciao, Bok, Sveiki
Labas, Hello, Cze
Olá, Salut, Živijo,
Ahoj, Hola**



Stronger Together

The Success Formula of
WhatsApp Neighborhood Watch





Our success

We have nearly 10,000 groups registered in The Netherlands. Almost 800,000 residents participate in WhatsApp Neighborhood Watch. In 99% of Dutch municipalities, there are one or more groups. We receive new registrations every day.

Wim van Deijzen

Former police officer
Founder and CEO VCS Observation
Founder Cope
Chairman WABP Foundation



Start

In 2015, there was a burglary, and the resident didn't know how to alert her neighbours quickly. Therefore, she started a WhatsApp group with her neighbours.



Principle



One or two administrators act as moderators in a dedicated WhatsApp group. Only messages involving police intervention may be shared in this group, and all messages are subject to strict house rules.



Frustration

Despite the house rules, participants also started sharing messages where police involvement was unnecessary, such as runaway pets. This caused frustration among the administrators and other participants, leading some to leave the group.



Chat



Therefore, we recommended having an alert and social group where everything can be shared. This strengthens social cohesion. It turns out that almost no moderation is needed here. In this way, we clearly distinguish between the red (alarm) group and the green (chat) group.



Police

In the Netherlands, we have community police officers. In most cases, they are the administrators' contacts. They keep the administrators informed about crime phenomena. They do not serve as a contact point for emergency assistance and never participate in the group.



Umbrella groups

An umbrella group includes many administrators from different groups within a neighbourhood or municipality. In many cases, the community police officer is also a member of this group.



Municipality

The municipality facilitates the groups with signs, stickers, and training. Additionally, municipalities regularly organize information evenings to update administrators on current matters and to exchange information with each other.



Less burglary

The number of burglaries has significantly decreased, partly due to COVID-19. Crime has shifted, so the focus of the groups also needs adjustment.



Digital crime

Although we previously focused exclusively on high-impact crimes outside the home, we are now seeing a significant rise in digital crime. This is mainly affecting older residents and business owners.



Undermining crimes

- **Drug trafficking**
- **Human smuggling and human trafficking**
- **Corruption**
- **Money laundering**
- **Real estate fraud**
- **Environmental crime**
- **Illegal arms trade**
- **Extortion and intimidation**



Undermining crimes

If the government offers the opportunity to report crime anonymously, participants of the groups can make a significant contribution to detecting undermining crime.



Every criminal has a neighbour

Often, suspicious situations are not reported, and later people say, "Oh yes, I had noticed that too," or "Oh yes, I had been smelling that acetone for a while."



Rules and Regulations

If you want to engage citizens, don't impose additional rules. Always let the groups operate within existing legislation.



Reciprocity

Reciprocity is of the utmost importance to keeping groups active. Administrators and participants remain engaged when information is reciprocated. This applies to the police and certainly to the municipality as well. Without reciprocity, involvement quickly fades.



Reciprocity

To demonstrate our reciprocity to our administrators, we rented a train in October this year and are organizing a trip through the Netherlands. Municipalities can buy tickets for highly involved administrators. At various stations along the route, mayors will give a speech thanking these volunteers.



Our Services



- **Group registration**
- **Participant registration**
- **Stickers**
- **Traffic signs**
- **Training sessions (online and on location)**
- **Information exchange sessions**
- **Consultancy**
- **Innovations**

Did we make you wiser?

**Do you need more information?
Just let us know
info@wabp.nl**

