

World Chambers  
Competition 2011



**CRIMESTAT.**   
Crime Prevention Portal

**DANSK  
ERHVERV**

DANISH CHAMBER OF COMMERCE

Applying for Best Unconventional  
Project 2011

# Executive summary

Robberies against the retail businesses have been an increasing problem in Denmark. Hence, from the beginning of 2000 and until 2010 there has been a noticeable and disturbing increase. 2009 in particular was an extraordinary violent year where the number of robberies increased significantly. Preventive initiatives such as systematically keeping low cash balance combined with a number of security precautions such as video surveillance, closed cash systems, etc., were not enough to efficiently stop these retail robberies.

## **Increasing problem with robberies against stores**

The Danish Chamber of Commerce, handling the interests of the retail industry in Denmark, sees the issue of retail robberies as a serious problem which may have extensive psychological consequences for store employees exposed to robberies and may in some cases force stores to close.

As a consequence, the Danish Chamber of Commerce, together with a wide range of the Danish retail businesses, took the initiative to establish the Crimestat portal.

The purpose of Crimestat was to give the retail industry tools to obtain a detailed and at all times current outline of the robbery and burglary situation which was not the case earlier. At the same time, Crimestat has a built-in “alert”, automatically warning Crimestat users by mail when a robbery or burglary has taken place. Up-to-date information on what crime is taking place in and around the areas in which the users have stores, offers better possibilities to enforce security procedures and exert greater vigilance in the stores.

## **Robbery prevention**

The creation of the Crimestat portal signals a substantial attitude shift as sensitive information concerning robberies – which the retail industry previously was not willing to share – is now pooled and used to alleviate the crime problem.

Crimestat is possibly the largest common trade initiative in Denmark ever, with 23 nationwide company groups of 3-4000 stores. The information reported into Crimestat is meant to create an overview of the current situation, hence creating a tool to enforce the prevention of robberies. When a store has been robbed, that store reports certain information concerning the robbery into the database. Then the other stores can see the anonymized information. With data from a number of leading retail chains, the portal gives a precise picture of the number of robberies, their geographical distribution, the size of the haul, any use of weapons, etc.

With Crimestat data, the Danish Chamber of Commerce can document and bolster the Chamber’s political agenda in the crime prevention area.

## **Cooperation with the police**

Based on Crimestat, the Danish Chamber of Commerce is cooperating with the National Commission of the Danish Police. This consists of an on-going dialogue concerning the overall tendencies in robberies as well as an exchange of information which the Danish police may use in their investigations.

## **Can Crimestat be applied to other countries?**

Yes, we believe that to be true. The system is easily adjustable to specific needs and creates an incentive for broad cooperation.

## **Why should this project win?**

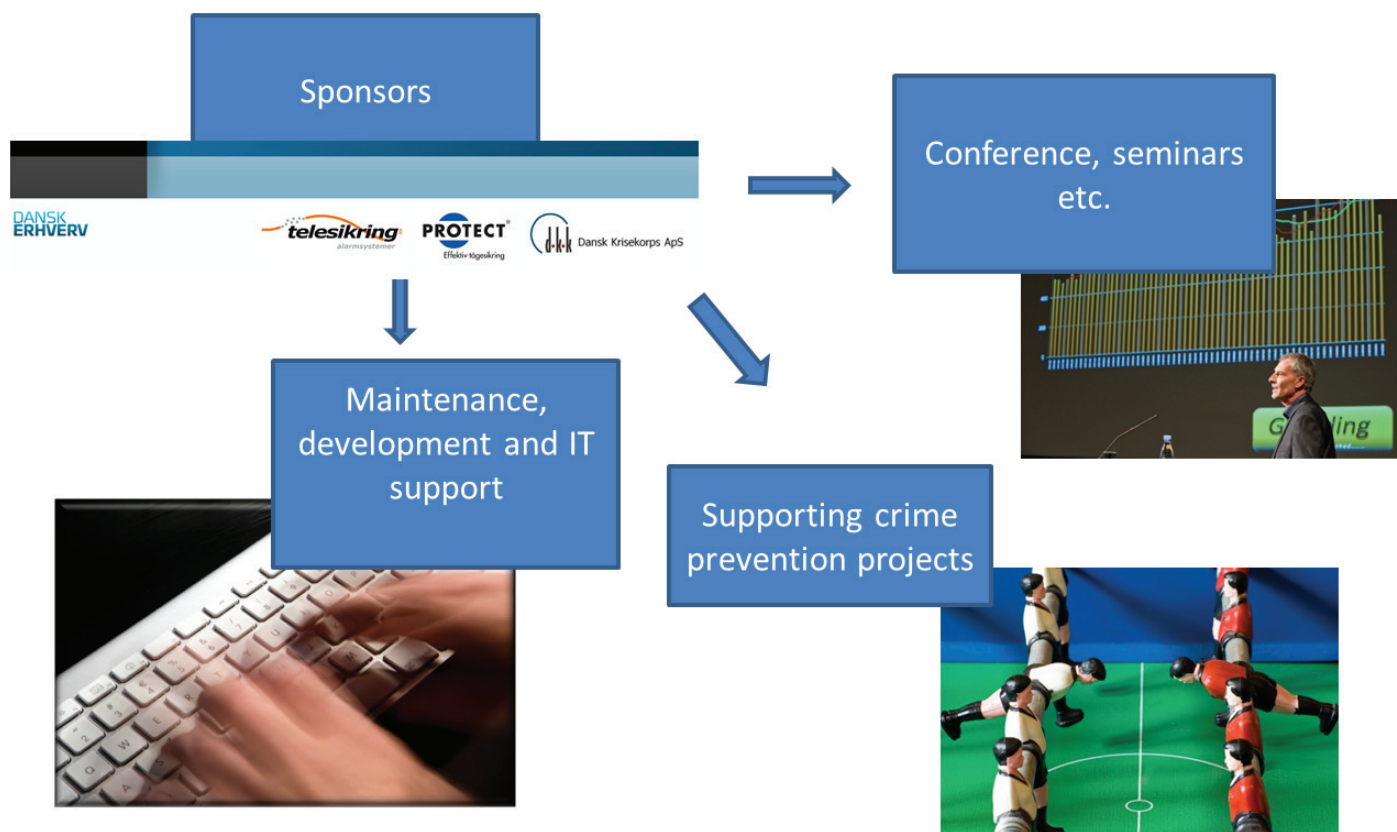
The Crimestat project delivers great value for its users, who due to Crimestat are better suited to prevent robberies. For the Danish Chamber of Commerce, Crimestat has been a solid starting point in the political work, which now gives us better opportunities when representing and managing the interests of our clients. Furthermore, the objective that part of the sponsorship revenues should be given to crime prevention projects in local areas sends a clear signal about the social responsibility which the Danish retail industry is ready to take on.

# Business Case

Crimestat is free for its users. The interest from companies in the security industry and similar industries has been tremendous. All expenses in connection with operation, support, maintenance, and further development are covered by a fixed agreement concerning a share in the advertising incomes. The remaining part of the advertising income is used to arrange conferences, seminars, and the like. The goal is that a percentage of income generated by the system is given to crime preventive activities in youth clubs, etc.

This solution enables the Danish Chamber of Commerce to finance a number of important initiatives in the crime prevention area without straining the Chamber's financial situation. Hence, all the Danish Chamber of Commerce is required to invest is man-hours.

Below is shown the financial situation relating to Crimestat:



# Free of charge

The system is open to all registered users with an common interest in commercial crime prevention. The system is designed to encompass special features for specific industries, as companies have different security levels. The system is designed to offer these special industries an opportunity to generate their own statistics and at the same time contributing to the collective statistics.

Crimestat membership is free and does not require Danish Chamber of Commerce membership. A number of ethical terms and conditions regarding user conduct and information handling available in the Crimestat system are listed, which the user must accept at startup.

There are two user profiles:

1. administrator, with access to the entire database or
2. standard, where the access is limited to the data pertaining to the users own company.

## Future goals

The portal includes robberies and burglaries but aims to include shoplifting as well, as per request by the users. Furthermore, a communication-forum between stores and the local police districts within the system has also been requested.

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## Welcome to Crimestat

A large sample of Danish retail organizations, shopkeepers, and the Danish Chamber of Commerce (Dansk Erhverv) have combined resource to create Crimestat. Crimestate provides a statistical overview of the local, regional and national trends in robbery and burglary.

Username

Password

[Forgotten your password?](#)

**DANSK ERHVERV**

**telesikring**  
alarmsystemer

**d.k.k.** Dansk Krisekorps ApS

**PROTECT**  
Effektiv tågesikring

# Inside the system

## New report:

An example of the robbery form that the user must fill-out. The left column is filled-out with the information that is common to the Crime-stat system. The right column has a number of text boxes which can only be seen by employees of the same company or group.

**CRIMESTAT** My Profile Log out Sponsor messages (2 new) Torben Rosenstock (Admin)

**New Report**

Robbery  
Break-in  
Administration  
About

Shop    
2 shops  
Codehouse Nyhavn (9)

Date and time

Journal number   Solved

Type

Employees present

Shop placement

Access method

Robber count

Weapons used  Club  Gun  Knife  No weapon  Other

Target  Cash  Cash register

## Search:

This shows the built-in search feature available to all administrators.

All search operators such as AND, OR, NOT are permitted. Also the user can filter the search to contain the information best suited to his or her

requirements.

By clicking 'create' at the bottom of the search form, an Excel spreadsheet is generated which the user can then model as required.

The screenshot displays the CRIMESTAT search interface. On the left is a navigation menu with options: Robbery, Break-in, Administration, and About. The main header includes the CRIMESTAT logo, user links (My Profile, Log out, Sponsor messages (2 new)), and the user name Torben Rosenstock (Admin).

The search form is titled 'Criteria' and 'Robbery Criteria'. It contains the following fields:

- Shop name:
- Shop number:
- Postal code:  -
- Journal number:
- Comments:
- Robbery type:
- Date range:

Buttons for 'Reset criteria' and 'Search' are located below the form.

The search results are displayed in a table with the following columns: Dato, Butik, Butikstype, Postnummer, and Opklaret.

Dato	Butik	Butikstype	Postnummer	Opklaret
10-02-2011	Netto Duevej		2970	<input checked="" type="checkbox"/>
10-02-2011	Netto Vedbæk		2950	<input checked="" type="checkbox"/>
29-01-2011	Codehouse Nyhavn	Kiosker/døgn	1095	<input type="checkbox"/>
03-01-2011	Codehouse Nyhavn	Kiosker/døgn	1095	<input type="checkbox"/>
08-09-2010	Codehouse Nyhavn	Kiosker/døgn	1095	<input type="checkbox"/>
06-09-2010	Netto Dalstrøget	Dagligvarebutik	2870	<input type="checkbox"/>
02-09-2010	Aalestrup Ure Optik	Guldsmed	9620	<input type="checkbox"/>
26-08-2010	Trippendal Centret		2600	<input type="checkbox"/>
24-08-2010	7-Eleven: Reberbanegade 16B	Kiosker/døgn	9000	<input type="checkbox"/>
20-08-2010	Netto Smakkegårdsvej	Dagligvarebutik	2820	<input type="checkbox"/>

At the bottom of the table, there is a pagination control showing 'Page size: 10' and '426 items in 43 pages'. A button for 'Eksporter til Excel' is located below the table.

# Inside the system

**Notification:** This is an example of a notification e-mail which is sent to users when a robbery or burglary has taken place.

If the event has occurred within a seven day periode this electronic notification takes place, otherwise the data is just stored.

## CRIMESTAT

Dear Torben Rosenstock ,

**Crimestat Newsletter for 02-17-2011.**

02-10-2011 (Thursday) 18:47		
Shop	Dansk Supermarked - Netto Duevej 7432	2970 Hørsholm
Journal number	[Hidden]	
Solved	[Hidden]	
Type	Robbery	
Employees present	4-5	[Comments]
Shop placement	Free-standing	[No comments]
Access method	Front door	[No comments]
Robber count	2	[No comments]
Weapons used	- Gun	[No comments]
Target	- Cash register	[No comments]
Yield	[Hidden]	[No comments]
Damage	[Hidden]	[No comments]
Video available	Yes	
02-10-2011 (Thursday) 13:45		
Shop	Dansk Supermarked - Netto Vedbæk 7808	2950 Vedbæk
Journal number	[Hidden]	
Solved	[Hidden]	
Type	Theft	
Employees present	2-3	[No comments]
Shop placement	Free-standing	[No comments]
Access method	Front door	[No comments]
Robber count	2	[No comments]

# Political influence

The target for the Danish Chamber of Commerce is to decrease the number of retail robberies by 50% by the year 2012.

The reduction in the number of robberies is primarily a task for the authorities. However, the Danish Chamber of Commerce is trying to build a bridge between Danish authorities and Danish businesses in an attempt to create a stable foundation upon which real positive future change can be made. This process includes Crimestat as an important piece of the puzzle.

A number of the items listed below, refer either directly to or are supported by or can be documented directly by information in Crimestat.

- Cash-free stores
- Exchange and publication of pictures of the offenders
- Exchange of information on crime development
- Exchange of experience regarding retail crime fighting
- Employee training regarding security
- Best effort in the EU
- Advice on video surveillance
- Press cooperation.

## Cooperation

Helped by Crimestat, the Danish Chamber of Commerce has established ties with both users, trade unions, the press and the police. The wide cooperation facilitates getting our messages into the political agenda.

## The National Commission of the Danish Police

Here – among other things - the cooperation consists of:

- An on-going dialogue about the general tendencies, measurable via Crimestat.
- The handing-over of specific information collected in Crimestat to the police for investigation purposes.
- Coordinated press activities.

## The press

The Danish Chamber of Commerce releases selected Crimestat data to the press to influence the public debate as well as the political decision-makers.

## The users

The political initiatives are developed in cooperation with the Crimestat users – the users participate alongside the Danish Chamber of Commerce in their press activities regarding Crimestat.

## Other organisations

Based on the political projects developed in cooperation with Crimestat users and supported by Crimestat, the Danish Chamber of Commerce involves other organisations where appropriate, including trade unions, to ensure wide support for the Chamber's proposals. An example of this, is a specific political proposal giving retailers access to introduce cash-free stores.

## Future partners

One of the built-in Crimestat goals is the possibility of aiding financial support to crime prevention projects through local initiatives and funding projects in traditionally socially burdened areas. This will also be a priority in the future.

## Media interest

Interest in Crimestat and the data published by the Danish Chamber of Commerce has created good publicity in all aspects of the Danish media.

With the publication of Crimestat statistics, the Danish Chamber of Commerce is setting the framework for both the public debate as well as the political agenda in Denmark.

# The results and influence of the project

The number of robberies registered in the first year of Crimestat covers approx. 25 % of the total number of robberies committed in Denmark in 2010. A high number of registrations is not a goal in itself. The robberies that the Danish Chamber of Commerce wishes to register and measure are the robberies where the offender enters the store with the intention of committing robbery. This means that shoplifting developing into robberies will not be registered. This distinction will provide the user with a focused view of offenders preferences.

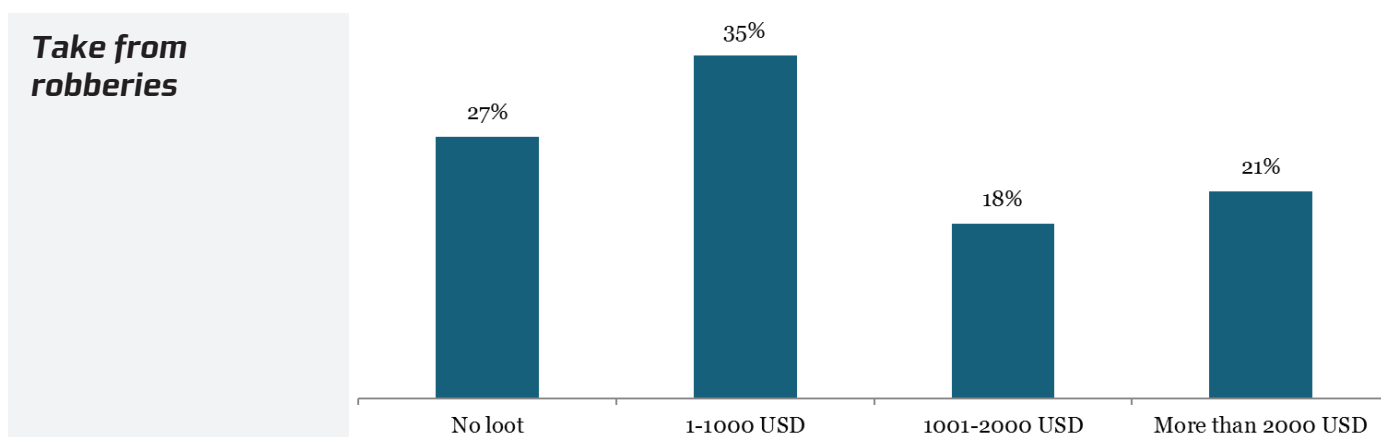
As part of the cooperation with the National Commission of the Danish Police the Crimestat data is compared and matched with the tendencies and observations made by the police before it is published. This approach is part of the strong relationship and cooperation that the

Danish Chamber of Commerce has developed with the Danish Police Force.

Below are examples of how the Crimestat data that in 2010 has been brought in the media also has been used actively in the political activities of the Danish Chamber of Commerce. Based on the statistics of the offender's take we have been able to conclude that an increased number of cash-free stores may contribute to the robbery solution.

## **A low cash balance is not enough**

The reports registered in the first year of Crimestat show that a little over a quarter of robberies did not yield any take at all. Most robberies have a take of up to 1.000 USD while around every fifth has over 2.000 USD take.



"We see it as an indication that the stores in general are focusing on their security routines – an example is the systematically low cash balances – and that means that the take is generally low. However, the size of the take does not prevent the offenders from committing robbery which makes one wonder considering the penalties for robbery", says Chief Consultant, Torben E. Hoffmann Rosenstock, the Danish Chamber of Commerce.

"Therefore, the Danish Chamber of Commerce wishes to make an amendment enabling a completely or partly cash-free store, pending a specific security evaluation. In some cases this would be an efficient way of removing the incitement for robbery," Torben E. Hoffmann Rosenstock states.

Other data shows the stores how they can initiate preventive measures.

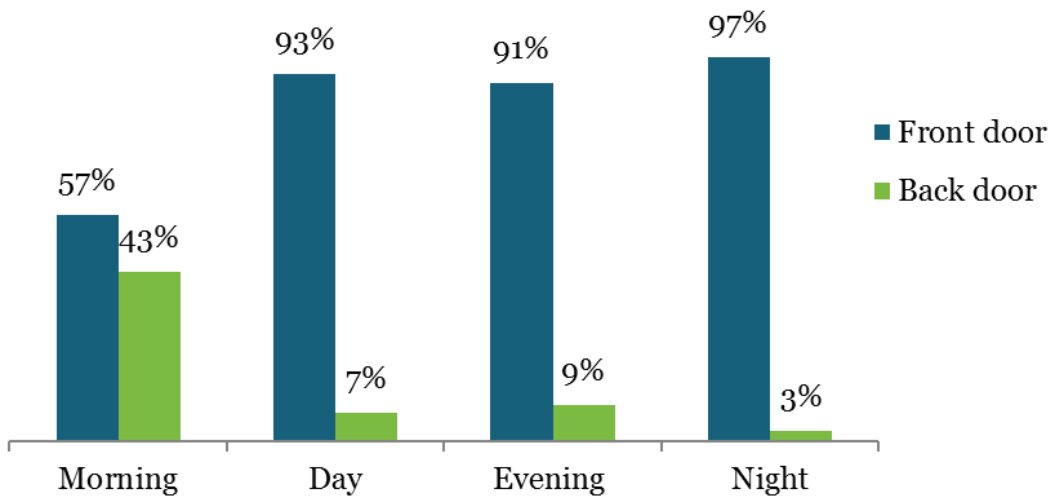
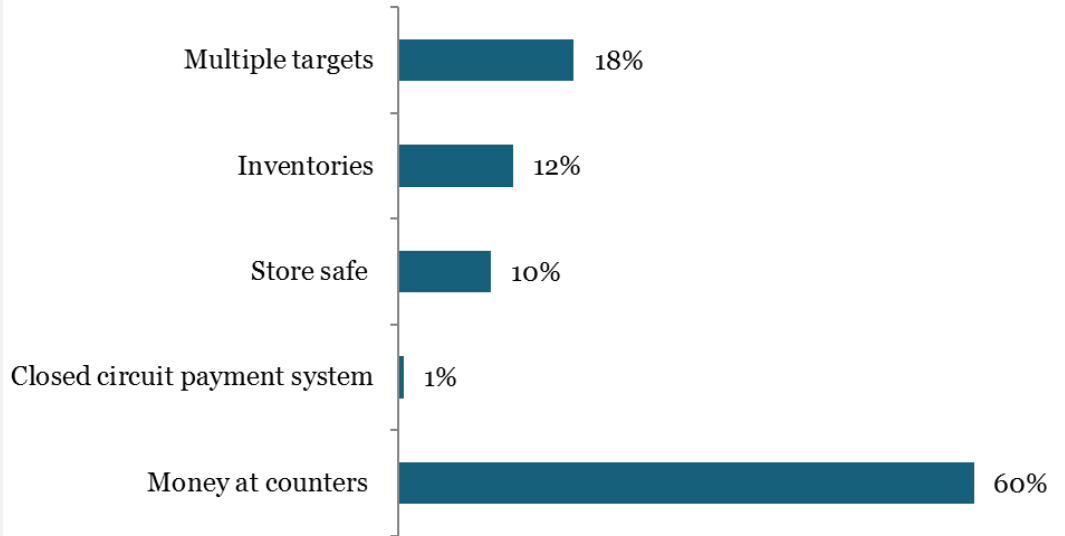
## **Satisfied users**

HR consultant Rasmus Grex Borre, Reitan Servicehandel Danmark, says:

"The 7-Eleven experience with Crimestat is really good. First and foremost, it provides the entire industry with a common statistical foundation that we have not had previously. The crime issue has always existed but with Crimestat we have a collective view of the extent.

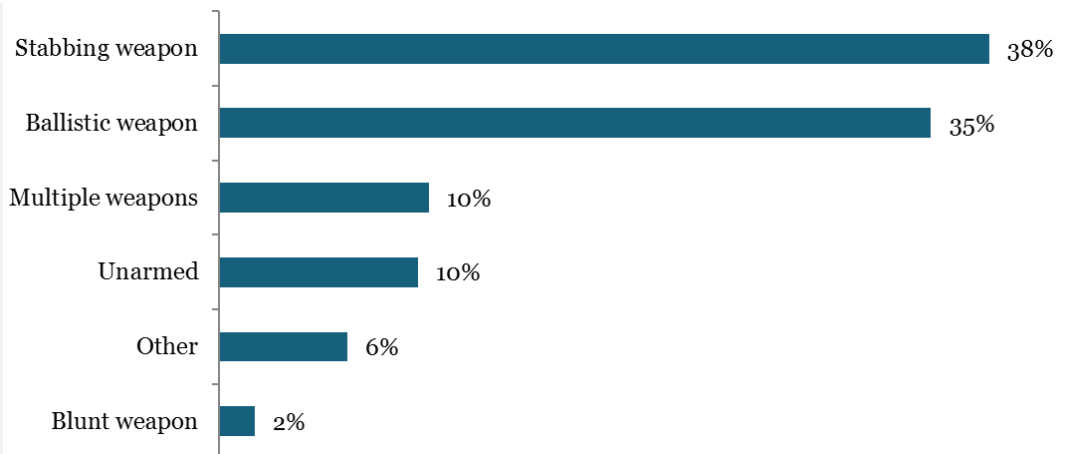
Personally, the cooperation with the Danish Chamber of Commerce and the Crimestat companies provides me with a better network. I use contacts from the various companies and chains

### Targets for robberies



### Time of day and way of gaining entry

### Weapons used for robberies



to share knowledge and experience with and as sparring partners when it comes to preventing robberies. Also, I see Crimestat as an excellent tool for the industry to promote our political interests.

It is an advantage that all data is collected in one place. I believe that this provides great cre-

debility when promoting our interests towards the political decision-makers. Looking forward I hope that Crimestat may pave the way for a better cooperation between the retail industry and the police. At present video surveillance often take too long to get to the police. That delays the investigation of the robberies. Together we can improve on that.”