

AWARENESS CAMPAIGNS

OFFERING

ALTERNATIVES

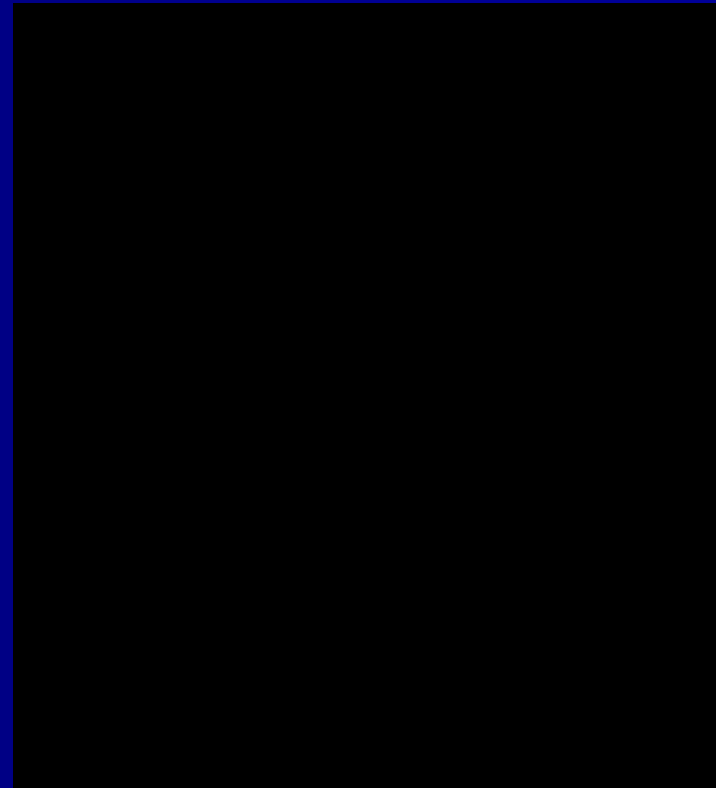
Tirana, 3 – 4 April, 2007

PREVIOUS STEPS IN RAISING AWARENESS

- "Don't give bribe!"
- General Anticorruption Directorate's anticorruption campaign
- "I don't give bribe. I don't take bribe!"
- "Stand up! Learn how to say NO!"

Step 1 - "Don't give bribe!"

- No governmental involvement
- Targeted groups
- Message
- Measuring the effectiveness



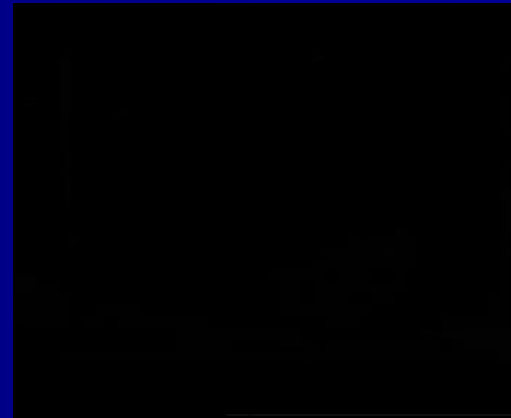
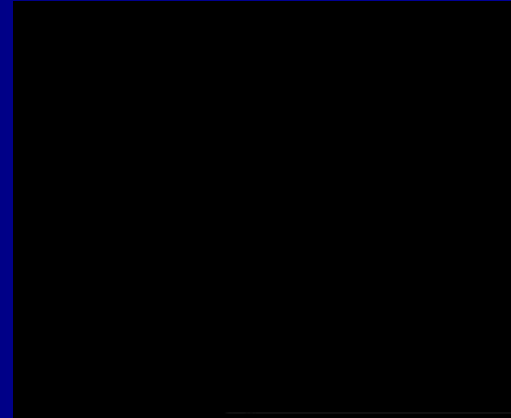
Step 2 – Sectorial campaigns

- General Anticorruption Directorate's anticorruption campaign
- Target group
- Message



Step 3 - “I don’t give bribe. I don’t take bribe!”

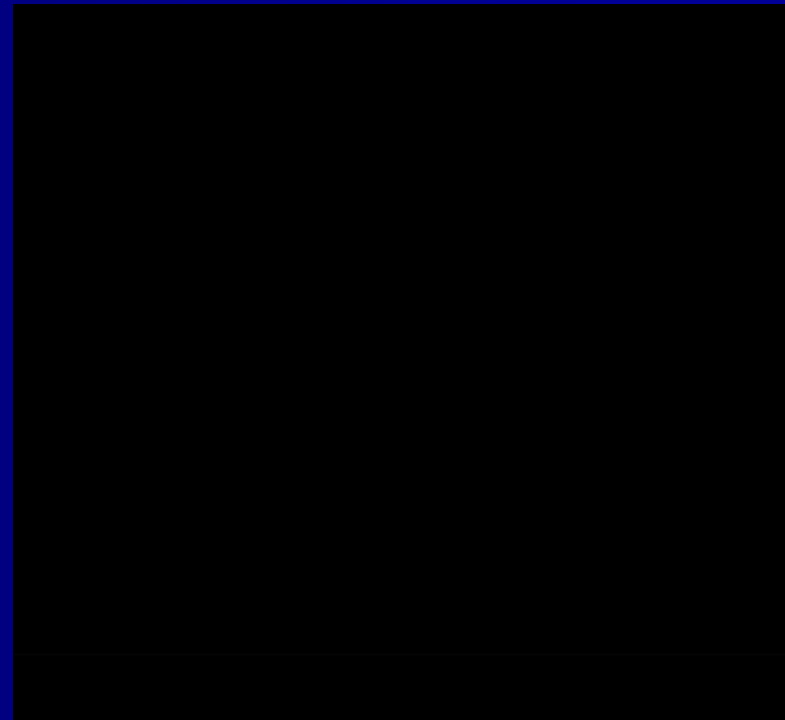
- Concept
- Message
- Targeted groups
 - Citizens
 - Public servants



Step 4

“Stand up! Learn how to say NO!”

- Going beyond “the mere corruption is bad”
- Targeted groups
- Message



ESSENTIAL ELEMENTS

- Preliminary survey and previous steps
- Targeted groups
- Message
- Measuring the effectiveness

TARGETED GROUPS

- General public
- Governmental area
 - Judiciary
 - Public servants
 - High level officials



MESSAGE (1)

- Going beyond “the mere corruption is bad”
- Offering instruments
- Increasing the reliance on the anticorruption mechanisms

MESSAGE (2)

- Health sector
- Judiciary
- Public servants

EFFECTIVENESS

- Short term outputs
- Long term results
- Simultaneous measures

COORDINATION

- Simultaneous campaigns
- Identical message
- Strengthening the outputs

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