

# **Europe and CIS**

1. **Georgia:**

The ACT campaign in Georgia was a collaborative effort among UNODC, UNDP and the Ministry of Justice. As part of the campaign, a competition for best article on anti-corruption was announced, with the two winning journalists awarded a prize at a ceremony at the ministry. During the ceremony, a presentation was made about the three recently published UNDP reports on tools, methods and good practices to fight corruption in the education, health and water sectors, and copies were distributed. Representatives of the Chamber of Control expressed great interest in the reports and requested additional copies. Also at the ceremony, members of the Georgian government presented its achievements in combating corruption.

Seven two-meter ACT campaign banners were produced and used as decorations during the ceremony, which was covered by the media.

Around 100 participants attended the ceremony, including representatives from the State Chancellery; the Chamber of Control; the Ministries of Finance, Internal Affairs, Regional Development and Infrastructure, and Economic and Sustainable Development; the Civil Service Bureau; the Financial Monitoring Group; the Competition and State Procurement Agency; the Central Election Commission; the Public Defender's Office; and civil society organizations such as Transparency International, the Georgian Young Lawyers Association, Article 42 of the Constitution, the Liberty Institute, the Coalition for the European Georgia, Penal Reform International and Open Society Georgia Foundation. Also in attendance were parliamentarians; Supreme Court judges; and personnel from international aid organizations, academic institutions and local television, radio and print media.

After the event the Georgian Anti-Corruption Coordination Council inquired about the possibility of journalists' capacity-building in the area of anti-corruption.

Given that the event was reported on prime-time news by all TV stations, an estimated **1.5 million people** were reached through this campaign.

**Impact:** The campaign had a great impact in terms of raising awareness and gaining commitment from key government officials on anti-corruption policy development and implementation.

## 2. Kyrgyzstan:

On the occasion of International Anti-Corruption Day, UNDP Kyrgyzstan organized an advocacy and information campaign on the national anti-corruption strategy through the state media. The campaign aimed to raise awareness of citizens and showcase the work of the new government and activists in the area of anti-corruption. It brought together officials from President Roza Otunbayeva's administration; parliamentarians; representatives of various NGOs (including Transparency International-Kyrgyzstan, Citizens Against Corruption, the Institute for Public Analysis, the Central Asian Free Market Institute, the Anti-Corruption Business Council, Parliamentarians Against Corruption and Adilet Legal Clinic); youth activists and students; independent experts; and lawyers. Media-related elements of the campaign included the following:

a. **'Open Kyrgyzstan' talk show:**

An episode highlighting the national anti-corruption strategy aired during prime time on Kyrgyz State National Television. It featured guest speakers: Cholpon Nogoibaeva, a member of former President Otunbayeva's administration; Ravshan Jeenbekov, a parliamentarian from the Ata-Meken party; Adylbek Sharshenbaev, head of the Board of Transparency International Kyrgyzstan); as well as more than 30 audience members.

b. **Tungo Karai:**

A youth-oriented discussion programme was also broadcast on state television regarding how students, youth NGO activists and bloggers have engaged in productive dialogues with parliamentarians and officials from the Prosecutor General's Office on how to confront corruption at the grassroots level. The programme encouraged viewers to be proactive in the fight against corruption through its central theme 'Start with yourself'.

c. A **call-in radio show** on the issue of corruption was broadcast on Kyrgyz State Radio. Among the issues discussed was the establishment of mechanisms to promote two-way communication between government agencies and ministries, particularly personnel from the Prosecutor General's Office and the Ministry of Internal Affairs, and citizens and NGOs.

Government officials who participated in the campaign reiterated the commitment of newly elected President Almazbek Atambayev to combat corruption, establish an anti-corruption body and work with all national and international stakeholders to develop a new anti-corruption policy.

**Impact:** The media campaign helped to bring the political discussion on corruption to the people. The television talk show was watched by hundreds of thousands of people, and a similar number listened to the call-in radio show. The campaign has therefore helped youth to understand the importance of combating corruption and the role they can play.

### 3. Kosovo:

Since 2006, UNDP Kosovo has been commemorating International Anti-Corruption Day by honouring journalists with anti-corruption journalism awards. These awards are presented in partnership with the Kosovo Anti-Corruption Agency and the Association of Professional Journalists of Kosovo.

A call for nomination of candidates for the awards was placed in *Koha Ditore*, the largest national newspaper in Kosovo and on the websites of UNDP Kosovo, the Kosovo Anti-Corruption Agency and the Association of Professional Journalists of Kosovo. The call for nominations was also placed on the Facebook page of the UNICEF Innovations Lab, which supported the event through its youth network ([www.facebook.com/KosovoInnovations](http://www.facebook.com/KosovoInnovations)). A new category of award — best social media contribution — was included in 2011 to recognize the most original and creative way to use social media to engage citizens in the fight against corruption. This award was particularly aimed at recognizing youth activism.

A selection committee comprised representatives from the sponsoring entities as well as the local office of Organization of Social Cooperation of Europe, Levizija FOL (a civil society organization), the Centre for Peace and Tolerance, and the Centre for Policy and Advocacy. The committee selected winners in the following categories:

- ▲ Best television story
- ▲ Second-best television story
- ▲ Best print story
- ▲ Second-best print story
- ▲ Best local news agency/wire story

The winners were announced through all media networks. The awards ceremony was also promoted through the local media and on the websites of the Anti-Corruption Agency and the Association of Journalists. The ceremony was held on 9 December 2011 at the National Theatre Hall in Pristina. It was attended by over 80 people from embassies, donor organizations, international organizations, government institutions, civil society, universities and various media networks. The UNICEF Innovation Lab also mobilized youth to participate in the ceremony. During the ceremony, the contribution of individual journalists to address corruption was recognized. A video montage highlighting the work of the award winners was shown.

After the ceremony, three of the five award winners were interviewed on the morning programme of Radio Television of Kosovo (RTK). The award winners emphasized the importance of the awards as an incentive for journalists to continue their efforts in investigative journalism, despite obstacles and threats.

The event was covered widely by radio, television, newspapers and Web-based news agencies. UNDP also actively encouraged media coverage of the event and corruption issues more broadly, and it provided a fact sheet on corruption in Kosovo to the press. Given the extensive media coverage, it is estimated that the entire population of Kosovo (1.7 million people) was reached by efforts to publicize and promote the awards and ceremony.

**Impact:** The anti-corruption journalism awards are an effective means to encourage media to investigate and report on corruption in Kosovo, where a significant portion of the population believes that apart from unemployment and poverty, corruption is the third most paramount problem that Kosovo faces. Such awards not only recognize journalists' contributions but also encourage engagement by the media to make the government more accountable and transparent. In addition, the awards are an opportunity for UNDP Kosovo to fortify partnerships with key government, media and civil society actors.

#### 4. Lithuania:

UNDP Lithuania together with Transparency International Lithuania and its partners organized several events leading up to International Anti-Corruption Day, including the following.

- a. **Experts' round table:** Activities commenced on 2 December with an experts' round table on promoting business integrity. The round table was attended by more than 70 key actors from the public and private sectors, including the deputy minister and other officials of the Ministry of Economy; officials from the Ministries of Finance and Energy and the presidential office; representatives of umbrella business organizations, including the Lithuanian Investors Forum, the Lithuanian Business Confederation, the Lithuanian Confederation of Industrialists; the National Responsible Business Network; senior executives of banks (SEB bankas and Ūkio bankas); and representatives from the NGO and academia sectors.

The draft version of a European Commission-supported study on the Lithuanian national integrity system was reviewed at the round table. Participants discussed the feasibility of the study's recommendations and proposed ways to strengthen the national integrity system, promote business integrity, and implement anti-corruption mechanisms. The business community presented a '15 Steps Action Plan' to strengthen anti-corruption initiatives.

- b. **Press conference:** A joint press conference on the national anti-corruption strategy from the business perspective was organized by UNDP, Transparency International Lithuania, the Lithuanian Business Confederation and the Lithuanian Investors Forum on 9 December at the press centre of Baltic News Service. The conference highlighted the achievements of national anti-corruption initiatives in 2011 that were relevant to the business sector. Attendees included journalists from major TV, radio and Internet media networks; representatives of business umbrella organizations; and individuals from the business sector.

The press conference provided an opportunity for the organizers and the audience to discuss how to make government more transparent and the recent amendments to the Political Parties Financing Law that forbids business entities to finance electoral campaigns. The press conference was widely covered on TV (by Lithuanian national TV, Lietuvos rytas TV and First Baltic Channel) in newspapers as well as by several internet media outlets (Delfi.it, Bernardinai.it, Diena.it, Lrt.it, Lzinios.it and others).

- c. **Envelope campaign:** An estimated one-third of Lithuanians have paid a bribe in the last three years, often in the form of cash handed over in an envelope. A 'Petition against the illegal abuse of envelopes' campaign was developed as an engaging and humorous way to attract public attention to the problem of petty corruption and to organize people against it. The online petition ([www.vokupeticija.lt](http://www.vokupeticija.lt)) was followed by a street action — a 'march of envelopes' in which anti-corruption activists and volunteers dressed as envelopes encouraged the public to join the campaign and sign a petition against this common form of corruption.



*People signing the petition against the abuse of envelopes*

All the main media outlets supported the campaign and disseminated information both about the online petition and the ‘march of envelopes’ on 9 December through their networks, websites and social media sites both prior to the event and afterward. Over 160,000 visitors to various media agencies’ Facebook page ‘liked’ the postings about the envelope campaign, which was also promoted through the Facebook pages of various business organizations, NGOs, political parties (Lithuanian Liberal Party), Law Faculty of Mykolas Romeris University as well as several high-profile individuals, including Leonidas Donskis, a Lithuanian Member of the European Parliament.

Over 600 people signed the online petition in the first week and 200 more during the street action. The petition will remain open for signatures throughout 2012. In addition, the petition was selected by the online advertising system [www.pagalbareklama.lt](http://www.pagalbareklama.lt), which organizes free-of-charge promotion of social campaigns in various websites. Thus, the campaign will continue to gain attention long after 2011 International Anti-Corruption Day.

**Impact:** Although Transparency International Lithuania estimates that only about 1,000 people were directly targeted through the three events (expert round table, press conference, and the ‘march of envelopes’ campaign), a large percentage of the population was indirectly targeted through the media coverage. The three activities were widely reported on TV3 (which has about 46 percent of audience reach), Lrytas.tv (21 percent) and First Baltic Channel (12 percent) and various internet sites, social media pages, newspapers and radio stations.

The activities organized during the week leading up to 9 December have been useful for raising awareness on integrity and anti-corruption. The experts’ round table and the press conference served as vital avenues for various stakeholders, specifically the business community, to engage in informing national integrity system and anti-corruption measures as well as promoting integrity of business sector. In addition, the study on the national integrity system could become an important advocacy tool in promoting business integrity.

## 5. Montenegro:

To mark International Anti-Corruption Day, a round table titled ‘Patients’ rights protection: progress and challenges’ was organized by UNDP Montenegro in collaboration with the World Health Organization and the Ministry of Health. The objective was to raise awareness about corrupt practices in the health sector such as informal payments, and the work of the Health Sector Ombudspersons appointed in all health care facilities to address corrupt practices. The 45 participants at the round table included all Health Sector Ombudspersons, the Ministry of Health, the Montenegrin Medical Chamber (a national medical association) and NGOs.

The Health Sector Ombudspersons presented their work and the challenges in providing equitable health care. The Ombudspersons emphasized that citizens’ engagement provides them with additional legitimacy to support health care reforms. It urged participants to encourage citizens to use the official complaint mechanisms and other channels to voice their opinion on the quality of health care and expectations for better health services. Participants provided concrete recommendation to improve the legislative framework, institutional set-up and revamp health care practices. The Ministry of Health expressed its full commitment to implement the recommendations, in collaboration with UNDP.

UNDP distributed copies of the report *Integrity Assessment of the Health System in Montenegro*, which was published in March 2011.

The December 2011 round table was covered by several print and electronic media, including by the three main national newspapers, [Vijesti](#), [Dan](#) and [Pobjeda](#). It was also featured on the [UNDP Montenegro website](#) and the UNDP Bratislava Regional Centre [Voices of Eurasia](#) blog space.

**Impact:** The round table was successful in generating discussions on corrupt practices in the health sector. It was also able to create awareness of the role of the Health Sector Ombudsperson’s Office and how to use the official complaint mechanisms to report corruption.

## 6. Russia:

On 9 December 2011 the UN Global Compact Network Russia and the Committee for Fighting Corruption, with support from UNDP Russia, organized a conference titled 'methods to counter corruption for civil society and the private sector'. A total of 36 representatives attended from the business community, civil society organizations, academic institutions, the government and UN agencies.

The conference centred on the 10<sup>th</sup> principle of the UN Global Compact — the role of the private sector in fighting corruption. It was specifically geared towards informing participants on various mechanisms used by business entities and NGOs to fight corruption, including accounting and management reporting methods. Also presented and discussed were different legal, institutional and economic measures that could help businesses avoid involvement in corrupt practices.



*Civil society and private sector representatives discussing methods to counter corruption in Russia with representatives of UN agencies and the government*

In addition, the Committee for Fighting Corruption, one of the main anti-corruption NGOs in Russia, delivered a presentation on its 10-year 'World without Corruption' programme. The programme is inspired by the teachings of humanitarian and spiritual leader Sri Sri Ravi Shankar, and a speech of his on the importance of anti-corruption programmes was read out during the conference. The Committee for Fighting Corruption was later invited to introduce its programme at the Annual Meeting of the Global Compact Network Ukraine in Kiev five days later, on 14 December.

**Impact:** The event was successful in creating a dialogue among civil society and the business community. Participants agreed that corruption is widespread and imposes enormous costs on all aspects of life in Russia and agreed to collaborate to:

- ⤴ unite other like-minded actors in the business sector and civil society organizations to make the fight against corruption more effective and efficient;
- ⤴ pay more attention to strengthening rule of law, which remains a key issue in promoting anti-corruption efforts in Russia; and

- ^ enhance public awareness on the costs of corruption to reduce acceptance and tolerance of corrupt practices in all strata of the society.

## 7. Tajikistan:

A national ‘Integrity in the education sector’ conference was held by UNDP on 9 December 2011 jointly with the Ministry of Education, the Agency on State Financial Control and Fight against Corruption, and the UK Department for International Development (DFID).

Conference participants included over 70 representatives from different international organizations, embassies, local NGOs and civil society organizations and parent-teacher associations, as well as journalists, school managers, and national and international anti-corruption experts. Some participants, including the education minister and a representative from the anti-corruption agency, emphasized the importance of developing and implementing measures to prevent corruption measures and promote integrity within government institutions.

The conference received wide media coverage. In addition, UNDP Tajikistan supported an anti-corruption awareness initiative through the local media; for example, it produced [public service announcements](#) (one with DFID) with the key message ‘No corruption in education sector’. The video spots were broadcast throughout the month of December 2011, three times a day, on the Safina and Shabakai Awal (Channel One) TV channels, and were shown on digital monitors on the main streets of Dushanbe. Four large billboards on addressing corruption in education sector were also erected across Dushanbe. In addition, a radio interview with a national anti-corruption expert highlighting causes, threats and consequences of corruption in Tajikistan and the measures to address it, was broadcast with support from UNDP.

The UN Secretary-General’s International Anti-Corruption Day message was also released to the press. An estimated 200,000 people were reached through this campaign.

**Impact:** The Agency on State Financial Control and Fight against Corruption and the Ministry of Education made a clear commitment at the conference to mainstream anti-corruption practices. The deputy minister of education announced that an additional internal control system, along with a new policy and revised internal regulatory framework, will be developed in an effort to reduce corrupt practices in the education sector. Civil society organizations expressed their interest in partnering with UNDP to promote anti-corruption awareness and strengthen ethical practices in the public sector. A quick analysis of discussions on Facebook (<https://www.facebook.com/groups/123456647762100/>) conducted after the conference by UNDP showed that the people of Tajikistan are better informed about corruption in the education sector and are more willing to report corruption.



*Top: Billboard in Dushanbe, Tajikistan erected as part of International Anti-Corruption Day awareness-raising efforts. Bottom: participants at a special conference on 'Integrity in the education sector' held in Dushanbe on 9 December 2011.*

## 8. **Ukraine:**

Commission of the Verkhovna Rada (Parliamentary) Committee for the Fight on Organized Crime and Corruption, with support from UNDP Ukraine, commemorated International Anti-Corruption Day by organizing a multi-stakeholder round table on the 'Implementation of UNCAC in Ukraine' on 7 December 2011. The 110 participants at the round table were mainly from government agencies supporting UNCAC implementation in the country, including the Ministry of Justice, law enforcement agencies, the Office of the Prosecutor General, the State Financial Monitoring Service and key non-governmental organizations (NGOs) such as Creative Union 'TORO' (affiliated with Transparency International), the Ukrainian Bar Association, the Anti-Corruption Council of Ukraine, the Committee on fighting Corruption and Rights Protection and others. The participation of NGOs ensured outreach to over 5,000 members of the civil society community. The Parliamentary Development Project II of the United States Agency for International Development (USAID) also participated in the round table and assisted with the distribution of ACT campaign materials (specifically bookmarks) through its network of Ukrainian NGOs.

The round table discussions were covered in the press and reported on several news channels, including the official parliament newspaper *Golos Ukrainy* and TV channel RADA, which broadcasts nationwide and has a viewership of **18 million** people. This helped to inform a large section of the Ukrainian population about the government's commitment and efforts to address corruption.

**Impact:** The round table marked a significant step in improving dialogue among the Parliament, various government agencies and NGOs, particularly related to civil society participation in UNCAC assessment and reporting as well as monitoring implementation of the national anti-corruption law. One of the key outcomes of the round table was a stronger commitment by the parliamentary commission to engage with civil society organizations to address corruption.

**Annex  
Europe**

Country	ACT Campaign Activities	Impact	Estimated number of people targeted
Georgia	<p>A ceremony was organized by the Ministry of Justice with support from UNDP and UNODC. A competition for best article on anti-corruption was announced, with the two winning journalists awarded a prize at a ceremony at the ministry. During the ceremony, a presentation was made about the three sector reports on tools methods and good practices on fighting corruption. Representatives of the. Also at the ceremony, members of the Georgian government presented its achievements in combating corruption.</p>	<p>The campaign had a great impact in terms of raising awareness and gaining commitment from key government officials on anti-corruption policy development and implementation. The Chamber of Control expressed great interest in the three sector reports and requested additional copies</p>	<p><b>1.5 million</b></p>
Kyrgyz	<p>UNDP Kyrgyzstan organized an advocacy and information campaign on the national anti-corruption strategy through the state media. The campaign aimed to raise awareness of citizens and showcase the work of the new government and activists in the area of anti-corruption. Progammes included talk show with key decision makers, youth-oriented discussion programme on the theme ‘start with yourself’ and a radio call in programme.</p>	<p>The media campaign helped to bring the political discussion on corruption to the people. The television talk show was watched by hundreds of thousands of people, and a similar number listened to the call-in radio show. The campaign has therefore helped youth to understand the importance of combating corruption and the role they can play.</p>	<p><b>1.5 million</b></p>
Kosovo	<p>UNDP Kosovo, the Kosovo Anti-Corruption Agency and the Association of Professional Journalists of Kosovo presented the anti-corruption journalism awards for the sixth year in row to recognize and honour individual journalists contribution to expose corruption.</p>	<p>The anti-corruption journalism awards are an effective means to encourage media to investigate and report on corruption in Kosovo, where a significant portion of the population believes that apart from unemployment and poverty, corruption is the third most paramount problem that Kosovo faces. Such awards not only recognize journalists’ contributions but also encourage engagement by the media to make the government more accountable and transparent</p>	<p><b>1.7 million</b></p>

Lithuania	UNDP Lithuania and Transparency Lithuania organized – experts round table, press conference and an envelope campaign to stop abuse of envelopes (using envelopes to give bribes) leading up to the International Anti-Corruption Day.	The activities organized during the week leading up to 9 December have been useful for raising awareness on integrity and anti-corruption. The experts' round table and the press conference served as vital avenues for various stakeholders, specifically the business community, to engage in informing national integrity system and anti-corruption measures as well as promoting integrity of business sector.	<b>500,000</b>
Montenegro	A round table titled 'Patients' rights protection: progress and challenges' was organized by UNDP Montenegro in collaboration with the World Health Organization and the Ministry of Health.	The round table was successful in generating discussions on corrupt practices in the health sector. It was also able to create awareness of the role of the Health Sector Ombudsperson's Office and how to use the official complaint mechanisms to report corruption.	<b>45</b>
Russia	The UN Global Compact Network Russia and the Committee for Fighting Corruption, with support from UNDP Russia, organized a conference titled 'Methods to counter corruption for civil society and the private sector'.	The event was successful in creating a dialogue among civil society and the business community. Participants agreed that corruption is widespread and imposes enormous costs on all aspects of life in Russia and agreed to collaborate and push forward the anti-corruption agenda.	<b>36</b>
Tajikistan	A national 'Integrity in the education sector' conference was held by UNDP on 9 December 2011 jointly with the Ministry of Education, In addition, UNDP supported a public awareness campaign with two public service announcement on television urging people to say no to corruption in education sector. In addition, four large billboards with anti-corruption messages were erected in Dushanbe	The government made a clear commitment at the conference to mainstream anti-corruption practices. The deputy minister of education announced that an additional internal control system, along with a new policy and revised internal regulatory framework, will be developed in an effort to reduce corrupt practices in the education sector. Civil society organizations expressed their interest in partnering with UNDP to promote anti-corruption awareness and strengthen ethical practices in the public sector.	<b>200,000</b>

Ukraine	<p>Commission of the Verkhovna Rada (Parliamentary) Committee for the Fight on Organized Crime and Corruption, with support from UNDP Ukraine, commemorated International Anti-Corruption Day by organizing a multi-stakeholder round table on the 'Implementation of UNCAC in Ukraine'. The round table discussions were covered in the press and reported on several news channels, including the official parliament newspaper <i>Golos Ukrainy</i> and TV channel RADA,</p>	<p>The round table marked a significant step in improving dialogue among the Parliament, various government agencies and NGOs, particularly related to civil society participation in UNCAC assessment and reporting as well as monitoring implementation of the national anti-corruption law. One of the key outcomes of the round table was a stronger commitment by the parliamentary commission to engage with civil society organizations to address corruption.</p>	<b>3.6 million</b>
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