



**The Project:** Creating a Safe Space for Women and Girls in India

With the USD 5000 raised through crowdfunding on GlobalGiving, we plan to conduct the following activities:

- **Design a digital toolkit called “Safecity in a Box”** that will allow us to equip our partners with resources to start Safecity chapters in their neighbourhoods. The tool kit will explain the concept of Safecity, why reporting is important, helping understand the spectrum of abuse, legislations on sexual violence internationally and nationally and how crowdsourced data can work to bring about change in local neighbourhoods and accountability amongst institutions.
- **Conduct workshops for 300 women and girls in India** to help them raise awareness about the spectrum of abuse and the legislation under which their rights are protected. Through these workshops we will encourage them to report their stories anonymously and help them use the data collected for local change in their neighbourhoods. This data is a unique dataset that can be used to generate reports, aid research and create advocacy campaigns.
- **Use the data collected to engage citizens online and offline** to take action against sexual violence.

**Expected reach of the project:** 300 women and girls through workshops and capacity building for 10 partner organisation

**Online reach** - At least 100,000 citizens

### **Safecity Executive Summary**

[Safecity](#) is an online-platform that crowdsources personal stories of sexual harassment and abuse in public spaces across the globe. The data collected, which may be anonymous, is aggregated as hot spots on a map indicating trends at a local level. Our goal is to make this data useful for individuals and local communities and policymakers to identify factors that causes behaviour that leads to violence and work on strategies for solutions.

Since our launch in Dec 2012, we have collected over 11,000 stories from more than 50 cities in India, Kenya, Cameroon, Nepal, Nigeria and Trinidad & Tobago and directly engaged over 400,000 people.

We are registered as a not for profit in the United States as Red Dot Foundation Global and in India as Red Dot Foundation.

**Red Dot Foundation Global (EIN 82 - 1206435)**

**5217 Lightning View Road, Columbia, MD 21045, USA**

[www.safecity.in](http://www.safecity.in) / [www.reddotfoundation.org](http://www.reddotfoundation.org)

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### **Our Mission:**

Safecity aims to make cities safer by encouraging equal access to public spaces for everyone, especially women, through the use of crowdsourced data, community engagement and institutional accountability.

### **Why is it important to report cases of harassment and abuse?**

UN Women states that 1 in 3 women face some kind of sexual assault at least once in their lifetime. But in our experience, these statistics are grossly underreported, especially in India where it is estimated that a rape occurs every 20 minutes.

Despite the high rates of sexual assault, most women and girls do not talk about this abuse for a multiple of reasons: fear of society, culture, victim blaming, fear of police, tedious formal procedures, etc. As a result of women remaining silent, this important data is not captured anywhere, perpetrators get bolder over time, we accept the potential for assault as part of our daily routine, and nothing changes. This leads to under-communication and underreporting of the issue. If there are poor official statistics, the problem is not visible and is not a true representation of the actual problem. Therefore we need to break our silence and document every instance of harassment and abuse in public spaces so that we can find the most effective solutions at the neighbourhood level.

### **Our main objectives are to:**

- Create awareness about sexual harassment and abuse
- Increase the number of women and other vulnerable peoples reporting their experiences of harassment and assault.
- Collate this information to showcase location-based trends.
- Make this information available and useful for individuals, local communities and local administration to solve the problem at the local level.

### **Ways to report on Safecity:**

We are creating a new data set which currently does not exist. Perception of the police's insensitivity as well as cultural backlash deters people from reporting in India. They feel more comfortable using our platform and this is seen by reports from over 20 years ago.

By representing the information collected on a map as hotspots, we shift the focus away from the "victim" to the location where a crime occurred and people can thus view the issue through a different lens. Imagine a world in which women and girls can determine the safest path to travel (home, to work, etc.) based on a crowdsourced real-time map. Today we make decisions for everything from books and movies to restaurants and hotels based on reviews -- so why not personal safety?

1. **Crowdmap** - Sharing of stories anonymously, aggregation of trends, notifications and alerts and offering solidarity through the comments section allows people to understand

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the "safety" landscape of an area and make the most informed decision for themselves. e.g. They can decide on time of visit, method of transport to use, if they need to be accompanied by someone or even what clothes to wear.

2. **Safecity Mobile App** is available on the [Google App Store](#) and [Apple App Store](#) in English, Hindi and Spanish.
3. **Social media** - We have a robust social media presence on [Facebook](#) and [Twitter](#). Message us on [SafecityBot](#) or [Safecity.in](#) with your stories. Discussions and advocacy through tweet chats are held regularly by our volunteers. We also have a [Writers Movement](#) where bloggers contribute their posts.
4. **Missed call** for those with no internet access in India. They can give a missed call +91 9015 510 510 and our team calls them back for their story.

#### **Impact so far:**

- Police in Mumbai changed their beat patrol timings and increased vigilance.
- [Municipal authorities](#) and elected representatives in Delhi assured the community that clean toilets would be made available.
- Transportation authorities issued “women only” bus licences in Kathmandu.
- Police in Mumbai, Delhi, Goa and Pune are accepting monthly trend reports of Safecity data.
- Integrated our child sexual abuse awareness program into the [Delhi police’s Parivartan school program](#).
- Leadership development amongst young [women](#) and [men](#) to enable gender equality, prevention of VAW and gender equal spaces.
- Over 20,000 people have attended our awareness workshops on sexual violence and Know your legal rights.
- We have been partnering with NGOs in 12 neighbourhoods in Delhi, Mumbai, Patna, Pune and Ahmedabad.

#### **Media:**

We were featured in the [Guardian](#), [BBC](#), [Tech Crunch](#), [Tech in Asia](#), [Fast Company](#), [Gizmodo amongst others](#). We have spoken at [TEDx MidAtlantic](#), City Lab London, [Aspen Ideas Festival](#) and many other fora.



## The Team:

**ElsaMarie D'Silva is the Founder and President.** She is an experienced aviation professional who made a career switch in 2012 to the social space in order to improve the lives of women, youth and senior citizens through awareness, interaction and education. Safecity is the first of her social projects. She is also a trained counsellor in both the directive and non directive methods of counseling. She is a Fellow with Stanford Draper Hills, Rotary Peace, Aspen New Voices, Vital Voices Lead, a mentee at the Cherie Blair Foundation for Women in Business and an alumni of the Swedish Institute. She won the Female Entrepreneur Award by European Angel Investor 2013, Dusan Stojanovic in July 2015 and the Digital Women Award in Social impact by She The People and is one of Niti Aayog's Women Transforming India.

**Supreet K Singh is Director & COO** - Safecity where she provides guidance on creatively engaging women and men in solutions to end violence against women and girls and designing partnerships with media, corporates and other NGOs. She was born to a defence family where both her maternal and paternal grandparents were in the Air Force & Royal Army, along with her father serving in the armed forces. A Writer/Director/Film Producer & a Yoga Instructor, she has transited from the corporate world where she worked for more than a decade with the UB Group. She has written and directed a few women cause docu-ads and commercial ads as well as produced still and motion videos/campaigns since 2009. Her creative collaboration ranges from writing / directing / art designing / styling to producing various visuals whether still or motion. She is a trained counsellor in the Robert Carkhuff method of counselling. She is a Vital Voices Lead Fellow.

**Ashwini Syed is Head of HR & Outreach Campaigns** and has been conducting workshops for adults, youth and children with Safecity. She is a trained gender activist in child sexual abuse awareness programmes, digital security and gender sensitivity. Prior to this, she worked with Jet Airways for 15 years where she trained Pilots and Cabin crew on Safety and Emergency Procedures, Dangerous Goods Regulations, Human Factors and Situational Awareness. She also trained ground personnel on Ramp and AirSide safety. She is a mother of 2 young children and is passionate about gender equality and sensitivity.

**Tania Echaporía is Head of Training and Youth Engagement.** She is a skilled professional, adept at working operationally and strategically to deliver business goals through leadership and motivation. She has 18 years of varied experience, most of which has been with Human Resources, in all aspects of people management along with excellent customer service skills. Her forte lies in building people capability and managing teams. In her last assignment, she headed a team of 35 staff to support the Human Resource, Recruitment and training requirement from on boarding to exit. Her past experience has been with the Service and Hospitality Industry. She looks forward to making a difference in the lives of women and children and making public spaces safer and equally accessible to all.

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Renita Siqueira, Naina Jha, Aarushee Shukla, Vihang Jumle and Vandita Morarka are the rest of the team members.

### **US Board Members:**

**Lauren C Anderson - Board Chair** - An international security and crisis management expert, and former FBI Executive, Lauren C. Anderson is the Founder and CEO of LC Anderson International, an international consulting business. Passionate about, and committed to, investing in women leaders and youth around the world to reduce conflict and to help address economic disparities, she is developing a program to grow the next generation of law enforcement in countries emerging from conflict.

Anderson had a distinguished FBI career, with many “firsts”, including being one of the first women selected for an FBI SWAT team. She was appointed to the position of Legal Attaché in Paris, France, the first woman to hold that position, where she directed the FBI’s engagement with, and operations in, twenty-four countries, twenty-two of which were in Francophone Africa. She worked extensively throughout Africa, Europe and the Middle East, leading FBI terrorism and criminal investigations with a nexus to these regions in close collaboration with her foreign counterparts. Anderson sought, and provided, FBI training opportunities for many of these nations, among them, Rwanda, Senegal, Mali, Niger, Chad, Morocco, and Algeria. Following a five-year overseas assignment, she led the International Terrorism program of the FBI’s New York Joint Terrorism Task Force (JTTF), the largest JTTF in the nation, with representation from more than 50 local, state and federal agencies.

Among other accolades, Anderson was the first FBI employee honored by [Legal Momentum](#), the Women’s Legal Defense and Education Fund, which is the oldest non-profit legal organization in the United States dedicated to advancing the rights of women and girls by using the power of the law and creating innovative public policy. She was recently honored by [Muhlenberg College](#) with the Alumni Achievement Award of 2015 for distinguished and exceptional attainment in Law Enforcement, reflecting substantial credit on the college.

Anderson serves on the US Comptroller General’s Advisory Board at the Government Accountability Office (GAO). She is a Global Ambassador in a signature partnership program between Vital Voices and the Bank of America, and is a Lecturer with the [University of Maryland’s Robert H. Smith School of Business](#). She is on the Board of Directors for Women’s Forum Inc., the New York chapter of the International Women’s Forum, and the Board of Advisors for Kean University’s Global Business School. She is a member of the [Huffington Post](#) blogging community, an expert with the [Women’s Media Center](#), and has provided commentary and insight for Al Jazeera America, Fox News, Politico, and The Washington Post. Anderson is a sought-after speaker and has guest lectured on Terrorism and National Security at Columbia University’s Graduate School of Journalism, NYU’s Masters in International Relations program, the U.S. Department of State’s

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International Visitor Leadership Program, and the UN Department of Peacekeeping Operations.

Anderson is a graduate of Muhlenberg College in Allentown, PA, and the George C. Marshall European Center for Security Studies, and she has professional certifications from the Harvard Business School, the University of Cambridge's Judge Business School, and Northwestern University's Kellogg School of Management.

**Suzanne Goodney Lea - Director and CEO** - Suzanne Goodney is an Interactivity Foundation Fellow. She helps the Foundation to further develop and coordinate its various faculty and curriculum development activities. Suzanne has a strong commitment to developing and promoting teaching methodologies that can help the academy to effectively serve a much wider and more diverse range of students. As a full-time Fellow, she continues to coordinate the Foundation's educational initiatives. Prior to that she was an Assistant Professor and Chair of Trinity College's Criminal Justice Program in Washington, D.C. From 2005 to 2007, she was an Assistant Professor of Sociology at Gallaudet University. Suzanne is a first-generation college student who has had a long-standing relationship with college access programs such as Upward Bound/TRIO, McNair Scholars, and College Bound. She has a B.A. in sociology and in history from the University of Michigan, and an M.A. and Ph.D. in sociology, with a minor in criminal justice, from Indiana University. Suzanne's academic research explored criminology-related public policy, particularly as it corresponds to the intersection of race and crime, the aetiology of violent behaviour, and the definition and measurement of crime. She is a member of the American Sociological Association, the Academy of Behavioural Profiling, the American Society of Criminology, and the Society for the Study of Social Problems (SSSP).

Suzanne lives in Columbia, MD, with her husband Andrew, their infant son Marcus, and their two dogs, Jack and Clyde. Andrew works as a test engineer for International Space Station components at the NASA-Goddard facility. The family enjoys hiking, offbeat beers and wines, dining out with friends, and cooking interesting meals at home.

**Sally Munemitsu - Director and Vice Chair** - Sally builds and manages Algorithm's internal and external relationships to ensure that their work together is meaningful and efficient. Sally has specialized in program and grants management and capacity building for nearly 15 years and has particular expertise in corporate community involvement and the utilization of evaluation data to improve program design and implementation. Her strengths lie in taking overarching strategy and learnings and making them practical and feasible on the ground – working closely with individuals and teams to make things work. She collaborated closely with Pete in the initial development and implementation of the Core Capacity Assessment Tool as well as managed numerous multi-faceted evaluation and grants management engagements during her tenure as Director of Program/Grants Management and Capacity Building at TCC Group. She has worked with clients such as Wells Fargo/Wachovia, Robert Wood Johnson Foundation's New Jersey Health Initiatives, Feeding

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America, Target, Chesapeake Bay Trust, Tufts Health Plan Foundation, the Pfizer Foundation, Prudential, Kraft Foods, and Youth, I.N.C. Sally is a graduate of the Wharton Lauder MBA-MA program at the University of Pennsylvania and began her career as an ESL (English as a Second Language) teacher in Japan.

### **Awards and recognition:**

- 2017
  - Google #SMBHeroes Award in the Digital Impact category
  - Vital Voices Global Leadership Awards 2017 Honoree
  - Gold Award by Internet & Mobile Association of India for use of Internet for Social and Economic Development
  - Rotary Award for Woman of Substance
  - Award in Social Impact by World CSR Congress
  - Top 50 in the Cap Gemini Innovators Race
  - Most Powerful Women in Business - Impact Women by Business Today from the India Today Group
  - We are the City Rising Star India Award 2017
- 2016
  - One of 10 organisations selected to be presented at the UN [Solutions Summit](#).
  - Runner up of [Niti Aayog's #WomenEmpowerIndia](#) award.
  - [UN Alliance of Civilisations and BMW Group's Intercultural Innovation Award](#).
  - [Secona Shield Award for Security Professional Woman](#).
  - One of 7 organisations selected to participate in the Open Seventeen Challenge.
  - [Social Innovation award at the Social Media For Empowerment by DEF](#), India.
  - Social Innovation award by Biz Divas.
  - Finalist at the Nasscom Social Innovation Awards.
  - [Gold Stevie Award](#) for Female Executive of the Year - Government or Non-Profit -10 or Less Employees
  - Winner of the StealthEconomics \$25,000 Entrepreneurship Award
  - The Pride of India - Community Hero award by WCRC
- 2015
  - [Female Entrepreneur of the Year Award by Dusan Stojanovic \(European Angel Investor 2013\)](#)
  - Digital Women Award in Social Impact by [She The People](#)
  - Manthan Award for e-inclusion and accessibility.
  - [BBC Hindi 100 women](#)
  - One of 100 innovations listed by [Nominet Trust](#) as the world's most inspiring social innovations.
  - Selected as one of eight organisations at the Social Entrepreneurship Outreach Accelerator, Stockholm.
  - Finalist at the Dasra Girl Power Awards.

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- 2014
  - Selected as one of 10 organisations at the Fast FWD Philadelphia Accelerator
  - Facebook Access Now Runner Up award for Social Innovation
  - Finalist at the Google Business Group Success Story Challenge