TOGETHER
WE CAN PUT AN END TO CORRUPTION

#PASSTHEBATON
Join the challenge and be the change.

06 NOVEMBER 2023
23 DECEMBER 2023
CAMPAIGN REPORT
# PASS THE BATON
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UNITING AGAINST CORRUPTION IN IRAQ

A CALL FOR COLLECTIVE ACTION

The 9th of December International Anti-Corruption Day, marks a significant day for the global community as we come together to eradicate corruption. Recognizing corruption as a threat to its security and prosperity, Iraq is determined to end this pervasive issue that distorts the fundamental principles of equality, freedom, and justice enshrined in its constitution. The devastating consequences of corruption are particularly felt by the Iraqi youth, robbing them of their future.

Under the leadership of H.E. Prime Minister Mohammed Shia Al Sudani, who assumed office in October 2022, the new Iraqi government has outlined three key priorities: boosting the economy to ensure prosperity, improving service delivery, and fighting corruption. To fulfill the commitments made under the United Nations Convention Against Corruption, the Iraqi Government has embarked on a comprehensive agenda against corruption. Ending corruption is a prerequisite to achieving sustainable development. Without a corruption-free Iraq, we cannot talk about achieving any of the sustainable development goals.

Within this framework, UNDP has been providing strategic and technical support to the government to enhance the anti-corruption framework by contributing to policy, legal, and institutional improvements. We are working closely with the government in Baghdad and Erbil to bolster transparency and integrity, and achieve an Iraq where everyone enjoys equal rights, opportunities and services.
In line with the joint efforts to end corruption and rekindle the hope of a corruption-free Iraq, together with the Federal Commission of Integrity and the Commission of Integrity in the Kurdistan region we have launched the #PasstheBaton Campaign. Generously funded by the European Union, between 8 and 23 December, the campaign invited the citizens to share responsibility and accountability against corruption. It served as a call for collective action and a testament to the unwavering faith in the promise of integrity.

The campaign raised awareness on anti-corruption and the available reporting mechanisms to report corruption, as well as enabled users on social media to engage in discussions about corruption. The campaign content was viewed over 50 million times on TikTok and Instagram, and received support from the government, influencers, public figures and the civil society.

As we stand united against corruption in Iraq, we must recognize the urgency and significance of this fight. It is only through collective action, encompassing every sector of society, that we can pave the way for a corruption-free Iraq—a nation where equality, freedom, and justice prevail, ensuring a brighter future for all its citizens.
Recognizing corruption as a fundamental cause of instability and conflict, Prime Minister Mohammed Shia Al Sudani and his government have prioritized the fight against corruption for sustainable development. Iraq’s commitment, as ratified through the United Nations Convention against Corruption (UNCAC) in 2008, underscores its dedication to transparent governance. Recent efforts to diversify the economy, reduce dependency on oil, boost youth employment, and attract foreign investment hinge on the elimination of corruption. Standing alongside Iraq in its anti-corruption endeavors, UNDP, with financial support from the European Union, provides legislative, training, and digital assistance to reinforce collaborative efforts for meaningful progress in Iraq’s Anti-Corruption portfolio. Within this framework, the #PasstheBaton Campaign aimed to support confronting the pervasive challenges of corruption and spark transformative change.

Launched on December 8, the campaign called upon citizens, public and private sectors, the international community, and UN Agencies to unite to stand against corruption. Participants symbolically passed the baton through social media, signifying shared accountability and responsibility. The campaign raised public awareness and encouraged institutions to recommit to anti-corruption efforts. The campaign specifically targeted Iraq’s youth, who make up nearly 60% of the population.

The public has been invited to pass the baton to a friend, colleague, or stakeholder, using their voice to raise hopes, commitments, and demands for a corruption-free Iraq. The campaign also educated participants about corruption through quizzes and drove traffic to the landing page where participants could learn more about recognizing, reporting, and combating corruption.

Campaign’s key videos, Instagram and Tik Tok posts directed the social media users to report corruption through 154 and 1015 (In Kurdistan).

Through informative posts, the campaign delved into the impact of corruption on vulnerable populations, emphasizing its disproportionate effects on women, children, persons with disabilities, and displaced populations.
IT STARTS WITH US.
#PASSTHEBATON
IN NUMBERS

- **8.5M** Reach on Instagram
- **16.3M** Video View on Instagram
- **33.5M** Reach on TikTok
- **13K** New Followers
- **1K** Comments on Social Media
- **48.3M** Video View on TikTok
- **55K** Website Visits
- **32M** SMS Outreach
- **56%** between the ages of 24-18
- **92%** of the views from Iraq
- **44%** between the ages of 34-25
Batons are being passed on from one runner to another runner, and they never fall. For the campaign, the baton is symbolizing the mutual stand against corruption. Each time the baton is passed, it passes on and shares the responsibility and accountability everyone has against corruption.

The creative of the campaign has been designed based on the Arabic translation of #PasstheBaton, which is `Passing on the flag`. Three colors of the Iraqi flag have been used to attract the Iraqi audience.
The campaign has been kicked off through a Marathon organized in Erbil with the participation of children who ran the marathon in Sami Abdulrahman Park.

Organized in collaboration with the Commission of Integrity and the Ministry of Education in the Kurdistan Region of Iraq, the Marathon galvanized action among youth through reflections of the Marathon on social media.
Ending corruption emerges as a prerequisite to achieve the sustainable development goals. Without achieving an Iraq free from corruption, we cannot talk about development, equality and prosperity. Corruption disproportionately affects disadvantaged groups including migrants, refugees, persons with disabilities, women, and children. Corruption negatively impacts health and education services and hinder equal provision of basic services and opportunities. The UN system has been working towards ending corruption through its agencies with mandates dedicated to diverse field of work.

On December 8, the UN in Iraq joined forces and started a UN challenge on X. The senior managers at the UN passed the baton and challenged each other against corruption. Started with the video message of the Special Representative of the Secretary-General for Iraq, Jeanine Hennis-Plasschaert, the management of the UN in Iraq passed on their messages to end corruption and invited all Iraqis to join the movement.

Watch here
INFLUENCER ENGAGEMENT AS KEY CAMPAIGN SUPPORT

Influencer engagement has been key to the campaign’s successful outreach across Instagram and TikTok. Seven influencers active in different fields of work supported the Campaign through social media posts. This has helped the key messages reaching out to diverse audience.

Watch here
The key messages of #PasstheBaton Campaign has been communicated through Iraqi media including interviews, exclusive news and articles by mainstream outlets such as K24, Rudaw, Dijlah TV, Al-Sharqiya News, Nina News, Moodek Radio.
CIVIL SOCIETY ENGAGEMENT

Recognising the crucial role of civil society in addressing corruption, the campaign has actively engaged with the civil society organizations including the youth and women`s organizations. Meetings were organized with the civil society prior to the launch of the campaign to exchange ideas and introduce the campaign to diverse organizations. About 23 organizations supported the #PasstheBaton Campaign through their own platforms and used the campaign hashtag when conducting anti-corruption events within the framework of the anti-corruption day.
2023 | ANTI CORRUPTION CAMPAIGN #PASSTHEBATON

حملة "سلم الراية"

تنطلق الحملة في 8 كانون الأول/ديسمبر حيث تنامي المواطنين والقطاعين العام والخاص، والمجتمع الدولي، ووكالات الأمم المتحدة المتعاونة. الجهد من أجل مكافحة السطه. تهدف حملة "سلم الراية"، إلى مواكبة التحديات الفائقة للدّمار، ونهاية الفوضى. ستتعرض رمزياً عبر وسائل التواصل الأخباري، معروفة من مشاركة المسئولة:

تهدف الحملة إلى رفع الوعي العام وتعزيز الشخصيات المتهمة لлюд الع áo. يحتوي الحملة على عدة برامج المشابهة المهمة، والتعاون مع شرطة النهار، ونهاية الدّمار في قلب كردستان العراق.

تعتبر الحملة بمثابة حساب العراق، الذي يشكو من 60٪ من السكان، وأولوياته دوماً.

تتضمن الحملة مجموعة من النشاطات الرامية إلى تحقيق أهداف التنمية المستدامة والتحول الاجتماعي.

الحملة "سلم الراية" ساعدت في تعزيز المشاركة الواسعة عبر مشاركة حملة "سلم الراية" على وسائل التواصل الاجتماعي. دعونا نتحدى الفضول وحقق مستقبلاً أكثر إجراءًا وجمالاً من الفضاء العراقي.

UNDP Iraq @UNDPIRAQ

Awan Org

See translation
OVER 1000 IRAQIS ENGAGED WITH THE CAMPAIGN POSTS IN THE COMMENTS FIELD
During the campaign period many Iraqis engaged with the campaign posts by commenting under. Over 1000 comments were received on Instagram and TikTok and an analysis has been made summarizing the recurring themes.

**Demand for drastic action:** The comments call for the Federal Commission of Integrity and the Commission of Integrity in the Kurdistan Region to take sharp measures, including “toppling top officials” and issuing arresting warrants for corrupt politicians. The comments also show a desperation within public against either slow or lack of progress in punishing corruption cases.

**Fear of retaliation:** Reporting corruption is seen as risky, with concerns that government employees will intentionally delay or obstruct investigations. This suggests a climate of fear and distrust towards authorities.

**Perceived systemic corruption:** Many comments express a belief that political parties and senior officials are deeply entrenched in corruption, siphoning off the country’s wealth. This indicates a widespread lack of confidence in the integrity of the system.

**Effectiveness of the Federal Commission of Integrity and the Commission of Integrity in the Kurdistan Region:** Past experiences of reporting corruption and not being able to receive any response or witnessing any action fuel public skepticism towards the work of the commissions. This highlights the need on enhanced communications and visibility to demonstrate successful investigations and prosecutions, and the overall work of the commissions.

**Awareness and inaction:** The comments show concerns that the government is aware of corrupt officials but chooses not to act which raises serious questions about accountability and potential collusion. This underlines the importance of transparency and independent oversight mechanisms.
UNDP has posted a 10-question quiz about corruption on its Instagram story to measure the level of corruption awareness among its followers. Instagram story’s question feature was used to direct the questions. The quiz received responses from around 150 users, which remained limited than the targets of UNDP. The quiz is not scientific research, and the questions were not developed within a scientific method. Factors such as the choice of language, the placement of the answers, the duration for questions to appear on the screen might have affected the given answers. The overall aim of the quiz was to increase awareness and interest towards anti-corruption and drive traffic to campaign’s website where the visitors were able to find informative content about corruption. Around 77% of the responses of the quiz takers were correct while 23% of the responses were wrong. In line with the results of the quiz and the overall results of the Campaign UNDP will continue carrying out advocacy and communications initiatives to support ending corruption in Iraq.
SOME SAMPLES OF OUR QUIZ STORIES

- Ahmad, a manager of a large corporation, is surprised by the increase in his monthly expenses. He discovers that the company is using funds for personal benefits instead of projects.

- Zainab, a saleswoman, is excited about her new promotion. However, she soon realizes that the increase in her salary comes from embezzlement.

- Ahmad, a student, is thrilled about his new internship. He discovers that the company is using interns for illegal activities.

- Zainab, a chef, is fascinated by her new position in the restaurant. She finds that the restaurant is using ingredients that are not safe for consumption.

- Ahmad, a journalist, is investigating a corruption case. He discovers that the case involves high-level officials.

- Zainab, a teacher, is surprised by the increase in her monthly salary. She discovers that the increase comes from embezzlement.

- Ahmad, a worker, is excited about his new position. He finds that the company is using workers for illegal activities.

- Zainab, a doctor, is fascinated by her new position in the hospital. She discovers that the hospital is using fake medical reports for insurance purposes.

- Ahmad, a lawyer, is investigating a corruption case. He finds that the case involves high-level officials.

- Zainab, a student, is excited about her new position in the university. She discovers that the university is using students for illegal activities.

- Ahmad, a worker, is excited about his new position. He finds that the company is using workers for illegal activities.

- Zainab, a chef, is excited about her new position in the restaurant. She discovers that the restaurant is using illegal ingredients.

- Ahmad, a journalist, is investigating a corruption case. He finds that the case involves high-level officials.

- Zainab, a teacher, is excited about her new position in the school. She discovers that the school is using teachers for illegal activities.

- Ahmad, a lawyer, is investigating a corruption case. He finds that the case involves high-level officials.
Join the challenge and be the change.

#Passthebaton Campaign has been conducted within the framework of UNDP’s Anti-Corruption and Arbitration Initiatives funded by the European Union. The Campaign’s content is the sole responsibility of UNDP and does not necessarily reflect the views of the European Union.

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