



## THE CHILD IDENTIFICATION INITIATIVE



## ABOUT CHILD TRACE

*“At this very moment a child is being reported lost, missing or separated from their parent or guardian in South Africa. This child might never be found as there are no systems in place to positively identify children and at the same time link their profile to that of their parent in South Africa”*

Child trace is a non profit organisation that saw the need for the development of child identification and verification systems in South Africa to help combat the child trafficking pandemic in South Africa. Since official statistics were launched in 1994, about 1200 children are reported missing each year in our country and over 10% of these are never traced. This is a considerable amount.

Founded in 2010 Child Trace has partnered with Tr8 Technologies as its technical and implementing partner and through the ‘Child Identification Initiative’ (CIDI) will offer a technological solution contributing to the constantly changing needs and demands of child protection in South Africa.

As the first organisation to offer a service of this kind, Child Trace would like to team up with our law enforcement agents, government and private sponsors to make it our conviction to fight against child crime starting within our borders and gradually expand our vision for child protection to the African nation. Our target market for the CIDI initiative are parents and guardians as it is their children (the beneficiaries of the program) who are most at risk of being either kidnapped, lost or trafficked.

## VISION

Our vision is to continually adopt the most accurate and reliable biometric technologies that assist in the identification of lost and missing children.

## MISSION

Our mission is to operate a platform that utilises the most reliable and accurate biometric technologies to allow for the enrolment and subsequent identification and authentication of lost, missing and trafficked children.



## ABOUT CIDI

The Child Identification Initiative™ allows for the speedy and accurate recognition of children using Iris recognition technology. CIDI will have a nationwide network and database containing children's Iris biometric information of which only authorised individuals will have access to. All relevant information of children enrolled and their parents / guardians details will be uploaded on the database. In the event of a child getting lost and found, it simply requires for the child's iris to be scanned and with the fast response action, parents and or guardians will be alerted within seconds of their Child's location provided the child is enrolled on the database. As no two irises are ever the same; it guarantees us that any children enrolled under the CIDI initiative can never be misidentified in any respect.

## DEPLOYMENT

Child Trace supported by Tr8 Technologies will ensure the deployment of Iris recognition cameras to law enforcement and registered social agencies along with schools, pre schools, crèches and malls throughout the country at a fee or alternatively as donation from sponsors. The units will have 24/7 web based access to the main database managed by our operational partners (generic organisations involved in tracing missing children).

## TECHNOLOGICAL ATTRIBUTES

- Iris biometric technology is non invasive and does not use any laser technology just simple video technology
- Accurate identification of children enrolled on the database at all times as iris Recognition is the most accurate of all biometrics and a child's iris is stable from the age of 24 months
- Verification can be done in less than 5 seconds of a Child's iris being scanned.

## BENEFITS OF CIDI

- Privacy of information as there is very controlled access to the database
- Time efficient as it only takes under a minute to complete enrolment subject to pre enrolment undertaken by CIDI consultants
- Accessible nationwide
- Cost effective as it only costs R175.00 to secure the safety of your child
- Minimising identity theft
- In the long run CIDI aims to establish a worldwide database that's easily accessible from anywhere in the world in partnership with similar international organisations.
- CIDI™ will complement and enhance fingerprinting and photo identification programs now in place across the nation. CIDI™ will significantly improve these programs by capturing and storing a unique numeric identifier based on a digital photograph of the child's iris



## PARTNERS

Our Target is to enrol at least 1 million school children in various locations including the impoverished communities within South Africa in the first year. As a non profit organisation Child trace depends on the involvement and contributions of individuals, communities, corporate and government entities at large.

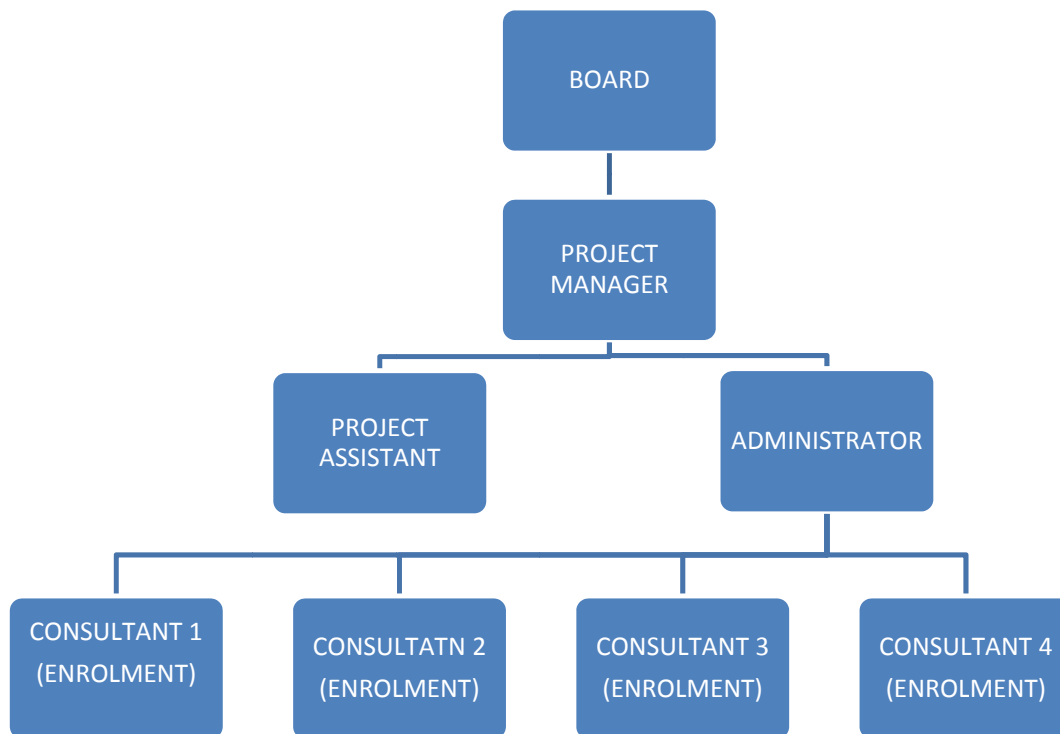
This is how you can get involved:

- **Operational Partners:** will have access to the database and assist in operating the database and have a similar cause to Child Trace
- **Technical Partners:** partners provide the software to allow for establishment of the database, they will also assist on in the running of this database
- **Endorsers:** these are individuals /organisations who give their backing /support to the CIDI project
- **Enrolment/ implementing Partners:** assist in creating platforms to allow for the enrolment of children
- **Sponsors:** will be approached for sponsorship of cameras, enrolment of children, advertising, marketing, funding, events etc
- **CIDI Champions:** these are individuals who have experienced the loss of a child first hand through kidnapping, trafficking or a child getting lost who will use their experience as testament to the value of the initiative.
- **Ambassadors:** these are official representatives of the initiative
- **Volunteers:** individuals are welcome to register with us as volunteers to help spread the word and assist with marketing and campaigns



## OUR STRUCTURE

Our team is committed to ensuring the successful implementation of the CIDI project. The structure is as follows:





## IMPLEMENTING CIDI

Enrolment can be done from a household level or schools and educational institutes. This will involve the capturing of the biometric data i.e. the iris and biographic data, both parents and or guardians will also be enrolled onto the database and both profiles will be linked with a maximum of five contacts per child enrolled.

The enrolment process for CIDI is as follows:

- School agrees to run program and decides on date when registration can take place
- Email your school letterhead or logo to CIDI on [info@childtrace.org](mailto:info@childtrace.org)
- Let us know how many kids are at your school
- Child Trace will print enough 'dear parents letters' and enrolment forms for children at your school
- We will deliver dear parent letters and enrolment forms to the schools
- Responsible signatory signs letters
- School distributors letters to parent base
- After a set period (normally 1 week) CIDI contacts school to collect all forms and fees for registration (fees can either be paid by means of EFT and parents provide proof of payment or can be in cash attached with the forms in a CIDI envelop provided by Child Trace)
- On the day of enrolment the child's iris along with the details on the form are captured onto the database. Children will receive a confirmation of registration and a CIDI goodie bag.

## ENROLMENT FEE

As Child Trace is working in conjunction with Tr8 Technologies, they will be charging a once off enrolment fee of R175.00 per child. Only a percentage of this is donated to Child Trace. The fee is broken down as follows:

- **R50.00 - donated to child trace by tr8 Technologies (only half of this will be used for the operational costs, the remaining amount we will donate to other child safety organisations)**
- **R125.00 – goes to Tr8 Technologies as implementing partners**

This we hope along with sponsors will ensure the sustainability of the CIDI initiative.



#### CONTACT DETAILS

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We strongly believe with this initiative we can make a great contribution to the efforts currently being made to ensuring the protection of our children.

## “CIDI –Assuring your Childs identity”

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