



Implementation Manual

Demandez Angela



VILLE DE NICE



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VILLE DE NICE



1. Global context and local challenges

The city of Nice has made it a priority to promote a respectful and safe urban environment.

In line with the 2022-2026 Territorial Crime Prevention Strategy (*Stratégie Territoriale de Prévention de la Délinquance*), the city of Nice is a partner of the European Forum for Urban Security (Efus), a European network dedicated to fostering discussion, cooperation and support among local and regional authorities in the field of crime prevention and urban security. Founded in 1987, it brings together nearly 250 cities and regions from 17 countries.

Recognised for its expertise by national and European institutions, Efus is a network that represents the diversity of territories and promotes the exchange of experiences between local and regional authorities beyond political affiliations, according to the principle of: cities helping cities.

The city of Nice's hands-on approach is based on a proposal from the Secretary of State in charge of Equality Between Women and Men and of Combatting Discrimination, which was launched in 2020 in partnership with UN-Women.

1.1. Local context

“Being safe and protected in order to safeguard and protect” becomes our new challenge

Since 2008, the Nice Municipal Police's department for the Protection of Retailers (*Service Prévention Commerçants*) has been providing, upon request, personalised advice and tools to Nice-based retailers: safety audits, alert by SMS, emergency button in shops.

With the “Demandez Angela” (Ask for Angela) scheme, the city of Nice wants to take a step further in protecting public spaces. It is convinced it can count on citizens' commitment to help anybody who finds themselves in an insecure situation in a public space, whatever their age, gender or condition, whether during the day or at night.

The city of Nice wishes to roll out the ‘Demandez Angela’ scheme in a pilot-zone in the centre of the city to test solutions to prevent gender-based and sexual aggressions and to collectively fight against harassment in the street.

1.2. What the law says

In France, sexist and sexual harassment (“*outrage sexiste et sexuel*”) in the street is illegal. Two laws target this type of offence.



- **Law n° 2018-703 of 3 August 2018:** it punishes sexist and sexual abuse in public spaces with a 4th class penalty. Such abuse is defined as sexist comments or behaviour that aim to belittle, humiliate or intimidate a person because of their sex.
- **Law n° 2018-771 of 5 September 2018:** it strengthens the fight against sexual and sexist violence and includes public transport as a type of public space where sexist and sexual abuse is considered an offence.

1.3. Definition, references

Sexist abuse in public spaces refers to any unwanted verbal, non-verbal or physical behaviour with a sexual connotation that violates a person's dignity and creates an intimidating, hostile, degrading, humiliating or offensive environment. It includes obscene remarks, comments and gestures, stalking, whistling, exhibitionism and non-consensual rubbing.

Consent: it is defined as the expression of an agreement given freely and voluntarily by a person capable of giving consent. Consent must be given without coercion, threat, blackmail or pressure. The person must be able to make a decision without being influenced or coerced. Silence, lack of resistance or absence of protest should not be interpreted as consent. Consent is given with full knowledge of the facts. It may be withdrawn at any time.

Sexual harassment: sexual harassment is a form of gender-based violence consisting of repeated comments, behaviour, unwanted advances or pressure of a sexual nature that may undermine a person's dignity and create an intimidating, hostile or offensive environment.

Sexual assault: sexual assault refers to any act of a sexual nature committed without the victim's consent using violence, coercion, surprise or threats. This may include touching, forcible kissing, rape or other acts of penetrative sexual intercourse.

Rape: rape is any act of sexual penetration of any kind committed against another person by force, coercion, threat or surprise.

2. Introduction

2.1. The Demandez Angela (*Ask for Angela*) scheme



Demandez Angela (*Ask for Angela*) is a scheme providing assistance to anybody who is being harassed in the street or feels insecure, whatever their age, gender or condition, either during the day or at night.

It aims to establish a safe and caring network of venues (bars, hotels, shops) that can assist and support people who are being harassed.

- Thanks to the code sentence “Where is Angela?” and the sticker displayed by partner venues, any person who feels they are in danger, vulnerable or threatened can discreetly ask the staff for help.
- A duly trained staff member can assist the victim in a caring, non-judgmental and non-discriminatory way.

2.2. Who can use this manual?

This manual is aimed for people who will implement and monitor the Demandez Angela scheme in the pilot zone situated in the centre of the city. It includes guidelines to ensure the success of the programme after the test phase and sustainability of the label, as well as to set up an evaluation system.

2.3. The scheme’s pilot phase

Since 2022, the IcARUS project partners, notably Efus and the University of Salford, have been accompanying the city of Nice in piloting (design and implementation) the “Demandez Angela” scheme in the centre of Nice. This phase is being led by the following teams:

- **Deputy Mayors:** Anthony BORRÉ, First Deputy Mayor in charge of Proximity, Safety, Housing and Urban Renovation; Maty DIOUF, in charge of Combatting Discrimination, Women’s Rights and Humanitarian Actions, and Franck MARTIN, in charge of the Territories of Hauts de Nice, of Retail, Craftsmanship and Gare du Sud
- **Who directs this initiative?** The city of Nice’s crime prevention department, directed by Caroline REVERSO-MEINIETTI
- **Who delivers the training programme and monitors the participating establishments?**
 - Valérie DUJARDIN, Coordinator, Local Security and Crime Prevention Council



- Anthony KNOCKART, in charge of the department for Mediation and Public Peace in the City Centre
- Cyrielle NEBULLA, member of the Local Security and Crime Prevention Council

2.4. Who and where

As part of the IcARUS European project, the pilot will involve 104 establishments located in 4 areas of Nice (Vieux-Nice, Thiers district, Verdun district and avenue Jean-Médecin). These are shops, restaurants, museums or other venues that already have an alert button. They cover the following opening hours: 6:00/13:00, 13:00/20:00 and 20:00/6:00

- 1 casino
- 2 cinemas
- 2 pharmacies
- 5 administrative buildings
- 4 jewelleries
- 5 tobacconists
- 3 baker shops
- 14 hotels
- 24 restaurants
- 44 shops



3. Building a partner network

It is essential that the project be led by the city in order to coordinate all the participating stakeholders, ensure protocols are respected and communicate with the general public.

3.1 How to join the scheme

The Demandez Angela scheme seeks to establish a safe, caring network of venues (bars, hotels, shops...) that can assist and support people who are being harassed or feel insecure. As members of this network, professionals commit to welcoming any person who feels they are in danger, whatever their age, gender or condition.

Any business owner/manager wishing to join the scheme or get more information can contact the Local Security and Crime Prevention Council (*Conseil local de sécurité et de prévention de la délinquance, CLSPD*) at the following email address: clspd@ville-nice.fr.

3.1.1 Commitment Charter

When joining the Demandez Angela scheme, the business must sign a Commitment Charter and commit to respecting three principles:

- principle of assistance
- principle of information
- principle of communication

The charter states that it is mandatory to have studied the training course to receive the Demandez Angela label (see Annex 1).

3.2 The training programme

The city of Nice delivers a bi-monthly training for staff and venues that have registered with the scheme.

- The initial, two-hour training session is delivered by the city of Nice's crime prevention services.
- The format of the training is flexible. It is based on an awareness module whose aim is to raise awareness among trainees in a timely and efficient manner, taking into account their work schedule (hours, time, etc.). Participants are offered two sessions, either in the morning or at close of play. The training can also be delivered on premises.



A yearly meeting with all the scheme members is planned with the aim of supporting the network, reviewing the past year with the participating businesses and organising new trainings for recently recruited staff where necessary, given staff turnover.

Who should attend the training? Each member business/establishment will name one staff member as its contact person. This person will attend the training, eventually with other staff members.

- The person responsible for the programme will ensure that all staff members have received the training provided by the city of Nice or by the contact person during formal or informal visits.

The following aspects will be developed during the training:

- Introduction: the project's context and framework
- Sexual and gender-based violence: harassment, sexist harassment in public spaces, sexist abuse, sexual harassment, sexual assault, rape
- The notion of consent
- The French legislative framework and applicable sanctions
- The 'reflex sheet'- know what to do and how to be: welcome, inform, ensure, support, refer and advise
- How to react when someone is harassing a person in the street? The 5D method (distract, delegate, document, direct, dialogue)¹

Following the training, participants are asked to fill up an evaluation questionnaire in order to measure their satisfaction on several aspects of the session:

- general aspects: organisation, information provided, logistics
- objectives of the training: better grasp of situations, laws and applicable sanctions, know what to do and how to act, and knowledge of useful phone numbers and contacts
- quality of the training: pedagogy, duration, interactions (questions - answers)

¹ [Stand Up](#) is an international training programme created by L'Oréal Paris, the non-governmental organisation Right to Be, and the French Fondation des Femmes to raise awareness and train as many people as possible on how to react if they are victim or witness of an act of sexual harassment in a public space. The Fondation des Femmes has committed, together with its network of expert associations, to roll out the Stand Up programme across France.



- follow-up: training material, documentation, communication pack
- strong points and aspects that can be improved

Recommendation: The training should highlight the diversity in gender and age of the target group. It must include specific aspects on how to support LGBTQIA+ people and highlight how to welcome, reassure and protect young people (minors in particular).

3.2.1 The “Demandez Angela” pack

The businesses/establishments that have undertaken the training are given the *Demandez Angela* pack. At the end of each training session, a representative from the city gives the business owners/managers a tote bag containing the following:

- A ‘reflex sheet’
- a [training manual](#)
- a [brochure](#) (that presents the scheme)
- a business card with a QR code

The pack also includes a communication kit, which can vary depending on the nature of the participating business:

- a sticker showing that the venue is a partner in the *Demandez Angela* scheme
- branded bread and pharmacy paper bags
- coasters
- posters to display in bars and/or in the rest rooms
- digital posters for social media

3.3 Monitoring tools

Staff turnover is a major challenge, which requires to constantly train new staff members. A monitoring system has been put in place to ensure conditions are met for ensuring the programme’s success, retain current participants, ensure the sustainability of the label and evaluate implementation.

Monitoring tools



The city has put in place a **monitoring system** to take into account staff turnover in participating businesses and ensure all staff members are systematically trained and capable of providing assistance without judgement or any discriminatory comment.

This internal Excel document enables to follow the number of participants and the organisation of training sessions so that the scheme be sustainable and assistance be provided as planned (**Annex 2**). It includes the following information:

- Date of registration to the scheme
- Provenance of the new participant
- Contact details (name of the business, postal address, contact details)
- Date at which the charter was handed over and signed
- Information about the training: when was the training undertaken, how many people trained, name and contact details of the contact person, handover of the communication tools
- Follow-up timetable (6 months and 1 year)

This document has a dual purpose:

1. Administrative monitoring of registrations
2. Information for quantitative and qualitative evaluation

ADHESION									FORMATION				SUIVI	
Date de l'adhésion	Provenance de l'adhésion	Nom de la structure	Adresse	Nom du contact	Coordonnées	Nombre de salariés	Transmission de la charte	Date de la signature de la charte	Date de la formation	Nombre de personnes formées	Référent Demandez Angela au sein de la structure (nom et coordonnées)	Transmission des outils de communication	Reprise de contact (à 6 mois)	Reprise de contact (à 1 ans)
21/09/2023	Communication de la Services de la ville						Demande							
	Partenaires						Transmission							
	Bouche à oreille						Signature							

Other documents are available to monitor the scheme:

- A **form for reporting incidents** completed every three months by the *Demandez Angela* contact person (**Annex 3**).



- This form includes quantitative information. If the business/establishment has not received any request, this is also an interesting information for the evaluation.
- This form does not include any confidential information (name of the victim or witness or any other information that might breach anonymity) nor any information that can be used by police or to prosecute.
- **Regular and informal contact** (by the municipal crime prevention service, mediators, local police...)
- **A yearly evaluation**
 - Gathering registered participants allows for evaluating strengths and weaknesses based on their feedback. Such meetings also serve to give recognition to participating members and for them to know one other. Furthermore, public institutions and third sector associations can be invited to strengthen the scheme. Lastly, such meetings are an opportunity to communicate with the general public (press release, press conference, etc.).
- **Organising cross-observations** (environment of the scheme)
 - In this activity, we look at the scheme's environment regarding public spaces, notably occupation and use, equipment (call point...), public lighting, signage, access to transport and lavatories, and users' paths.
 - It is useful for drawing a picture of a *Demandez Angela* sector, collecting users' experience, and enhancing links between professionals and residents. It can also be used to monitor the communication around the scheme in a specific place.
 - This cross-observation unfolds in 3 stages: a briefing session inside, a phase on the ground during which we contact users, and debriefing (summary, feedback and recommendations).
 - Template for collecting information in a cross-observation (Annex 4)
 - Factsheet summarising the results of the cross-observation (Annex 5)
 - Such cross-observation is also an occasion to bring together the project leaders and their partners at the Local Security and Crime Prevention



Council (*Conseil local de sécurité et de prévention de la délinquance*, CLSPD).

4. Communication

It is essential that the action of the municipality be visible in order to promote the scheme and raise awareness among beneficiaries in the centre-city pilot zone.

4.1 A three-pronged communication strategy

Communicating with the general public who will benefit from the scheme

- Promote the scheme
- Explain the services offered
- Raise awareness among the population on the prevention and fight against sexual and sexist violence
- Communicate in multiple languages

Giving the partners communication tools

- Identify registered members

Communicating about and promoting the scheme

- Conduct quantitative and qualitative reviews
- Promote registered members
- Ensure the scheme's sustainability

As an Efus member, Nice becomes “ambassador city” at the European level along other cities that are part of Efus’ network. The city will promote a model for a formatting and evaluation methodology.

4.2 Visual identity

Demandez Angela is a scheme whereby any person being harassed in the street or made feeling insecure can receive help, whatever their age, gender or condition, whether during the day or at night. Founded on principles of solidarity and citizenship, the scheme is based on a network of safe venues (bars, hotels, shops...) that can provide assistance and support to people who find themselves in a situation of unsafety.



The visual identity designed by LOBA, a partner in the IcARUS project, sends a message of well-being and of safety through a dynamic, colourful design, which is in tune with Nice's colours.

In Nice, *Demandez Angela* targets a diversified public in terms of gender and age. The visual identity is thus designed with the purpose of reaching each target group. The message is that anyone, whatever their generation or gender, can and must feel safe.

The visual identity includes a logo and its variations, and the sticker 2) to be displayed by participating businesses. Templates in Word and PowerPoint are available.



The logo in its various forms



The sticker



4.3 Target groups

Demandez Angela is not gender specific. Rather, its aim is to provide assistance to anybody who finds themselves in a situation of harassment or feels unsafe in a public space.

The three-pronged communication strategy targets two groups:

1. registered members of the scheme: identify them, make them known, give them recognition, let it be known that they are duly trained and can thus support anybody requesting their help;
2. the general public: promote the scheme and the services that are available.

Challenge: it is difficult to reach all the target groups. This requires adapting the communication strategy and content of the training to each 'user' of the city.

The city's communication strategy must reach the scheme's various beneficiaries, such as children and teenagers, young adults, women at risk of being victim of domestic violence, the LBGTQIA+ community and senior citizens. Other target groups are the city's temporary residents, i.e., students, including foreign ones, and tourists, including those on business trips (among others).

5. Evaluation

The *Demandez Angela* scheme is a public policy conducted by the city of Nice's Crime Prevention department. It is evaluated in various ways:

- quantitative reviews (participation in the scheme, number of people having undertaken the training, number of businesses participating in the scheme, instances in which the scheme was used, alert button activation, police intervention, etc.)
- qualitative reviews (quality of implementation, environment of the project, perception by the public)
- impacts of the scheme.

5.1 Quantitative and qualitative reviews

Objectives

- Measure enrolment in the scheme



- Evaluate the scheme's strengths and weaknesses
- Ensure the scheme's sustainability
- Recognise the partners' commitment

The tool for monitoring membership measures several aspects:

- the number of registered members
- the diversity of members (various type of businesses, institutions, associations), and their provenance
- training: number of sessions and of participants, profile of participants
- how the scheme is being rolled out in a territorial zone

The form for reporting incidents a posteriori gives quantitative information about:

- the number of requests for assistance
- the type of situation that triggered the use of the "Ask for Angela" code
- the gender and age of the person
- opening hours
- city district
- referrals including activation of the alert button

Other resources are used to collect and cross information:

- statistics from the municipal police and the Centre for Urban Supervision (*Centre de Supervision Urbain*)
- statistics from the national police
- statistics from the Prosecutor's Office
- statistics from transport companies
- statistics relative to victim support

Other data can be used from the following sources:

- mobile apps (if applicable)



- local organisations (such as the Local Security and Crime Prevention Council)

The reviews can also be used for internal and external communication.

5.2 Quality of implementation – application of the protocol: mystery clients

Objectives

- To observe the *Demandez Angela* scheme after implementation and in its environment
- To measure the quality of implementation by participants in the scheme
- To test the application of the protocol and how well known it is by participants in the scheme

Using mystery clients can help to test the implementation of the protocol and how the scheme is triggered. It is a sort of quality audit.

Participants in the scheme must agree with the principle of using mystery clients.

The objective is to check whether some key aspects of the scheme are implemented: display of the communication tools (charter, logo), whether the scheme is well known and implemented.

This test is based on a grid that includes the role of the mystery clients and various items to be observed:

- triggering of the scheme through a question expressing a need, such as ‘can I charge my phone?’ or ‘Can I call a friend?’
- visibility of the communication and access to information

The test is a way to check that:

- participants in the scheme are supported and assisted in implementing the protocols
- people who use the scheme for assistance are appropriately cared for



Measuring the public's perception through scheme members: safety survey among field actors

Objectives

- To map out feelings of (in)security throughout the territory and how the responses from public institutions are perceived.
- To draw out operational recommendations based on the survey's results.

This safety survey involves interviewing field actors who are in contact with the population on a daily basis, such as participants in the scheme or members of the Local Security and Crime Prevention Council and ask them how they believe residents perceive security in the district where they work.

The survey unfolds in 3 phases: setting up the survey, distributing the questionnaire, analysing the results and feedback.

5.3 Impact indicators

Several monitoring and evaluation tools are used to measure the direct and indirect impacts of *Demandez Angela*:

INDIRECT IMPACTS

Impact 1

Assistance to victims and/or witnesses

Impact 2

Mobilisation against situations of harassment and sexist and sexual violence in public spaces and nightlife venues

Impact 3

Reduction of feelings of insecurity in public spaces

Improved feelings of safety in nightlife venues and festive scenes

Impact 4

Heightened collective awareness (partners and general public) about the prevention and fight against harassment and sexist and sexual violence

Anticipation and defusing of potentially risky situations



Impact 5

Improved mutual knowledge between the city's economic actors and institutions, between economic actors and residents, and among economic actors

Cooperation between the City and public institutions on care to victims and response to perpetrators

Impact 6

Organisational: project management – work time (monitoring, evaluation)

Human: human resources (project management, training, communication)

Financial: project's direct and indirect costs

INDIRECT IMPACTS (not yet known)

Enrolment through hearsay

Requests to join the scheme from organisations that were not initially targeted

Establishment of a *Demandez Angela* network (mediators)

Enhanced partnership with nightlife stakeholders

Establishment of new partnerships (for example, the Port of Nice, transport companies...)

Exchanges via Efus with other European cities that also have an "Ask for Angela" scheme

Interest of surrounding communes and potential partners



6. Conclusion

This manual is meant for those who will implement and monitor the *Demandez Angela* scheme in the pilot zone in the city centre. The information and guidelines included herein are meant to ensure the scheme's success and sustainability following the test phase and to establish an evaluation system.

Already in place in many cities in Europe and North America, *Demandez Angela* (Ask for Angela) is a scheme that has been recognised to be useful for reducing situations of unsafety and enhancing feelings of safety. It is based on cooperation between the public and private sectors and relies on the solidarity of public institutions and civil society.

This project is meant to be part of a Territorial Security and Crime Prevention Strategy and can also be included within a global policy on nightlife. It concerns several municipal services (safety, crime prevention, fight against gender violence, fight against discrimination, trade, culture, equality between women and men, services to the public).

The *Demandez Angela* scheme entails:

- A global and secure process: based on voluntary and caring commitment, commitment charter, external communication, internal protocol, contact person, internal alert process to adapt the scheme to staff turnover
- Key partners: police, justice system
- Network of stakeholders (economic stakeholders, associations, institutions)
- Training of stakeholders and teams
- Establishment of a network throughout the territory
- Regular communication with the general public
- Evaluation of the scheme and regular reviews with all the participating stakeholders

The scheme can be accompanied by technological tools (video surveillance, dedicated app, alert buttons in shops and public spaces...).



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Annex 7 : Results to be evaluated

Annex 8: Campagne de communication : [Indicateurs de performance \(KPI\)](#)
(Communication campaign: KPI performance indicators)