



## **PFO are proud to announce their participation in the Natalia Project by Civil Rights Defenders**

[PFO](#) have worked with [Civil Rights Defenders](#) to design and develop a safety device and system for civil rights defenders around the world. Natalia Project was launched today at the Defenders' Days conference in Stockholm.

PFO have further developed and customised their personal assault bracelet and alarm receiving system to suit the the specific needs of human rights defenders at risk, taking into account these individuals' difficult working conditions. The bracelet has several functions and specific technology aligned with the action protocol in the alarm and positioning system. They are all tailored to specific regions and individual human rights defenders.

"We are so proud to be part of the Natalia Project and admire the people around the world working for all of us to make the world a more open and democratic place. Civil rights defenders across the world are often in dangerous situations and we hope Natalia Project will make a difference. " says Johan Carlsson, PFO.

### **[Natalia Project](#) in brief**

On July 15, 2009, Natalia Estemirova was abducted and later found murdered because of her committed human rights work. In honour of her memory Civil Rights Defenders are proud to present a personal assault alarm system.

The Natalia Project is based upon three principals. By using social media, people can partake in keeping an eye on any alarm by a human rights defender wearing the wristband. When the alarm is triggered, the distress signal immediately alerts local partners, as well as the headquarters of Civil Rights Defenders in Sweden, providing the exact time and position of the assault. When the distress signal reaches social media platforms people are then able to react and get involved.

For more information on the Natalia Project visit [www.nataliaproject.org](http://www.nataliaproject.org).

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[PFO](#) is the world's first company that combines design, function and security. Behind the technology are developers of military robotic surveillance, behind the brand image the Grammy awarded graphic designer [Stefan Sagmeister](#), and behind the design the celebrated Swedish designer [Oscar Magnuson](#).

Behind PFO's mission to make the world better and safer are names like football manager Sir [Alex Ferguson](#), Australian Open and Davis Cup winner Thomas Johansson, and entrepreneur and mediaman Richard Båge.