

# European Crime Prevention Award (ECPA)

## Annex I – new version 2014

**Please complete the template in English in compliance with the ECPA criteria contained in the RoP (Par.2 §3).**

### **General information**

1. Please specify your country.

Germany – Baden-Württemberg

2. Is this your country's ECPA entry or an additional project?

ECPA entry

3. What is the title of the project?

German title: "Hallo Oma, ich brauch Geld"

English version: „Hello Granny, I need money“

4. Who is responsible for the project? Contact details.

Allan Mathiasch

Solitudeallee 61

71636 Ludwigsburg

Germany

+49 170 653 9181

[allan@theaterallan.de](mailto:allan@theaterallan.de)

Gregor Belgardt

Landeshauptstadt Stuttgart

Kommunale Kriminalprävention

Marktplatz 1

70173 Stuttgart

+49 711 216-60632

[Gregor.Belgardt@stuttgart.de](mailto:Gregor.Belgardt@stuttgart.de)

5. Start date of the project (dd/mm/yyyy)? Is the project still running (Yes/No)? If not, please provide the end date of the project.

28/03/2012

Yes, project is still running.

6. Where can we find more information about the project? Please provide links to the project's website or online reports or publications (preferably in English).

<http://www.theaterallan.de/was-mache-ich/theaterstuecke-die-man-buchenkann/hallo-oma-ich-brauch-geld.html>

Press:

<http://www.szbz.de/nachrichten/artikel/detail/das-motto-heisst-die-tuer-bleibtzu-30-7-2016/>

[http://www.b4bbaden-wuerttemberg.de/ihk-regionen/region-heilbronnfranken\\_artikel,-Theaterstueck-%E2%80%9EHallo-Oma-ich-brauch%C2%B4-Geld%E2%80%9C-\\_arid,150710.html](http://www.b4bbaden-wuerttemberg.de/ihk-regionen/region-heilbronnfranken_artikel,-Theaterstueck-%E2%80%9EHallo-Oma-ich-brauch%C2%B4-Geld%E2%80%9C-_arid,150710.html)

[https://www.holzgerlingen.de/de/aktuelles/meldungen/2\\_das-rathausinformiert/Mitmach-Theater\\_Enkeltrick.php](https://www.holzgerlingen.de/de/aktuelles/meldungen/2_das-rathausinformiert/Mitmach-Theater_Enkeltrick.php)

[http://www.swp.de/bietigheim/lokales/landkreis\\_ludwigsburg/Schauspieler-Allan-Mathiasch-ueber-seine-Auftritte-als-Enkeltrick-Betrueger;art1188795,3808889](http://www.swp.de/bietigheim/lokales/landkreis_ludwigsburg/Schauspieler-Allan-Mathiasch-ueber-seine-Auftritte-als-Enkeltrick-Betrueger;art1188795,3808889)

<http://www.stuttgarter-zeitung.de/inhalt.print.a86e879f-deff-44d9-b4cf-0de1a2c10dd0.presentation.print.v2.html>

<http://www.ksr-rems-murr.de/2013/06/03/hallo-oma-ich-brauche-geld/>

Prevention-Report:

(page60)

<https://www.polizeibw.de/Dienststellen/PPStuttgart/ueber%20uns/StatistikenundBerichte/Ordner/2013/Pr%C3%A4ventionsbericht%202013.pdf>

7. Please give a **one page** description of the project (**Max. 600 words**)

Elderly people are likely to be trusting, polite and kind. Criminals have detected these character traits to be useful in their making money scheme. The credulity, willingness to help and defencelessness of elderly people, as well as the fact that they are often financially independent, make them attractive to fraudsters. One method in particular has become very popular among criminals offending against elderly citizens: The so-called "Grandchild trick fraud".

There are slightly different approaches to the fraud, but the main scheme is quite simple and is almost always the same: Elderly people are contacted by phone. The fraudsters pose as relatives of the victim, pretending to be in a desperate situation and in urgent need of money. Using psychological pressure and sophisticated means of manipulation, they trick the elderly into handing over vast sums of money to an accomplice who picks it up later on.

As a result, there are often high financial losses that can amount to sums of over more than 20 000€. Additionally, there is emotional damage – as the victims are often confronted with accusations and lack of understanding by their family and community.

This crime phenomenon needs to be managed through preventive work, and not just retrospectively, as it represents a serious threat to one of the most vulnerable groups in our society and it is a problem that can be prevented by active instruction and preparation in advance.

The awareness of this phenomenon triggered the initiative for the project "Hello Granny, I need money". In intensive cooperation with Police Headquarters and the department of crime prevention at the City of Stuttgart, Theater Pedagog Allan Mathiasch developed the idea of an interactive stage play as an innovative concept for crime prevention. Expert knowledge about the modi operandi and victimization was provided by the Criminal Investigation Department that is responsible for this crime area.

By demonstrating various common cases of fraud, the performances offer an overview of the current prevalent techniques and methods of tricksters. The stage play demonstrates different measures that can be adopted in order to protect oneself from becoming a potential victim and also to avoid creating attractive situations for tricksters. Additionally, the play shows elderly audience members how to recognize a potentially dangerous situation and how to conduct themselves in such a situation.

Most important is the aspect of interaction and communication: The audience is actively engaged in the performance. Randomly selected audience members take part in the performance as active participants in the demonstrated scenarios – learning by doing. The background of realistic cases helps to convey the urgency and the entertaining factor ensures a long-lasting impression.

Additionally, the actors improvise and react to questions and input by the audience spontaneously. Audience members acknowledged afterwards that this made them feel appreciated and that their personal fears were taken seriously.

But the objective is not only to inform elderly people about this crime phenomenon: It also reduces the subjective fear towards tricksters and encourage them to be more selfconfident – not just in cases of confidence tricks, but also in other potentially risky situations and in everyday life.

There is always at least one police officer, responsible for crime prevention in their local district, present during the performances. They give additional information, address specific examples, answer questions from audience members and offer personal support.

**I. The project shall focus on prevention and/or reduction of everyday crime and fear of crime within the theme.**

8. How does the project contribute to crime prevention and/or to the reduction of crime or the fear of crime? (**Max. 150 words**)

The project contributes to crime prevention by offering an overview of the prevalent techniques and methods of tricksters. The project helps to prevent fraud, it shows up measures to protect oneself from becoming a potential victim and to avoid attractive situations for tricksters. Additionally, it demonstrates how to recognize such a situation and how to act. It helps to reduce the actual number of crimes committed by tricksters on elderly people and therefore prevents them from suffering from material as well as emotional damage.

At the same time, it diminishes the subjective threat by tricksters or strangers in general. By giving elderly people adequate information about the measures that reduce the risk of crimes committed on them, we can reduce their fear and encourage them to be more self-confident – not just in cases of confidence tricks, but also in other potentially risky situations and in everyday life.

9. How is the project contributing to raising citizens' awareness of crime prevention? (**Max. 150 words**)

The stage play "Hello Granny, I need money" is performed in public locations in various districts of the city. Publicity and advertising is provided in advance by different institutions, such as the police, the city and sponsors etc.. Due to the high public profile raising awareness for this current and important theme as well as the fact that the play is not just for educational purposes, but also for entertainment, an enormous amount of interest has been generated, whereby not only the elderly but the general public are showing interest. There is always at least one police officer, responsible for crime prevention in their local district, present during the performances. They give additional information, address specific examples, answer questions from audience members and offer personal support. This way the audience gets to know the people engaged in regional crime prevention and are encouraged to find out more about it.

**II. The project shall have been evaluated and have achieved most or all of its objectives.<sup>1</sup>**

10. What was the reason for setting up the project? What problem(s) did it aim to tackle?

The idea came up when Michael Kayser, the former leader of the crime prevention department of Stuttgart recognized the need for action concerning the problem of confidence tricks committed on elderly people. The city of Stuttgart and the Police Headquarters became aware of an increased number of fraud cases that were causing high financial losses for the elderly community. Cases were wide spread and certain criminal methods were becoming quite popular, especially those in which criminals telephoned senior citizens whilst posing as relatives of the victim, with the goal of tricking the elderly into handing over vast sums of money. The money would then be picked up by an accomplice at a later stage. These so-called "Enkeltricks" ("grandchild" tricks) often caused high material and also psychological damage. Victims are often additionally confronted with accusations and lack of understanding by their social

---

<sup>1</sup> For more information on evaluation, see Guidelines on the evaluation of crime prevention initiatives (EUCPN Toolbox No.3): <http://www.eucpn.org/library/results.asp?category=32&pubdate>

environment and community.

Elderly people also frequently felt threatened by tricksters and it was an important goal to reduce that fear and improve their general well-being by doing so.

As a result of these circumstances, including the difficulty to prosecute the fraudsters and lack of appropriate preventive projects, the idea for "Hello Granny, I need money" was developed.

11. Was the context analysed **before** the project was initiated? How, and by whom? Which data were used? (**Max. 150 words**)

There was a statistical increase of "Grandchild trick frauds", identified by the PKS (Police Crime Statistics). Striking was the number of cases, as well as the resulting damage.

The number of cases in the federal state Baden-Württemberg increased from 95 (2007), 64 (2008), 143 (2009) up to 311 in 2010.

The financial losses in the federal state Baden-Württemberg increased from 234.890 Eur (2007), 45.870 Eur (2008), 557.900 Eur (2009) to 1.108.131 Eur in 2010.

12. What were the objective(s) of the project? Please, if applicable, distinguish between main and secondary objectives. (**Max. 150 words**)

One main objective was to offer an overview about prevalent techniques and methods of tricksters. The project helps to prevent a fraud, it shows up measures to protect oneself from becoming a potential victim and to avoid attractive situations for tricksters. Additionally, it demonstrates how to recognize an attempted cheating and how to deal with it.

The other main goal is to reduce the subjective threat by tricksters or strangers in general. By giving elderly people adequate information about the measures that reduce the risk of crimes committed on them, we can degrade their fear and encourage them to act more self-confidently.

13. Did you build in internal goals to measure the performance of the project? If so, please describe at what stage of the project and how you measured whether the project was moving in the planned direction. (**Max. 150 words**)

The project was planned to be performed 20 times in different districts of Stuttgart. The goal was to gain enough interest from the districts and to achieve this number of enquiries. This objective was definitely fulfilled, as the quantity of performances in Stuttgart overrun the proposed 20 and also the locations were equally distributed in the city. At this time, the stage play has been performed more than 60 times in various regions.

Another internal goal to measure the performance of the project was the actual number of visitors per event. During the first few performances, the audience comprised between 25 and 90 persons, which was a mark for the high interest and appreciation of the project. Selected performances reached an audience of over 200 persons. That was the exception though, as high audience numbers

hinder the interactive aspect and the ability to address the audience members directly.

14. Has there been a process evaluation? Who conducted the evaluation (internally or externally?) and what were the main results? (**max. 300 words**) - for more information on process evaluation, see EUCPN Toolbox No.3, p.9-10 & part 2 - section 2A

There has been an externally made evaluation that focused mainly on process evaluation. It was conducted by Theresa Siegler, student at the university of applied sciences in Kehl, who wrote a bachelor thesis with the topic "Zielgruppenorientierte Kommunikation zum Opferschutz – Ist Theaterpädagogik ein geeignetes Mittel zum Schutz von Senioren vor Betrug?" (Theater pedagogy as an appropriate method to protect elderly people from becoming a victim of fraud). She accompanied the project and evaluated the impact on the target group by implementing a questionnaire-based survey.

Her main results were: Advertisement and publicity was successful and adequate. The target group of elderly people represented 4/5 of the visitors. The clear majority agreed that the content and its implementation was easy to understand. 96 % were satisfied with their decision to visit the performance. The amount of information provided was seen as adequate and offered a good overview of the topic.

Most important was the reaction to the concept of interactive stage plays as a method of crime prevention. It was remarkably positive, listeners supported the idea of theater as an appropriate method to pass information on the topic of fraud. 79% indicate an increase of their personal knowledge on this topic. An additional argument is the fact that a certain amount of people joined in the prevention event due to the performance.

In her conclusion, Siegler values the project "Hello Granny, I need money" as a successful concept of crime prevention for elderly people, particularly with regard to the interaction between audience members and actors which supports the learning process.

15. Has there been an outcome or impact evaluation? Who conducted the evaluation (internally or externally?), which data and evaluation method were used and what were the main results? (**Max. 300 words**) - for more information on outcome or impact evaluation, see EUCPN Toolbox No.3, p.7-9 & part 2 - section 2A

As already mentioned in 14., the evaluation by Theresa Siegler mainly focused on the process evaluation. There are no comparable numbers concerning acts of frauds between before and afterwards. But there are some facts that prove the project has been successful in reaching its objectives: People felt well informed and more self-confident and secure after visiting a performance. They called for additional prevention projects. Due to its good reputation (and therefore a sign for its efficiency) the demand for the performance was extremely high. Up until now, the stage play was performed more than 60 times all over Baden-Württemberg and Germany.

The Police headquarters in Stuttgart confirmed the success of this preventive project and declared that many grandchild trick fraud attempts could be impeded. During interviews with the police after such fraud attempts, intended victims

stated to have visited "Hello Granny, I need money" and have therefore known how to react to the criminals adequately.

**III. The project shall, as far as possible, be innovative, involving new methods or new approaches.**

16. How is the project innovative in its methods and/or approaches? (**Max. 150 words**)

This project is different to "traditional" – mostly unilateral - methods of information and education in matters of crime prevention. By being an interactive stage play, it offers an innovative approach to the topic. The audience is actively engaged in the performance. Randomly selected audience members take part in the performance as active participants in the demonstrated scenarios. The background of realistic cases helps to convey the urgency and the entertaining factor ensures a long-lasting impression.

The actors improvise and react to questions and input by the audience spontaneously. Listeners acknowledged afterwards that they felt appreciated and their personal fears were taken seriously.

Furthermore, the concept provides the idea of sustainability and spread. Stage plays are offered in different urban districts, organized and sponsored by local communities and are therefore a topic of conversation in daily life or at other local events. As a result, the conveyed information is also spread to people who did not join in the actual performance.

**IV. The project shall be based on cooperation between partners, where possible.**

17. Which partners or stakeholders were involved in the project and what was their involvement? (**Max. 200 words**)

Developer of the project was Allan Mathiasch, a freelance theater pedagogue ([www.theaterallan.de](http://www.theaterallan.de)) who was already involved in preparing other interactive preventive plays. He cooperated with several other institutions to develop the play. Also involved was the Police Headquarters with its anti-fraud department and the city of Stuttgart with its department of local crime prevention. Specialized knowledge with background information and examples of true cases by the police, political support from the city and the educational and creative input by Allan Mathiasch and his colleagues led to an authentic and appealing project concept and product. This balanced network – extended by financial sponsors, local hosts and the actors – enabled a successful realisation of the project.

The cooperation between the city of Stuttgart, the police headquartes and Allan Mathiasch still is ongoing and has since led to further projects: The first play was so successful, and generated enough interest to justify the development of the follow-up play "Der ungebetene Gast" ("Unwelcome Visitors") on the themes of "burglary" and "computer security and online-fraud" for the same target audience (senior citizens).

It is a good example for efficient cooperation and interaction between different parties offering financial resources, human input and support of expert knowledge.

**V. The project shall be capable of replication in other Member States.**

18. How and by whom is the project funded? (**Max. 150 words**)

The first 22 performances taking place in various districts in Stuttgart were funded by two main sponsors: "Baden-Württembergische Bank" and "Verein Sicheres und Sauberes Stuttgart e.V." (association for security and tidiness affairs in Stuttgart). Every hosting district just had to bear a small amount of the total costs.

Performances that took place later in other cities were funded by various sponsors, often the "Sparkassenstiftung" (Sparkassen Foundation).

19. What were the costs of the project in terms of finances, material and human resources? (**Max. 150 words**)

The writing and development of the play happened in voluntary work by Allan Mathiasch, supported by his theater ensemble and the cooperation partners (police and city). The costs for one performance – including two actors and equipment – total 790-890€, in addition to travel expenses.

20. Has a cost-benefit analysis been carried out? If so, describe the analysis, including how and by whom it was carried out and list the main findings of the analysis. (**Max. 150 words**)

A cost-benefit analysis is not possible or useful in this case. Performances were welcomed, the audience ranged mainly between 25 and 90 and also the feedback was very positive. But there is no possibility to count the material damage that would have derived from non-prevented fraud cases. Other soft factors like selfconfidence, well-being and decreased fears also cannot be measured in such a cost-benefit analysis.

21. Are there adjustments to be made to the project to ensure a successful replication in another Member State?

Methods of "grandchild tricksters" might vary among different states, but the concept and techniques are similar to a certain extent. After a comparison of these methods and adaption or integration into the stage plays, it must be translated into the relevant language. Everything else could be adopted from the German version. If required, Allan Mathiasch and his team of actors could offer a cooperation or course of training to ensure a successful replication in other Member states.

The modular structure of the play make it possible to easily change parts of the play and take into account current developments and new methods of trickery, by adapting scenes accordingly.

There already are cooperations with theatre groups in Nordrhein-Westfalen (North Rhine-Westphalia) and Bayern (Bavaria) and further cooperations in Germany are still possible.

22. How is the project relevant for other Member States? Please explain the European dimension of your project.

The phenomenon of the so-called "grandchild trick" is common throughout Europe. Germany is just one of many European states, in which criminals use these methods to make money. There are often internationally recruited gangs who operate in various European states and therefore benefit from their extreme mobility. In 2014, Europol reported about one of these transnational gangs that was disrupted in Italy, Switzerland and Poland after immense investigations and whose members were suspected to be involved in more than 250 acts of frauds against elderly citizens.

(<https://www.europol.europa.eu/content/internationalgang-fraudsters-disrupted>)

However, even though law enforcement agencies have successfully disclosed different criminal groups targeting elderly people, the topic remains urgent and has transnational dimensions. It needs to be handled in preventive work, not just in retrospect, as it represents a serious harm against one of the most vulnerable groups in our society and can be prevented by instructing them in advance. That is why the project "Hello Granny, I need money" has a big European dimension and a replication in other member states would definitely be recommendable.

Please provide a short general description of the project (abstract for inclusion in the conference booklet – **max. 150 words**).

Elderly people are attractive to fraudsters. One method that has become popular among criminals is the "Grandchild trick fraud", in which fraudsters pose as relatives of the victim, pretending to be in a desperate situation and in urgent need of money.

The project "Hello Granny, I need money" offers an innovative concept for crime prevention concerning trick fraud. It is an interactive stage play which offers an overview about prevalent techniques and shows up measures to protect oneself from becoming a potential victim. It also reduces the subjective fear towards tricksters and encourages to be more self-confident.

The audience is actively engaged in the performance. Randomly selected audience members take part in the performance as active participants while the actors improvise and react to the input by the audience spontaneously. The background of realistic cases helps to convey the urgency and the entertaining factor ensures a long-lasting impression.