



**OLAF - Facing European Citizens. The role of international cooperation for prevention of fraud and misuse of European funds. An integrated information campaign.**

**September 1, 2009 to May 31, 2010**

The following activities have been planned to achieve the set objectives:

Specific Objective 1

1.1. Script and shoot a total of 2 films on successful practices (solved cases) of OLAF. On the one hand, these films will increase awareness of OLAF as an institution – how it functions, its function to protect the financial interests of the Community, the role of international cooperation etc. On the other hand, they will illustrate the fight against corruption through specific best practices and lessons learned from successfully resolved cases in 4 European countries. The films will be an attractive way to capture the attention of European citizens and will be used in the planned campaign and in the seminars planned under Specific Objective 2. A crew of five people – journalist, cameraman and technician, translator and expert will travel to the above mentioned countries to film the best practices suggested by national experts and representatives of the OLAF.

1.2. Plan and implement an integrated media campaign. The campaign will focus on audio-visual communication as powerful means for prevention of frauds and will be based on the films developed by the project. It will include contacts and publications/coverage through the Internet, electronic, printed media, and TV and will therefore reach millions of citizens. The materials developed for the campaign may be used in other European events and will be provided to wide network of partners all over Europe.

Specific Objective 2

2.1. Organize 2 press-conferences. The objective of these events will be to inform the Bulgarian public on theThe following activities have been planned to achieve the set objectives:

2.2. Develop and disseminate informational materials – brochures and posters to be distributed in Bulgaria. The informational materials will present the best practices collected during the process of filming with the help of the communicators network of OLAF. They will be distributed through the public bodies which are partners to the applicant – the Police, the Prosecution Office, and also through various ministries and other institutions with big traffic of citizens

2.3. Conduct two seminars to present the films and discuss the specific OLAF experience with representatives of the media and interested institutions. Each seminar will have around 60 participants: prosecutors, judges, investigators police officers, ministry officials and journalists who are involved in the fight against corruption.

The planned activities will contribute to the realization of Hercule objectives to enhance, encourage and develop cooperation among different partners in the combat against fraud and corruption, development of common methods of prevention of corruption and increasing awareness and knowledge in these areas. Presenting and analyzing specific cases in different countries will enhance the exchange of information

Results from the Project:

The project will have the following direct short-term and mid-term results:

- 2 films developed on successfully resolved cases by OLAF showing the significance of the international cooperation (200 copies of each film produced and disseminated);
- A media campaign carried out with at least 10 media broadcasting/publishing information on the project, and reaching out to a min. of 2 million people in Bulgaria and a minimum of 5 million people in Europe.

This will serve as a practical example for an ethical international media campaign which is synchronized with the IFJ's initiative for Ethical journalism.

- Informational brochures produced in circulation of 5000 and disseminated among Bulgarian citizens;
- Two seminars conducted for a total of 120 people from the media and law-enforcing institutions;
- Best practices in fighting frauds and corruption presented and discussed by the Bulgarian public and interested professional communities;
- A public opinion survey conducted.

In the long run, the above immediate results will bring about the following changes:

- Increased awareness of European citizens on OLAF activity and best practices in fighting frauds;
- Increased awareness of Bulgarian citizens and improved understanding of the need to take energetic actions in fighting corruption;
- Improved cooperation between the media and the institutions which have anti-corruption functions ;
- Improved professionalism and capacity of the media to perform its watchdog function;
- Improved prevention through informing the public;
- Reduced corruption levels and lower tolerance to frauds and corruption as a phenomenon in Bulgaria.

An additional value added of this project is its trans-national character. The working contacts created and developed during this project will allow the applicant and its institutional partners to work together on future problems and challenges. This will have a direct effect on the international cooperation in fighting corruption.

**Participants**-Prosecution and police offices, Supreme Judicial Council, media and citizens in Bulgaria, the general public and institutions fighting corruption and fraud in Austria, Germany, Italy and France, the OLAF Communicators Network, the International Federation of Journalists. The Club has signed partnership agreements with the Chief Prosecutor's Office, Ministry of the Interior, Union of Judges.

In Bulgaria the applicant has formed long term partnerships with the institutions quoted above. Good working contacts have already been established with OLAF. The representatives of the other countries will be defined after a preliminary research on good practices. The project team through its international partners will define the areas in which interest exists and will identify the cases (therefore the institutions) with the biggest impact in terms of changing public attitudes.

Up to 120 participants in the seminars; up to 30 media representatives present at the press-conferences; up to 5 Bulgarian institutions and their staff involved in the dissemination of the informational materials; up to 5 million European citizens reached through the integrated media campaign.

### **Publish and disseminate results**

The whole project is built on publicity because of its objective to increase public awareness of the need to fight frauds and corruption. The following activities are specifically related to the publishing and disseminating results:

- Implementing a trans-national integrated media campaign;
- Organizing 2 press-conferences - one at the start and one at the close of the project;
- Publishing and disseminating informational materials - brochures, posters;
- Broadcasting of the films through electronic media, at seminars, public events of partners etc.

We have to note that the applicant is an association of journalists and as such will involve media at every stage of the project thus contributing to their increased professionalism and generating a consistent interest in the project activities. The initiative of ethical journalism, started by the International Federation of Journalists, will be popularized.

## **OLAF Facing the European Citizens. Project Proposal by the Club Journalists Against Corruption**

### **Timeline of Project Activities**

