



2011 International Anti-Corruption Day Commemoration in Indonesia

BACKGROUND

Indonesia is a country rich in natural resources such as forests, oil and gas and other mining products. However, in this rich country, it is clear the welfare of society is not fully guaranteed. Amid the condition, corruption continues to occur.

Widespread corruption is chronic and it is the archenemy of the people of Indonesia. Unfortunately, anti-corruption social movement is yet to grow strong in Indonesia. Numbers of Indonesian people become victims of corruption, but not all of them dare to resist the corrupt system.

The lack of resistance also occurs due to pessimism, apathy and pragmatism towards the eradication of corruption. In addition to the repressive efforts, prevention efforts through public education or advocacy campaigns in order to extend courage and raise awareness should be done.

After going through series of meetings and discussions with Government counterparts and UNODC project implementing partners; it is evident that the Government and Civil Society project partners share the same aspiration and have agreed and committed to have more collective and collaborative effort and as a joint national initiatives to prevent corruption nation-wide.

The collective effort is also to build up momentum for a massive, positive anti-corruption advocacy campaign by raising the spirit of "Berani Jujur, Hebat!" (It's Great to be Honest!) and in support of the development and implementation of Anti – corruption National Strategy (Stranas PPK)

Upon the European Union's (EU) approval to utilise project funding to support this national agenda - jointly with the funding from the Royal Government of Norway, activities will be carried out as part of the International Anti-Corruption Day 2011 commemoration in Indonesia.

GENERAL STRATEGY

The International Anti-Corruption Day commemoration in Indonesia is targeting for a nation-wide audience, aiming for greater awareness in tackling corruption. The national campaign; "Berani Jujur, Hebat!" is to intensify anti-corruption awareness to different walks of life, activities will be undertaken jointly by The Government of Indonesia, NGOs, CSOs and UNODC – with the budget and resources from each Ministries/ Agencies and the European Union and the Royal Government of Norway :

- **7 December 2011 - National Conference on the Eradication of Corruption**

The National Conference on the Eradication of Corruption (KNPK) is an annual activity held by KPK involving all Ministries/ Agencies to remark International Anti-Corruption Day. The theme of this year's KNPK is ethical code on the prevention of corruption in Ministry/ Agency. **Target audience:** Ministry/ Agency representatives, media, **Organization in charge:** KPK, **Venue:** Balai Kartini, Jakarta.

- **9 December 2011 - Joint press conference**

A joint press conference will take place at KPK, involving Ministers, Head of Agencies, EU Delegation representative, the Royal Government of Norway representative and UN agencies representative. Key message will be delivered and a joint statement, where possible. **Target audience:** Media, general public. **Organization in charge:** KPK. **Venue:** KPK.

- **9 December 2011 – Cultural gatherings**

In accordance with its duties and functions, KPK will conduct an anti-corruption campaign activity with cultural and artistic approach to internalize anti-corruption message to the people. This will be done in the framework of efforts to prevent corruption, to commemorate the International Anti-Corruption Day 2011 and to revive the noble values of Indonesian culture. **Target audience:** Artist/ humanist, creative communities, Ministry/ Agency invitees, general public, media, **Organization in charge:** KPK. **Venue:** KPK. **Funding:** KPK and the Royal Government of Norway

- **10 December 2011 – SPEAKFest**

To support anti-corruption movement in a positive tone and to commemorate the International Anti-Corruption Day, TI Indonesia in collaboration with Youth Voice Against Corruption (SPEAK), KPK, ICW and UNODC will hold its annual Festival. Through SPEAKFest, messages on honesty as a concrete effort to fight the corruption will be delivered. **Target audience:** youth, creative community, professionals, NGOs, CSOs, public figure, general public, international and national media. **Organization in charge:** TI Indonesia. **Venue:** Lapangan Blok S, Jakarta

- **11 December 2011 – Anti-Corruption Musical Campaign**

Anti-Corruption Day in Padang often takes the form of protests in streets and rally in vital government offices. Such actions then only became public spectacle. More often the message was not received well by the public, especially among the youth. Learning from this past experience and the will to build the character of our Nation's next generation of leaders, the action for the campaign against corruption should follow the interest of most young people; musical campaign event. **Target audience:** youth, government representatives, NGOs, CSOs, general public, media. **Organization in charge:** ICW. **Venue:** Plaza Andalas, Padang, West Sumatera.

- **12 -20 December 2011 – 7 Cities Roadshow**

In commemoration of the International Anti-Corruption Day 2011, ICW will hold activities in the 7 cities roadshow destination to foster student anti-corruption movement. These activities are to spread the spirit and optimism of the fight against corruption to the public, increase awareness of school students and public control over education, encourage the emergence of social movements to engage actively in policy formulation and management of the education budget and to encourage young people to be honest and start fighting corruption from small, substantial things such as making citizen ID cards, driver license, passport, etc., for the betterment of public service. **Target audience:** students, teachers, parents, NGOs, CSOs and media. **Organization in charge:** ICW. **Venues:** School in Bandung, Cirebon, Batang, Brebes, Semarang, Solo, Jogja.

- **17 December 2011 – Song of Honesty**

The International Anti-Corruption Day is supposedly not a pure ceremony. What is more important than that is how the message is able to generate "passion" in efforts to combat corruption. ICW together with PUKAT of the Gadjah Mada University will hold an event called Songs of Honesty in Jogja. The event will act as a forum to reflect the actual condition of the Nation which is now increasingly fallen into pools of corruption. Simultaneously, as a platform of campaign for the prevention of corruption to wider public. The event will be packaged in the form of dialogue, oration by figure such as the Head of KPK, Vice Minister of Law and Human Rights, etc., as well as musical entertainment. **Target audience:** general public, NGOs, CSOs, media. **Organization in charge:** ICW. **Venue:** Gedung Purna Budaya, Jogja.

- **22 December 2011 (tentative) – Anti-Corruption Forum III (to be discussed by the Expert Group meeting)**

The Anti-Corruption Forum, established in December 2010, is a coordination mechanism with a mandate to facilitate cooperation on corruption prevention and is functioning successfully through support of the European Union funded UNODC project 'Support to the fight against corruption in Indonesia'. **Target audience:** Government representatives, NGOs, CSOs and media. **Organization in charge:** UNODC-TI Indonesia. **Venue:** tentative.

UNODC and its partners will also ensure that dissemination of merchandises and promotional items at this series of activities need to be timely at the best momentum and on target. The Logo of donors and supporting Ministries/ Agencies and partners will be displayed in order to represent the joint initiative.

OBJECTIVE

Overall objective:

The overall objective of this joint initiative is to show a solid commitment to fight against corruption; between the Government of Indonesia, civil societies and International donor community. It is expected that this national campaign can built optimism of the people of Indonesia to take part on the effort to combat corruption at every level and to support STRANAS PPK.

The overall programme, merchandise and promotional item (proposed to the EU) key communication messages will be:

- EU and Norway support Indonesia's fight against corruption;
- EU and Norway cooperation with Indonesia is impacting on the fight against corruption;
- The national anti-corruption campaign; "Berani Jujur, Hebat!"

UNODC recognises that the main focus of the programme as well as merchandises and promotional items dissemination should be on conveying key messages. Furthermore It is also in consideration of target groups interest to feel as part of the national campaign and belong to the same spirit as many others, as they attend the programme, utilised the merchandise and be informed through promotional items.

Specific objective:

Implementation of Anti –Corruption Day 2011 programme is aiming to at points as follow:

- Programme attendees have more understanding about STRANAS PPK
- Programme attendees have more understanding about the meaning of anti-corruption, more concerned with the state of Indonesia and the real problems that exist in the vicinity.
- Programme attendees get a picture of concrete ways to fight against corruption.
- More and more elements of the community and organisations outside the law enforcement can support the anti-corruption effort in a more grounded way and prevent corruption from happening; where this in turn will assist law enforcement in Indonesia and support the Government's effort.

Production of merchandise and promotional item is in order to ensure that the project beneficiaries and broader public is aware of the roles of the donor community and UNODC, closely partnering with Government counterparts and civil societies in the effort to advocate anti-corruption.

Target group:

The Anti-Corruption Day programme, including the dissemination of merchandises and promotional items will primarily target groups within Indonesia. Specifically in Jakarta, Padang, Bandung, Cirebon, Semarang, Brebes, Salatiga, Jogjakarta, Solo and other location of CSO partners

The key target groups will be the following:

- General public attending the series of activities
- Media, which will convey the message even further to broader audience
- Relevant NGOs and CSOs
- Law enforcement agencies
- Government of Indonesia (beyond the law and justice sector)

Supporting Ministries/ Agencies and partners:

- The Office of the Vice President of the Republic of Indonesia
- National Development and Planning Board
- Corruption Eradication Commission
- Indonesian National Police
- Attorney General's Office
- Indonesian Financial Transaction Reports and Analysis Centre
- State Audit Board
- Judicial Commission
- Ombudsman
- Ministry of Administrative and Bureaucratic Reform
- Ministry of Law and Human Rights
- Public Information Commission
- UNDP
- Indonesian Corruption Watch

- Transparency International Indonesia
- Local CSO partners

The Office of the Vice President of the Republic of Indonesia along with the Ministry of Administrative and Bureaucratic Reform will issue an instruction to all Ministries/Agencies to using the Anti-Corruption Day 2011 tagline and logo as has been mutually agreed on the series of coordination meetings.

TOOLS CHOSEN

Media mobilisation:

Media release refinement and media release dissemination to national, local and international news outlets with the national campaign tagline and logo.

Campaign package:

Dissemination of campaign package (tagline and logo design, banner and web banner) will be given to the Office of the Vice President in order to issue instruction for Ministries/ Agencies through Ministry of Administrative and Bureaucratic Reform

Merchandise:

- Pin: Pin is the most common merchandise used to advocate a campaign and it can be used by everybody and put on goods that are used daily
- Sticker: Similar to pin, sticker is also a common merchandise used to advocate a campaign and it can be used by everybody and put on spots that will be seen
- Tote bag: Tote bag will be used as *goodie bag* and it can be used by campaign target for carrying goods daily
- T-shirt: T-shirt as the most visible campaign merchandise will be used by committee in each activity, except KNPk, and will be given to those who play an active role when attending Anti-Corruption Day events, will be used as games gimmick, and used by performers/ public figure/ opinion leader. T-shirt will also be disseminated to partner CSOs in the region.
- Landyard: Landyard is commonly used by people on everyday activity as it hangs key, ID card or USB. Especially for Government representatives, professionals and students

Promotional items:

- Programme book: Programme book which will contain information on series of Anti-Corruption Day Activities is essential to speak a 'message' that organisations are supporting anti-corruption. From the programme book media will be informed thoroughly and it will showcases the good support of donors, UN agencies, Government, NGO and CSOs
- Poster: To keep the campaign efficient and on target, poster will be sent to Media houses, Government offices, NGOs and CSOs headquarters and will be given to those who play an active role when attending Anti-Corruption Day events and for games gimmick

- Giant Banner: Giant banner will be used as a mark of event venue in front of the building and to attract wider public of the happening
- Event banner: Event banner will be used as a mark of event venue and to boost the festivity
- Tagline banner: Tagline banner will be used as a mark of event venue and to boost the festivity
- Roll Banner: Roll banner will be used as a mark of event venue and to boost the festivity
- Project flyer: Specifically will be disseminated to advocate the good work of EU-UNODC project to certain target groups, such as participants of KNPK and the media
- EU Information booth: Booth will be present at SPEAKFest

INDICATORS OF ACHIEVEMENT

Media mobilisation:

Media coverage documented and reported

Campaign package:

Tagline, logo, banner, web banner will be utilised by Ministries/ Agencies to produce their own promotional items and displayed in their offices for the commemoration of the International Anti-Corruption Day in Indonesia but not limited to the month of December. By meaning that it can be displayed for a longer period of time.

Merchandise:

- Pin: Disseminated to programme attendees, Media, and partner CSOs.
- Sticker: Disseminated to programme attendees, Media, and partner CSOs
- Tote bag: Disseminated to programme attendees, Media, and partner CSOs
- T-shirt: Used by committee in each activities, except KNPK, given to those who play an active role when attending Anti-Corruption Day programme, used as games gimmick, used by performers/public figure/ opinion leader, disseminated to partner CSOs in the region.
- Landyard: Used by committee in each activities, disseminated to KNPK participants, given to students and teachers who play an active role when attending programme in the region, and given to the media

Promotional items:

- Programme book: Disseminated to media together with merchandise goodie bags and press release
- Poster: Disseminated to Media houses, Government offices, NGOs and CSOs headquarters and given to those who play an active role when attending Anti-Corruption Day programme

and for games gimmick

- Giant Banner: Displayed as a mark of event venue
- Event banner: Displayed as a mark of event
- Tagline banner: Displayed as a mark of event
- Roll Banner: Displayed as a mark of event
- Project flyer: Disseminated to KNPK participants, Anti-Corruption Forum and media
- EU Information booth: Booth present at SPEAKFest, number of visitors recorded

UNODC will ensure that the activity proposed to the EU, including merchandises and promotional items and use of logo will be produced based on consultation with the EU and under EU's written approval. Specific to communication matters, will be under consultation with Indopacific Edelman, when possible, as advised by the EU.

EU's visibility on the entirety of the programme will be ensured by the dissemination of press release to media outlets, conveying the agreed key message. In addition, good photo documentation of each activity and a comprehensive reporting of programme will be done. Specific to the activity proposed to the EU, pre-test and post-test sheet will be disseminated to programme attendees, indicating level of awareness and will be included in the reporting. This reporting also will be submitted to UNODC Regional Centre as a form of web story- both in English and in Bahasa- indicating the support of EU.

RESOURCES

Human resources:

- Supporting Ministries/ Agencies and partners
- UNODC

Financial resources:

Financial resources for programmes as part of the International Anti-Corruption Day commemoration in Indonesia will be utilised **51.5%** from the EU-funded UNODC project "Support to the Fight Against Corruption" and **48.5%** of the Royal Government of Norway-funded UNODC project "Strengthening the Capacity of Anti-Corruption Institutions in Indonesia". Detailed budget in separate attachment.