



# COPENHAGEN GAMING WEEK

## Strengthening seniors' resilience against economic cybercrime

- COPENHAGEN GAMING WEEK
- COPENHAGEN, 13-15 FEBRUARY 2025

### LEGACY OBJECTIVE

Economic cybercrime is a well-documented and growing issue in Denmark. In 2024, **the Danish National Police** reported a significant 30% increase in attempted crimes compared to the previous year (National Enhed for Særlig Kriminalitet, 2024). As a result combating economic cybercrime remains a high priority for both the police and the Danish government (Danmarks Statistik, 2024).

Although anyone can fall victim to economic cybercrime, older adults are particularly vulnerable due to a general lack of knowledge about safe online practices when compared to younger generations (Danmarks Statistik, 2024). Additionally, reaching this demographic through the police's digital communication channels (e.g., online campaigns) has proven to be challenging.

In response, **Copenhagen Legacy Lab** partnered with **Politiets Online Patrulje**, **Danske Seniorer**, and **Bellagroup** during Copenhagen Gaming Week to address the issue by empowering local seniors with the knowledge and tools to protect themselves against online fraud.

### ACTIVITY

In the months leading up to the gaming festival, the project partners invited local seniors from Copenhagen and members of Danske Seniorer to attend a dedicated pre-event seminar.

On the opening day of Copenhagen Gaming Week, 350 seniors gathered at Bella Center Copenhagen for a two-hour seminar on economic cybercrime. The seminar was hosted by the Politiets Online Patrulje and covered key topics such as phishing, SMS scams, and phone fraud. Participants also received practical tips on creating secure passwords and safeguarding their personal information. At the end of the seminar, the seniors were quizzed to test their newly acquired knowledge.

Following the seminar, Bellagroup organised a guided tour, allowing the seniors to experience Copenhagen Gaming Week before it opened to the public. The initiative aimed to include a typically under-represented demographic in digital events and foster intergenerational connection.

To further raise awareness about economic cybercrime, the project was pitched to local media. On the day of the event, **Kosmopol** attended and produced a three-minute video feature covering the initiative.



### EVALUATION

A total of 350 seniors participated in the pre-event seminar to improve their digital safety skills. The seminar also aimed to inspire participants to act as local ambassadors within their local communities (e.g., local branches of Danske Seniorer).

In the days after the seminar, Copenhagen Legacy Lab and Danske Seniorer conducted an online survey to follow up on the initiative. 67 seniors with an average age of 73 responded. Key insights include:

- On average, participants rated their overall experience as 9.13 out of 10.
- Understanding of economic cybercrime improved from an average of 8.15 (before the event) to 9.42 (after the event).
- 86% of respondents reported they now know where to seek help if they suspect online or phone fraud.

Since Copenhagen Gaming Week, all participating partners have provided positive feedback and expressed a strong interest in continuing the collaboration. Consequently, Copenhagen Legacy Lab is actively exploring opportunities to expand and replicate the initiative at next year's festival.

***“Super event! The lecture from the Danish National Police on IT security was relevant and interesting. Also, it was exciting to see all the different genres of gaming represented at the festival!”***

Anonymous participant, member of Danske Seniorer (72 years old)

***“Copenhagen Gaming Week is all about bringing people together across generations in an increasingly digital world. Hosting this initiative was a natural choice, as it highlights that online behavior and digital literacy is for everyone - not just the young.”***

Nicole Bellaiche, Director of Bella Presents