

European Crime Prevention Award (ECPA)

Annex I

Approved by the EUCPN Management Board in 2017

Please complete the template in English in compliance with the ECPA criteria contained in the Rules and procedures for awarding and presenting the European Crime Prevention Award (Par.2 §3).

General information

1. Please specify your country.

Germany

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

3. What is the title of the project?

"Cybercrime: The criminal investigation department explains"

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

Polizeipräsidium Oberbayern Nord, Präsidialbüro, Esplanade 40, 85049 Ingolstadt

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.

10/06/2017. Permanent project with no termination date.

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).

Facebook: www.facebook.com/PolizeiOBN Twitter: @polizeiOBN

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

The police department of Northern Upper Bavaria has registered an increase of 46.2% in the number of cybercrime cases since 2010. In 2016, an increase of 392 criminal offences was recorded. The damage caused amounted to almost EUR 1.7 million.

Case analysis has revealed that fraudsters often achieve their goals using simple, easily replicable schemes, and amass considerable sums of money in doing so.

Had the victims been aware of the fraudsters' methods, these crimes would often not have succeeded in the first place.

In the world of cybercrime, where cyberspace is the scene of the offence, solutions can often be found in social networks. Since those who fall victim to cybercrime are Internet users, we believe that a preventive campaign can only succeed if these channels are utilised.

Together with Ingolstadt's criminal police service, a series of short videos was produced. A real "cybercop" reports on his work and describes how offenders operate. He also provides some tips on how users can avoid becoming victims of cybercrime.

The videos are distributed via Facebook and Twitter, using the official accounts of Northern Upper Bavaria's police headquarters.

At a later stage in the project it is envisaged that lectures will be held to report on offender behaviour using real case examples. Invitations to these events will be distributed via social media.

Since starting the project, more than 250,000 individuals have been reached. Feedback from the users of social media has been exclusively positive.

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**)

People are usually not afraid of things they understand. Where they are aware of how fraudsters operate, they will not fall victim to them in the heat of the moment. Fraudsters will have no chance of fooling their victims.

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

Viral videos attract attention to issues and help raise awareness of hidden traps.

II. The project shall have been evaluated and have achieved most or all of its objectives.¹

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

The project was set up in response to a major increase in cases of cybercrime, which is partly due to the lack of information available to potential victims. Those who are aware of how criminals operate are considerably less likely to fall victim to fraudsters.

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

Yes. Common data based on the headquarters' statistical yearbook were analysed by the social media team in cooperation with the cybercrime department of Ingolstadt's criminal police service.

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

Besides the major goal of revealing how criminals operate, we want to create a pool of information for citizens based on video tutorials available 24/7.

¹ 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>

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**)

Ongoing assessment and analysis of the programme's user numbers.

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

External evaluation is given in the form of figures showing the number of times our content is accessed.

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

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**)

Distributing messages via social networks is a completely new way for government authorities to communicate with citizens. Until now it was almost impossible for citizens to contact a cybercrime officer just to ask questions or receive information.

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

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

The project is based on a partnership between Ingolstadt's criminal police service and the police headquarters of Northern Upper Bavaria. In order to remain fully independent, no external partnerships were sought.

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

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

The project is an integral part of the social media team's day-to-day work, and is financed exclusively by the police headquarters of Northern Upper Bavaria

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

Since the project is embedded within the day-to-day work of the social media team, detailed specifications of costs cannot be made.

Human resources and technical equipment are already in place.

21. 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**)

No analysis conducted.

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

With Facebook and Twitter available worldwide, the project could be replicated easily in any Member State.

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

Cybercrime is a global challenge. All Member State must find solutions to these problems. In our opinion, it will only be possible to reduce the number of cases

by distributing as much information as possible.

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

“Those who **know nothing** must **believe everything!**” (Marie v. Ebner-Eschenbach)

A huge number of criminal offences could be prevented if the victims had been informed in advance of how criminals operate.

With this in mind, a Bavarian “cybercop” reveals the typical tricks played by fraudsters in short video clips. He provides insights into his daily work and describes how offenders work to achieve their goals. In addition, he provides useful hints and tips on how to prevent such crimes from happening in the first place.

By distributing such videos via official police social-media channels, the truly hair-raising stories of modern fraudsters are revealed and potential victims are protected from suffering serious damage.

More than 250,000 users in less than three months have already benefitted from this completely new channel of communication between citizens and public authorities.