



Support to implementing anti-corruption strategies in Bosnia and Herzegovina EuropeAid/139068/DH/SER/BA



Component 3: Enhanced capacities for communication on anticorruption issues and awareness raising campaign targeting citizens to counter corruption

Komponenta 3: Jačanje kapaciteta za komuniciranje antikorupcijskih tema; kampanja za podizanje svijesti javnosti kako bi se građani suprostavili korupciji



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3.1 Preparation of model of AC communication strategy

Identification and analysis of existing communication strategies of ACBs and relevant institutions, as well as major awareness raising campaigns in BiH, analysis of attitude of general public towards corruption and identification of sensitization issues, preparation of a model AC communication strategy, recommendations for adoption and training on implementation of AC communication strategy.

3.1 Priprema modela antikorupcijske komunikacione strategije

Identifikacija i analiza postojećih komunikacionih strategija antikorupcijskih tijela i relevantnih institucija, kao i glavnih kampanja za podizanje svijesti javnosti u BiH, analiza odnosa građana prema korupciji, identifikacija “osjetljivih” tačaka, priprema modela antikorupcijske komunikacione strategije, preporuke za usvajanje i za obuku za sprovođenje AK komunikacione strategije.





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3.2 Enhancing capacities for communication on integrity, anticorruption and awareness raising and interaction with the media

Analysis of previous and existing trainings for communication of ACBs and institutions, analysis of capacities and existing practices for communication and internal fluctuation of information in ACBs and institutions, identification of shortcomings and recommendations for improvement in these scopes TNA for communication on integrity, anticorruption, awareness raising and interaction with the media .

3.2 Jačanje kapaciteta za komunikaciju o integritetu, antikorupciji i podizanju svijesti javnosti i odnosima sa medijima

Analiza prethodnih i postojećih obuka za komunikaciju sa javnošću antikorupcijskih tijela i institucija, analiza kapaciteta i postojeće prakse komunikacije i internih tokova informacija u Aktijelima i institucijama, identifikacija nedostatka i preporuke za poboljšanje; procjena potrebe za obukama o komunikaciji o integritetu, antikorupciji, podizanju svijesti javnosti i odnosima sa medijima.



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3.3 Delivery of trainings for communication on integrity, anticorruption, interaction with the media and awareness raising

Preparation of training curriculums and materials on integrity, anticorruption, awareness raising and interaction with the media, delivery of training of trainers in these scopes, preparation of manuals for civil servants for communication on integrity, AC and awareness raising based on training modules, advocacy on integration of training modules in the official training curricula for civil servants.

3.3 Sprovođenje obuke za komunikaciju o integritetu, antikorupciji, odnosu sa medijima i podizanju svijesti javnosti

Priprema kurikuluma i materijala o integritetu, antikorupciji, podizanju svijesti javnosti i odnosima sa medijima, sprovođenje obuke trenera za ove oblasti, priprema priručnika za državne službenike o komunikaciji o integritetu, AK i podizanju svijesti javnosti, zasnovanim na modulima za obuku, javno zagovaranje za uvođenje modula u zvanične kurikulume obuke državnih službenika.



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3.4 Empowering media and civil society to educate public at large about the dangers and negative impact of corruption at the life of citizens

Analysis of previous and current programmes and projects for education of public on ethics and integrity and negative impact of corruption, recommendations for improved sensitisations measures on these issues in the education and public broadcasting, training needs analysis for education of public about dangers and negative impacts of corruption on citizen's life, delivery of trainings on these issues.

3.4 Osnaživanje medija i civilnog društva za edukaciju široke javnosti o negativnom uticaju korupcije na život građana

Analiza ranijih i postojećih programa i projekata edukacije javnosti o etici i integritetu i negativnom uticaju korupcije, preporuke za poboljšanje mjera za povećanje osjetljivosti na ove teme u obrazovanju i javnim servisima, analiza potreba za obukama, sprovođenje obuke na ove teme..



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3.5 Preparation and launch awareness-raising campaign targeting citizens to counter corruption and establishment of AC "Good Practice Award"

Design and preparation of awareness raising campaign targeting citizens to counter corruption and report corruption, design of criteria and procedures for "Good Practice Award" for promotion of best AC practices, launching and delivery of awareness raising campaign targeting citizens to counter corruption, support to organization of the first "Good Practice Award" for promotion of AC practices.

3.5 Priprema i pokretanje kampanje za podizanje svijesti javnosti o suprostavljanju korupciji i uspostavljanje godišnjeg antikorupcijskog priznanja

Kreiranje i priprema kampanje za podizanje svijesti javnosti o suprostavljanju korupciji i potrebi prijavljivanja korupcije, kreiranje kriterija i procedura za dodjelu godišnjeg antikorupcijskog priznanja za promovisanje najboljih AK praksi, pokretanje antikorupcijske kampanje, podrška organizaciji dodjele prvog antikorupcijskog priznanja.



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Key problems:

- media not interested in prevention
- ACBs understaffed for AC communication
- good practices unrevealed
- citizens pessimistic

Ključni problemi:

- mediji nezainteresirani za prevenciju
- AK tijela bez dovoljnih kapaciteta za AK komunikaciju
- rezultati nedovoljno promovisani
- građani pesimistični



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Path to solution:

- introducing prevention at least as sidekick subject with repression
- outreach with minimum use of resources
- promoting results and good practices
- encouraging each individual willing to stand up against corruption that she/he is not alone

Put do rješenja:

- nametanje prevencije barem kao prateće teme uz represiju
- probijanje do medija i javnosti uz minimalno angažovanje resursa
- promovisanje rezultata i dobre prakse
- ohrabrivanje svakog pojedinca spremnog da istupi protiv korupcije da nije jedini, da ima podršku



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Important points to keep in mind:

Communication in this project is much wider than those communication issues and campaign, defined and envisaged by Component 3.

Treba imati na umu:

Komunikacija u ovom projektu je mnogo šira od onoga što je predviđeno komponentom 3.



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We will work together. Building up communication will be based on two-way communication.

Radimo zajedno. Rad na komunikaciji biće dvosmjerna komunikacija

Thank you for your attention Hvala na pažnji



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