



## Call for Projects 2025

### European Crime Prevention Award (ECPA)

Dear National Representatives, dear colleagues,

The Danish Presidency of the Council of the European Union is honoured to organise the European Crime Prevention Award (ECPA) 2025. Since its inception, the ECPA has been a cornerstone of the European Crime Prevention Network (EUCPN), fostering the exchange of best practices and celebrating achievements in crime prevention throughout Europe.

In 2025, the Danish Presidency of the EUCPN will focus on the **prevention of online fraud targeting citizens**.

#### Theme and scope of the 2025 ECPA

Online fraud constitutes a rapidly growing and increasingly complex threat within the EU. According to [EU-SOCTA 2025](#), it is the fastest-expanding area of organised crime. This type of crime affects individuals, businesses, and public institutions alike, often resulting in severe financial and psychological consequences for victims. Moreover, the threat undermines trust in institutions and the digital society at large.

Many victims are repeatedly targeted, and particularly vulnerable groups are singled out through social profiling and data analysis. Fraudulent investment schemes, phishing attacks (via email, SMS, and phone), identity theft, and other types of social engineering, are just a few examples of how criminal networks exploit the digital sphere for financial gain.

Online fraud is expected to increase both in volume and complexity, and it will remain a highly profitable domain strengthening criminal networks. The damage caused by online fraud is also highlighted in the [European ISS 2025](#), which states that an Action Plan on Online Fraud will be developed. This plan will focus on prevention, more effective law enforcement, and improved victim protection and recovery.

This year's ECPA will highlight innovative and effective crime prevention projects designed to protect citizens from online fraud. Projects may focus on technological or behavioural interventions, public-private partnerships as well as transnational collaboration, law enforcement training or tools, and community-based strategies. The key requirement is that the initiative must contribute to the prevention of online fraud targeting citizens and its consequences. This may also include initiatives that address various elements of the crime script by disrupting the execution of the crime, for example, preventing the recruitment of resources, such as young people being used as money mules or other facilitators, or targeting online marketplaces where tools like phishing kits and other resources, including citizens' personal data, can be obtained.

Each EU Member State is invited to submit **one national project** that addresses this theme to compete in the ECPA 2025 contest.



We kindly request that all submissions be completed **in English** and sent to the EUCPN Secretariat at [eucpn@ibz.eu](mailto:eucpn@ibz.eu) by the **EUCPN National Representative** of the respective Member State. Each country may submit **one official ECPA entry**. **The submission deadline is 26.09.2025**, after which no more entries will be accepted.

The **Best Practice Conference**, where all national entries will be presented and the winner announced, will take place on 27-28 November 2025 **in Copenhagen, Denmark**. The **award ceremony** will be held on 28 November 2025.

Please find enclosed the following documents:

- **Annex I:** ECPA Good Practice Template
- **Annex II:** ECPA Evaluation Form
- **Annex III:** Rules and Procedures for Awarding and Presenting the ECPA
- **Annex IV:** Guidelines for Presenters

All projects will be assessed by a jury based strictly on the information provided in the **template (Annex I)**. Any additional material beyond the official template will **not** be considered during the evaluation process.

However, Member States are encouraged to bring illustrative and creative materials to the Best Practice Conference (e.g. DVDs, flyers, posters, apps, links to websites, etc.), where there will be an opportunity to display and share these resources with participants.

If you have any questions, please do not hesitate to contact the EUCPN Secretariat.

Kind regards,

**Anne-Julie Boesen Pedersen**

Head of Secretariat and EUCPN Chair

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