



## **BE BRAVE! SAY NO TO CORRUPTION!**

### **Background of the project**

According to the data of the Serbian branch of Transparency International (January 2003) on an unofficial list with 126 countries, Serbia and Montenegro is ranked on the 93rd position with an index of 2, 3. That is an enormous improvement compared to the year 2000 (FRY was ranked on the 125th position). According to representatives of Transparency International, this shift is the result of undertaken measures (by the Government, Parliament, NGOs, Institutions) in the fight against corruption. Unfortunately, due to living for 10 years in a state, which did not respected even minimum democratic standards, waged wars, a state that was bombed and under sanctions, common citizens have lost the criterion of "normality" and guidelines for normal social events and directions. Corruption has not spread its roots only at the top of the state, but also everywhere – from the bottom to the top. A common citizen does not realize corruption as a negative feature that should be uprooted; on the contrary, corruption is an easier, and sometimes the only way to reach the desired ambition. Corruption in all fields is something that is expected here, logical, normal, nothing to wonder about, rather envy than indignation. The majority of people realize corruption as a way to survive, and they are not aware of it at all. That impedes the solving of the problem and seriously hinders the struggle against corruption in our environment.

The experience that Lingua gained during realisation of the project *Anti-Corruption – A Project of Encouragement* (realised in 2002) as well as data collected by Transparency International indicates that the corruption problem needs to be addressed five years at least in order to encourage the citizens for active engagement in the fight against this destructive feature. Within the project *Anti-Corruption – A Project of Encouragement*, in December 2002 Lingua activists conducted a poll among citizens of Kraljevo with the aim that the citizens themselves estimate the success/impact of the media campaign realised through this project as well as to learn from the citizens their opinion on solving the corruption problem. The poll was conducted with the method of random patterns in a group of 530 citizens. An analysis of the poll indicates that the citizens recognize the problem of corruption as one of the most current problems in the local community. Paradoxically, although they are aware of the corruption problem as well as of its consequences, only forty per cent (40%) of polled citizens consider that reduction of corruption can directly affect the improvement of their living standard. The majority of citizens consider repressive methods by the Government as the most efficient way to reduce corruption, while the opinion on citizen's change of conscience on necessity of individual engagement in fighting corruption is on the last position among the answers.

The position of Lingua is that the citizens have to become aware of the fact that they themselves are a part of the overall problem, and that the struggle begins from the "bottom" in order to reach the top itself. Expectations of the citizens that the problem will be solved by dismissing a few corrupted individuals from the top are superseded. It is realized that the problem is more complex and requires engagement of each individual as well as to change the attitude of being indifferent toward this problem.

First, it is necessary to encourage people and enable them to realize the significance of individual engagement in the struggle against corruption in order to meet these objectives.

With the realisation of the project ***Be Brave! Say No To Corruption!*** Lingua plans to install a hot line telephone at which citizens can report examples of corruption they experienced as well as to be encouraged to come to the office with evidences concerning corruption. Depending on the degree of difficulty of each case, Lingua personnel engaged in realisation of this project shall review and forward all cases (public and anonymous) to the police, Prosecutor's Office or to the Municipal Anti-Corruption Commission. Based on positive experience gained during the realisation of the project *Anti-Corruption – A Project of Encouragement* when during one contact TV programme over thirty people called and spoke about their own experiences concerning corruption in public, we are convinced that the hot line telephone will even more encourage the citizens to report daily concrete examples of corruption. The number of the hot line telephone as well as the address of the office shall be printed on all leaflets, labels and posters, which shall be realised in the media campaign.

### **Problem description**

#### ***Problem to be solved:***

With the realisation of the project ***Be Brave! Say No To Corruption!*** in addition, planned activities, we want to affect the reduction of corruption in the Region of Kraljevo with synchronised activities of LINGUA, Municipal Anti-Corruption Commission, local Police, and Municipal Prosecutor's Office in order to encourage citizens for active engagement in the fight against corruption.

#### ***Project Objectives***

- € We want to support our citizens to set themselves free of all fears and concerns, and to motivate them for active involvement in the struggle against corruption by realising this project.
- € We are convinced that our campaign will positively provoke other NGOs and system institutions to join our campaign and initiate similar actions on their own.
- € We are certain that our campaign will have a psychological impact on the majority of corrupted individuals and institutions, and frighten them in a way.
- € One thing that this project will hopefully produce, as a valuable benefit for our community is initiation a series of programmes (in co-operation with local authorities) related to the problem of corruption, and to finally result in passing an Act on Anti-Corruption in the Republic Parliament.
- € Realisation of programmes such as introduction of an Ombudsman as an active control of power, volunteers as a control of this feature in state organisations, etc.

#### ***Target Group***

Citizens of Kraljevo Municipality and of neighbouring municipalities (Trstenik, Vrnjacka Banja, Krusevac and Cacak) covered by programmes of Radio/ TV Kraljevo. Total number of population in the above-mentioned municipalities is approximately 400,000. We are convinced that we can animate specially people employed in local self-government bodies, state institutions (justice administration, police, education, health-care, and NGOs).

Research results indicate that the gender ratio of the target group involved in the project is 51:49 in favour of women. The Lingua Assistant team consists of two persons; one of them is a woman.

## **Results**

- € Encouragement of citizens and their active involvement in the struggle against corruption can result in reduction of this deviant feature.
- € Successful project realisation can have a positive impact on the citizen's change of conscience as well as on further democratization of the system, because there is no democracy without active and self-conscious citizens.
- € Reduction of corruption will result in higher international investments during the privatization process, and that will directly affect the improvement of the living standard of the citizens in Kraljevo Region.
- € Animation of women for active engagement in the fight against corruption will have a positive psychosocial impact. The women are double vulnerable in the transition process—women are the first to lose their jobs in the Kraljevo Region, because they were employed mainly in textile industry, and by this, the lack of income reflects on their status in the family alike. With active involvement in opposing corruption, women will feel more socially useful, and in this way, they will have more self-confidence.
- € A poll among 300 citizens of Kraljevo will be conducted in the final month of project realisation. A comparative results analysis of a poll conducted in January 2003 (upon realisation of the *Anti-Corruption – A Project of Encouragement project*) with the poll analysis concerning the realisation of the *Be Brave! Say No To Corruption!* project will be the best success indicator of the realisation of the *Be Brave! Say No To Corruption!* project.

## **Implementation of the project**

The basic activity of this project is a media campaign that would be realised continuously in five phases. The media campaign would last ten months.

Along with the media campaign in the first month of project realisation Lingua plans to install a hot line telephone at which citizens can report examples of corruption they experienced as well as to be encouraged to come to the office with evidences concerning corruption. Depending on the degree of difficulty of each case, Lingua personnel engaged in realisation of this project shall review and forward all cases (public and anonymous) to the police, Prosecutor's Office or to the Municipal Anti-Corruption Commission. The number of the hot line telephone as well as the address of the office shall be printed on all leaflets, labels and posters, which will be realised in the media campaign.

## **Activities**

### **Detailed activities plan (per phases)**

#### **§ The first phase: Corruption in justice administration**

*Duration: 2 months*

- 1) Preparation and printing of posters B2 4/0, about corruption in justice administration - to be presented (attached to exposed surfaces) during the first month of project realisation. Justice administration anti-corruption posters number of copies is 500 pieces.
- 2) Preparation and printing of leaflets A5 4/0 to be achieved during the first 10 days of the first month of project realisation. Leaflet contents would also comprise definitions of our and foreign corruption-treating law acts. The leaflets would also comprise particular forms of corruption in justice administration. No of leaflet copies: 5,000. *Lingua* activists would distribute the leaflets to people in one-door-to-another action, putting them in individual mailboxes, and at busy public spots in the town. The leaflets would also be distributed to all Judges of Municipal, Economic and Regional courts in Kraljevo. They would be distributed all the time, to the end of the first phase completion.

- 3) Preparation and printing of labels A6 4/0 to be achieved for the first 10 days of the first month. Design of labels would be in accordance to the posters design. Number of justice administration anti-corruption labels: 1,000 pieces.  
Labels distribution would be achieved the same way as leaflets and to the same target group. They would be distributed continually to the end of the first phase of the project.
- 4) Contact programme on TV Kraljevo (hired term of 60 minutes) Central issue: corruption in administration of justice

§ ***The second Phase: Corruption in Health Care***  
*Duration: 2 months*

§ ***The third phase: Corruption in Education***  
*Duration: 2 months*

§ ***The fourth phase: Corruption in Public Enterprises and in local-government bodies***  
*Duration: 2 months*

§ ***The fifth phase: Corruption in Police***  
*Duration: 2 months*

**The time schedule for implementation: 10 months**

**The planned budget amounts are 22,250 EUR**