

The anti-fraud initiative “Atkrapijes.lv”

“Atkrapijes.lv” is built around the brand name “#Atkrāpies!”, a newly coined word that captures active resistance to fraud and the shadow economy. The name is derived by replacing the prefix “ne-” in the word “nekrāpies” (“do not cheat”) with the prefix “at-”, which in Latvian indicates an action directed back or away, emphasizing a clear stance against fraudulent behaviour. The exclamation mark further reinforces the imperative tone, turning the name into a direct call to action. Within this project, a new visual identity was created, user experience was significantly improved, and a tailored reporting form was developed to make it easier for users to submit fraud-related information in a structured and accessible way.

