Recently Luxembourg Police has opted for a new coherent and innovative communication strategy based on transparency and accountability towards the citizen. The systematic use of various Web 2.0 tools (Internet, Twitter, YouTube, Facebook and smartphone apps) has led to an impressive increase of interactivity with the public.
Considering that political and social decision makers personally show increasing interest for these platforms, this attitude proves to be a most efficient way to make controlled information contents, directly available for a closely targeted audience, immediately generating and collecting its views and opinions and thus also getting the message to the political level.

Concrete example 2

The brand new Police headquarters, home of high tech Police management tools, such as the operation and crisis centre and accommodating new Police concepts (as the international information exchange centre), provides an excellent liaising platform with all kinds of deciders.
As we are currently facing a new reorganisation project and as the debate about the financial means allocated to Police in the future is engaged, it is important to make major players aware of our needs, before any political decision is taken.
Different more or less official visits to the new HQ were organised for the Minister of Domestic Affairs, the Minister of Public Construction, the Chairman of the Luxembourgish Parliament, the Director of finance control, the Parliament commission in charge of Police affairs and the judicial authority.
According to the decisional competences of our various distinguished guests, we seized the opportunity to address finance and recruiting matters, reorganisation aspects, specifically for law enforcement services in general and CID in particular, particular law making problems (e.g.

regarding begging and social nuisances), conceptual projects (e.g. regarding logistics like fleet or communication topics) and increasing crime figures (particularly for burglary).

Concrete example 3

Other contacts are kept up permanently by our police commanders on local political level, in the framework of established prevention committees or on ad hoc occasions in order to face particular problems (e.g. nightly street fights in Luxembourg City).
Through a public prosecution requested, successful joint audio-visual public media appeal for witnesses in a violent holdup case, we succeeded in bringing the very much debated use of new media technologies in law enforcement, to the parliamentarian commission. The positive investigation result led to the legislator's approval for this kind of support.

Conclusion

For Luxembourg Police the concept is set up and has proved to be quite successful. Facing today's decision making procedures and the unbelievable fast information turn over, even being very time consuming, the Police "lobby" activity has become an essential practice. We cannot afford taking a non-active bystander position while civil society pressure groups relentlessly try to mortgage future Police working tools and competences.
Demonstrably our political leaders show themselves most appreciative for this kind of support.

3. <u>What Police should get prepared for</u>

There are 'new kids on the block' and they are able to establish new political powers and create public expectations.

'Pirates':

In 2012, elections where held in two German states: Berlin and Saarland. The new political party 'Pirates' won 10% and 7,4 %, opinion polls say 12 % in future federal election for 'Pirates' are possible. 'Pirates' are

established as minor political parties in around 40 – mostly western – nations.

What is so special about Pirates? It is a 3D-generation party and they are able to get young – former apolitical – people engaged into politics with the key message: '*Internet creates a revolutionary development for society*'.

'Pirates' fight for:

- Internet access as the precondition for information, education and participation in political procedures
- Open data and transparency of governmental action
- Genuinely free media (large broadcast groups should not have the opportunity to adversely dominate the media, Pirates support legislation for so called net neutrality)

This group of people regard to police work in general in terms of 'Big brother scenario'.

What does this example show?

We are talking about new professionalism and legitimacy which means to police with the consent, cooperation, and support of the people and communities being policed.