

#Fraudoff! (#Atkrapiēs!), Latvia

Title of the policy or measure (in English)	#Fraudoff! (#Atkrapiēs!)
• Country	Latvia
• Sectors	All
• What groups are targeted by the measure	<ul style="list-style-type: none"> - Latvian citizens, with a specific focus in 2018 on 16-24 year olds (directly targeted); - Public administration institutions and businesses (indirectly targeted by whistleblowing aspect of the practice).
• Purpose of measure	Changing attitudes: awareness raising
• Short sentence summarising the measure	"#FraudOff!" is an anti-fraud movement to promote public awareness of the shadow economy and fraud, and its negative consequences for individuals and the country as a whole. The campaign also promotes whistleblowing by raising awareness of how and why it is important to report suspicions of fraud to relevant law enforcement institutions ⁱ .
Background	
• Background context driving the implementation of the measure	The "#FraudOff!" campaign is described as a movement to combat fraud, based on the values of responsibility, care, sustainability, unity and open communication ⁱⁱ . It was introduced to increase coordination among all stakeholders with an interest in combating fraud ⁱⁱⁱ and to promote public awareness of different types of fraud and the negative consequences of them. The phrase was coined to describe resistance against fraud and to encourage citizens to stand up to it ^{iv} . Following interviews ^v on attitudes to unfair actions (including fraud) conducted by the research centre, SKDS, in March 2017 ^{vi} , the first campaign under '#FraudOff!' was launched (in 2017) on counterfeit goods ^{vii} . The second campaign under the same campaign hashtag, which has a social media presence, was launched in March 2018 with a focus on legal labour relations, and specifically targets young people by informing them of five things that should be taken into account when establishing a working relationship with a potential employer (see below for campaign specifics) ^{viii} .
• When was the measure implemented? (including start date and end date/ongoing)	January 2017 – ongoing
• Names(s) of authorities/bodies/organisations involved	<ul style="list-style-type: none"> - Ministry of Finance of the Republic of Latvia - The State Labour Inspectorate of the Republic of Latvia (in 2018) - The State Revenue Service of the Republic of Latvia (in 2018) - Partnership with over 60 public administration institutions, companies and non-governmental partners (involvement dependent on focus of campaign)^{ix x}.
• Scope of the measure (a pilot project, nationwide, regional wide)	Nationwide
• Type of (policy) measure	Tool

<ul style="list-style-type: none"> Key objectives of the measure 	<p>General objectives:</p> <ul style="list-style-type: none"> To promote zero tolerance towards fraud in society. <p>Specific objectives in 2018:</p> <ul style="list-style-type: none"> Raise public awareness about the importance of reporting different types of fraud given its negative impacts and consequences on society. Raise public awareness among 16-24 year olds of key considerations when establishing a working relationship with a potential employer. Increase coordination among public administrations, employers and other partners, as well as all members of society, in the 'common' fight against undeclared work, the shadow economy and fraud more broadly. Create an effective 'Anti-Fraud' movement brand and platform providing information, research and contacts as well as a way for citizens to report fraud.
<p>Specific measure</p>	
<ul style="list-style-type: none"> Description of how the measure operates in practice 	<p>The second “#FraudOff!” campaign was launched in March 2018 and is ongoing, though the height of the activity took place up to the end of May 2018. The campaign consisted of five key messages^{xi} for young people to take into account when establishing a relationship with their first, or a new, employer:</p> <ol style="list-style-type: none"> If you think the employer is engaged in unfair practices, then he is probably cheating in other areas too – so it is just a matter of time before the employer will cheat on you too. Take a stand by simply saying: "Fraud Off!" Do not agree to receive pay in "envelopes" as it can often disappear or decrease and in these cases it is difficult to prove that this was the wage you had originally agreed on. Request a written employment contract; do not rely on or believe verbal promises. Before signing the contract, make sure that all the information provided is accurate as fraudsters are brilliant storytellers. The employer must teach you how to work safely – ask the employer if you do not understand something. Never pretend to be a hero; never be reckless. Check if the employer pays your social taxes and is fulfilling their promises. It is possible to check whether the employer is paying your social taxes on smartphones. Resist and express your opinion against fraud! Take a stand and say: if you are not honest, #Fraud Off! <p>The campaign messages above were summarised in a short (1 minute and 19 seconds) video which has been promoted widely, including on the main campaign website: http://atkrapijes.lv/. The website contains further information and tips on all areas of fraud (including the current campaign) and a way for citizens to report fraud.</p> <p>Other activities were also conducted to encourage public engagement in the campaign and its aims:</p> <ul style="list-style-type: none"> There was a high degree of media coverage on multiple platforms such as YouTube. In this case, it was recognised that young people spend a lot of time (approximately 5 hours) on social media and watching YouTube videos and vlogs^{xii}; the campaign recruited popular YouTube and young celebrities to spread the key messages of the campaign on their vlogs and videos, and to 'influence' young people in their behaviours.

	<ul style="list-style-type: none"> - Linked to this, famous and popular Latvian young 'influencers' were given signature hoodies and t-shirts to raise awareness of the campaign among young people. - The campaign was also promoted on E-Klase (an online school management system used in Latvia); the main campaign social media accounts (Instagram, Facebook and Twitter); television; and newspapers. - Participation in Conversation Festival LAMPA^{xiii} - Involvement of gaming principle in the campaign: <ul style="list-style-type: none"> o Online interactive test has been developed to allow participants to test their knowledge on legal labour relations and compare their knowledge with the average in Latvia; o Contest - interactive game to identify the features of an excellent boss with possibility to win the hoody.
<ul style="list-style-type: none"> • What resources and other relevant organisational aspects are involved? 	<ul style="list-style-type: none"> - This campaign is the product of coordination among multiple public administrations and agencies; this is managed by the Latvian Ministry of Finance. - The campaign is coordinated by the Latvian Anti-Fraud Coordination Service (AFCOS) operational strategy of the Latvian Ministry of Finance^{xiv}. - The campaign video was produced by a sub-contracted private advertising agency; the content was developed by the working group consisting of representatives from several state authorities. - Most infographics were prepared with internal resources using free of charge platforms.
<ul style="list-style-type: none"> • What are the source(s) of funding? 	<p>National funding. Feedback from the national contact suggests that the total budget for 2018 does not exceed Euro 25 000. Costs were split between multiple national departments and agencies (e.g. general campaign management costs were covered by the Ministry of Finance, costs for development of the video were covered by the State Revenue Service, translation costs of the video were covered by the State Labour Inspectorate and several institutions bought signed hoodies etc.). Data from other authorities on costs is not available.</p>
Evaluation and outcome	
<ul style="list-style-type: none"> • Has the measure achieved its objectives? 	<p>This campaign is currently still ongoing and no formal evaluation has been conducted.</p>
<ul style="list-style-type: none"> • Assessment method (including indicators used to measure its impact), and the outputs and outcomes achieved 	<p>This campaign is currently ongoing and no formal evaluation has been conducted. However, the following outputs have been realised for this campaign:</p> <ul style="list-style-type: none"> - The development of a dedicated campaign website was established in 2017. It was updated with information in 2018 to match the new focus; - Release of campaign videos on a dedicated website and social media; - Cooperating with 20 YouTube vloggers who were advertising the campaign e.g. with #FraudOff apparel and discussing thier experiences of finding work (according to the five key messages); - High coverage on social media such as Instagram, Facebook and trending nationally on Twitter (Twitter account @#atkrāpies! #FraudOff!); and - Referenced as a news story on TV and radio broadcasts; <p>Some of the outcomes of the #Fraudoff! campaign included the following:</p>

	<ul style="list-style-type: none"> - Increased cooperation between organisations and Non-governmental organisations e.g. Junior Achievement Latvia; - Increased public engagement through for example events like festivals where the public were handed communication materials; - Raised awareness through large-scale public events (e.g. LAMPA) and in schools, and via a nationally covered press-conference.
<ul style="list-style-type: none"> • What are lessons learnt and the key conditions for success? 	<p>No formal evaluation has been conducted. However, informal reflections have been made about lessons learnt during the previous #FraudOff! campaign during various conferences and meetings.</p> <p>One key success factor related to funding (for the entire #FraudOff project) is a shared budget between different involved authorities – each institution allocated the amount of finances they could afford and covered those activities which they saw as most relevant.</p> <p>Another key success factor is the involvement of social media influencers to raise awareness of the campaign among young people.</p>
<ul style="list-style-type: none"> • Level of transferability (e.g. other countries/groups/sectors) 	<p>This campaign is highly transferable and could be replicated by other Member States; as noted in one report the idea to conduct the campaign came from a meeting of the European Anti-Fraud Office (OLAF)^{xv}</p>
Additional information	
<ul style="list-style-type: none"> • Contacts 	<p><u>For the general #FraudOff campaign:</u> Ilona Skorobogatova, AFCOS Latvia Senior experts, Ministry of Finances Email: ilona.skorobogatova@fm.gov.lv Telephone: (+371) 67095538</p> <p><u>For focus of 2018 or legal labour relations:</u> Linda Matisane, Head of Cooperation and Development Unit, State Labour Inspectorate Email: linda.matisane@vdi.gov.lv Telephone: (+371) 67021721</p>
<ul style="list-style-type: none"> • Useful sources and resources 	<ul style="list-style-type: none"> - Official website: http://atkrapijes.lv/ - YouTube Video published by the State Labour Inspectorate of the Republic of Latvia: https://www.youtube.com/watch?v=IwF2Ws42DKU
<ul style="list-style-type: none"> • Metadata and key words for online search 	<p>Latvia; #Atkrapijes!; #Fraudoff!; Anti-fraud movement; awareness raising campaign; shadow economy; whistleblowing; reporting fraud; relationship with employer; videos; vlogs; social media; influencing behaviour; young people</p>

ⁱ European Commission (2017). *Latvian residents are invited to participate in the anti-fraud movement #FraudOff!*. Mass media release: 30 March 2017. Available online: https://ec.europa.eu/anti-fraud/sites/antifraud/files/31032017_latvian_fraud_off_campaign_en.pdf

ⁱⁱ EUIPO (2018). *Regional Seminar on Enforcement of Intellectual Property Rights*. 22-24 May 2018, Riga, Latvia. Available online: https://euipo.europa.eu/tunnel-web/secure/webdav/guest/document_library/observatory/documents/Regional_seminars/Regional_Seminar_riga_22052018_en.pdf

ⁱⁱⁱ LV Portal (n.d.). *Kampanas #Atkrāpies! uzmanības centrā – darba kultūra*. Available online: <https://lvportals.lv/norises/294951-kampanas-atkrapijes-uzmanibas-centra-darba-kultura-2018>

^{iv} Ibid

^v SKDS (2017). *Attieksme pret negodīgā rīcību: Latvijas iedzīvotāju aptauja*. Available online: http://petijumi.mk.gov.lv/sites/default/files/title_file/Anotacija_Petijums_FM_2017_Par_attieksme_pret_negodigu_ricibu.pdf

^{vi} This study was commissioned by the Ministry of Finance and involved 1 033 respondents across Latvia. This showed that half of all respondents felt the main issue was the practice of smuggling goods such as cigarettes

and alcohol, and around two-thirds of respondents (65 %) believed there was a high level of dishonesty and unfairness in Latvia.

^{vii} EUIPO (2018)

^{viii} Strādā Vesels (2018). *Valsts darba inspekcija iesaistās pretkrāpšanas kustībā #Atrāpies!* Article. April 2018. Available online: <http://stradavesels.lv/jaunumi/valsts-darba-inspekcija-iesaistas-pretkrapsanas-kustiba-atkrapiess/>

^{ix} Ibid.

^x The following organisations are included in the partnership according to the #FraudOff website (<http://atkrapiess.lv>): the Ministry of the Interior, the Ministry of Economics, the Ministry of Environmental Protection and Regional Development, the Ministry of Agriculture, the Ministry of Welfare, the State Revenue Service, the State Police, the Corruption Prevention and Combating Bureau, the Competition Council, the State Border Guard, the Food and Veterinary Service, the Procurement Monitoring Bureau, the Security State Agency, the Patent Office, the Prosecution Office of the Republic of Latvia, the Consumer Rights Protection Centre, the Rural Support Service, the Central Finance and Contracting Agency, the Bank of Latvia, and others as well as the Transparency International Latvia.

^{xi} Atrāpies.lv (n.d.). *Pretkrāpšanas kustība #Atrāpies! uzņem apgriezienus un turpina aicināt Latvijas iedzīvotājus iesaistīties.* Available online: <http://atkrapiess.lv/pretkrapsanas-kustiba-atkrapiess-uznem-apgriezienus-un-turpina-acinat-latvijas-iedzivotajus-iesaistities/>

^{xii} Vlogs or video logs are a form of blog uploaded in a video format, normally on the media platform YouTube.

^{xiii} LAMPA is a free democracy festival organised by the Foundation for an Open Society DOTS, Swedbank Latvia, Armadillo, Deep White, the Cēsis Municipality and the British Council. It encourages open dialogue through having conversations on different topics.

^{xiv} Ministry of Finance of the Republic of Latvia: Communication Department. (2017). *Cooperation of Latvian institutions in the fight against fraud in the field of the EU funds will be promoted.* Available online:

https://ec.europa.eu/anti-fraud/sites/antifraud/files/11012017_afcos_latvia_operational_strategy_approved_en.pdf

^{xv} EUIPO (2018)