



## Second Preparatory Meeting within the 20<sup>th</sup> Economic and Environmental Forum

### Written Contribution to Session V: The key role of civil society and business community towards developing comprehensive and effective anti-corruption approaches

#### Background

Centers for Civic Initiatives (CCI) is one of the leading organizations of civil society in Bosnia and Herzegovina (BiH) which for more than 10 years, among other things, promotes and advocates responsibility of government institutions in BiH. It is national NGO which operates through 7 field offices in all major cities and employs more than 40 people. During past 12 years of work (founded in 1999) CCI has implemented various projects and campaigns in fields such as government monitoring, law enforcement, citizens' participation in decision making processes, public advocacy, media monitoring, ecology and fight against corruption. In the last 5 years, CCI has engaged in the fight against corruption through a number of activities it conducts as a part of different projects in different fields. One of the major projects in this area is described below.

#### 1. Anti-corruption campaigns

The fight against corruption project has been implemented by the CCI during the period July 21, 2010 – December 21, 2011 in cooperation with media outlets, civil society organizations and associates. The project goal was contributing toward strengthening the participatory democracy in BiH, decreasing the level of corruption in work of the authorities and contributing toward respect for human rights, both in the legal sense and in the sense of application of laws.

The project consisted of two components, as follows:

- TV shows (a project component that implies producing and broadcasting half-hour long TV shows of investigating-documentary profile, throughout the project)
- Advocacy Campaigns (a component that includes running 3 public advocacy campaigns on corruption by CCI);

As a part of these campaigns, the following results were achieved:

- 46 episodes of the half-an-hour show "*Nema više zeko rek'o*" dealing with the corruption in health care sector, employment service and other were aired, with the average rating of 3,3% and average share of 9,7%. On average, 100,000 viewers watched each show<sup>1</sup> or approx. 4,5 million viewers in one year of the TV show airing time.

- In addition to TV broadcast, all episodes are uploaded on the internet (via 80 YouTube clips + Facebook), with additional 50 000 views of video clips.

- In the end of 2010, CCI launched three (3) public campaigns that were completed in the end of 2011:

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<sup>1</sup> Calculations do not address ratings abroad, although the show was aired on satellite program of TV Hayat

1. CCI implemented anticorruption campaign in health sector. Memorandums on cooperation have been signed with 18 leading health institutions, resulting in a strong advocacy campaign (16 episodes of TV show, 8 press conferences, hundreds of media reports, four street actions, distribution of posters, badges and stickers) and in adoption of Regulation on Prevention of Corruption in 13 hospitals and 13 other health centers in BiH over the course of 12 months of the campaign implementation;
2. CCI implemented a public awareness campaign to improve efficiency in the fight against corruption within public employment service (16 thematic TV shows, one round table, several media reports, launched initiative to change fundamental Entities' laws in this field);
3. CCI implemented a public advocacy campaign to introduce free of charge application for a job (by eliminating medical certificates and certificate on no criminal records). As a result, following the recommendation issued by Agency for Protection of Personal Information of BiH, instruction issued by the Ministry of Education of RS, Procedure Book issued by the Civil Service Agency and numerous other acts, several dozens of institutions adopted the initiative. Also, responsible ministries adopted several decisions on free of charge application for a job with a goal to avoid discriminatory and corruption behaviour. Several dozens of media reports have been recorded.

All these campaigns delivered the following results:

- Public opinion poll on the presence of corruption in the healthcare sector has been conducted.
- Memorandums on cooperation with 18 leading healthcare centers in BiH have been signed (which is 14 centers more than we originally planned), including all clinical centers, and clinical, general and cantonal hospitals.
- Anti-Corruption Campaign has been implemented by distributing promotional material of the campaign (nearly 5,000 posters, badges, stickers) in all 18 institutions with which CCI's representatives signed the Memorandum on Cooperation as well as to the citizens themselves.
- Within 20 TV shows that were broadcast on health, approximately half of episodes addressed the issue of corruption including sub-topics such as public procurements, Procedure Books on the Fight Against Corruption, waiting lists, financing of health institutions, etc.
- In the shows on the fight against corruption in the health sector, participation took more than 40 prominent medical workers. Participants emphasized that corruption is crucial problem of the society, but also a significant problem in health sector in BiH.
- Over 60 meetings have been held with competent authorities and institutions, target and interest groups, medical workers and directors of healthcare centers, individuals of significant importance for the successful implementation of campaign and with citizens.
- Written recommendation has been received from the office of the Agency for the Prevention and Combat Against Corruption in BiH, which has been sent to health institutions in order for them to adopt their Internal procedure books and to support implementation of the goals of the CCI's campaign.
- 26 health institutions adopted their internal Procedure books on the fight against corruption, over the course of 12 months of the campaign.
- CCI established the cooperation with the Agency for Investigation and Protection (SIPA) and Transparency International BiH, so we implemented a joint promotional campaign (for example, citizens have been able to report cases of corruption by calling phone numbers of both organizations; logos of both partners were inserted on all promotional material, etc.).
- Telephone line and e-mail address of the CCI have been established in order to invite citizens to report cases of corruption. Over 50 citizens reported different cases of corruption and some of them spoke publicly about corruption (in the TV show).
- By linking other two campaigns implemented within healthcare sector, CCI organized four promotional street campaigns in Sarajevo, Mostar, Tuzla and Banja Luka during which CCI's representatives distributed to citizens material pertaining to anti-corruption campaign (posters, stickers, badges "I Do Not Give Bribe" as well as informational booklets treating the rights of patients guaranteed to them by the law).

- Several hundreds of media reports pertaining to this topic (directly or indirectly) have been recorded in electronic and print media. Much larger number of media reports, as compared to previous years, has been focused on the issue of corruption, mostly in the health sector. There are no doubt that CCI's activities contributed to this trend.
- During November and December, CCI conducted an Internet PR campaign that promoted activities implemented on this campaign, and ensured additional 50,000 consumers.
- A significant part of the staff of the above-mentioned institutions accepted to wear the badge "I Do Not Receive Bribe" and several directors of the leading medical institutions publicly wore the badge (for example, directors of the General Hospital in Sarajevo, University Clinical Center Tuzla, Hospital for Heart Tuzla, Mostar University Hospital, etc.). Several medical workers did not accept the idea to wear badges. CCI considered this as being their legitimate right because wearing of badges has been offered as a voluntary act. Each publicly implemented debate on corruption, including wearing of the badges, contributed to the fulfilment of the goals within this campaign.
- Citizens widely accepted to wear badges "I Do Not Give Bribe" and for this purpose CCI distributed several thousand pieces of these badges.
- During November and December, CCI conducted an Internet PR campaign that promoted activities implemented on this campaign, and ensured additional 50,000 consumers.
- In late 2011, research of the results of anticorruption campaign has been conducted and Summary of research has been produced in order to be able to conduct an internal control and measure results of the campaign. All medical institutions, with which CCI signed Memorandum of understanding, timely and correctly answered the questions from the questionnaire. (18 of them).
- Comprehensive analysis of the legislative framework regulating employment policies, incomes and expenditures of Employment Bureaus has been conducted.
- Within 16 TV shows on the theme of employment we used all findings from the conducted analysis and following topics have been treated: legislative framework of employment policies, incomes and expenditures of Employment Bureaus, public spending for employment policies, active and passive employment policies, non-budget funds and their policies, unemployment compensations, servicing of the health insurance through the employment bureaus, the content of job adds, etc.
- In May 2011, CCI's representatives held the roundtable "Reforms of Employment Policies", at which participation took representatives of all competent institutions and organizations (Agency for Labor and Employment of BiH, Entities' ministries, Chambers of Commerce, Unions, private employment agencies, political parties, NGOs and unemployed citizens, etc.). Conclusions adopted on this roundtable contributed in achieving of expected results of this campaign.
- During 2011, initiatives to change Entities' Laws on mediation in employment and Labor Laws have been initiated. We are expecting new legislations to be adopted over the course of 2012, which would be in line with the objectives of this campaign.
- Several dozens of media reports on activities implemented on this campaign have been recorded. Also, through Facebook, phone calls, e-mails and visits citizens supported this campaign.
- 20 meetings have been held with the representatives of ministries, schools and public enterprises as well as with about 50 citizens.
- 570 copies of *Informational letter* have been sent to different schools, public enterprises and other institutions related to the campaign.
- 11 letters of support for the campaign have been received from various institutions (including the recommendation issued by the Agency for Protection of Personal Data of BiH, Instructions issued by Ministry of Education of RS, Procedure book issued by the Civil Service Agency of RS, and numerous letters of support and positive opinions obtained from various government bodies responsible for implementation of the goals of the campaign.
- Ministry of Labor and Veterans of RS sent request to the Civil Service Agency of RS to change Procedure book on rules and regulations for public competition for employment and to employ civic servants in accordance with the CCI's initiative, pertaining to medical certificate.
- Representatives from the Ministry of Education, Culture and Sport of Zenica-Doboj Canton adopted the *Criteria on scoring the candidates for vacancies in elementary and high*

*schools in Zenica-Doboj Canton*, which is in accordance with the goal of the campaign "Free of charge application for jobs".

- Ministry of Education and Culture of Republic of Srpska issued the Instruction to release candidate from the obligation to provide certificate on no criminal record while applying for job in all public educational institutions.
- After CCI's representatives completed the analysis on public job announcements published in daily newspapers over the period August - October 2011, we held two very successful press conferences on the results of the analysis (October 11 in Banja Luka, and October 13 in Sarajevo). Several dozen media reports pertaining to this analysis have been published.
- The main finding of the analysis is that the number of job announcements containing a request to submit medical certificates and certificate on no criminal record has been drastically decreased in the second half of 2011, after CCI launched its campaign.
- Thematic TV show "Free of charge applications for job" has been broadcast in the middle of June and uploaded on YouTube.
- Banner ads have been posted on the leading job portals: [www.posao.ba](http://www.posao.ba) and [www.agencijaspektar.com](http://www.agencijaspektar.com), together with informational link for visitors.
- During the period July-October, survey has been conducted on web site [www.posao.ba](http://www.posao.ba). 1165 persons looking for job were surveyed. The survey asked general question about peoples' opinion how much does it cost to apply for one public job announcement. The survey confirmed (over 72%) that people have to pay more than 50 KM in order to apply for one job announcement.
- During November and December, CCI conducted an Internet PR campaign that promoted the results of analysis, and ensured additional 50,000 consumers of this campaign.

#### Other activities

CCI continues to fight against corruption in other fields also. Through the projects of de-politicization in education (with goal that directors of primary and secondary schools be chosen by the parents on elections in all schools for themselves, and not by the political parties, what was the practice so far), and with an introduction of a new subject into the educational system which will be focused on ethics and fight against corruption, we try to decrease and eliminate corruption in educational system. Furthermore, CCI invests enormous efforts to impact the laws' adoption in field of ecology with the goal to systematically regulate this field and avoid potential corruption which can appear in form of giving benefits to certain companies by the government, discriminating others.

#### Future activities in fight against corruption

One of the major activities in the future will be directed to launching the internet television of CCI, which will primarily deal with issues in the society and activities of NGOs in overcoming these issues. Most of the programme will be documentary and at least 60% of programme will be CCI's own production. We will also feature a short documentary about OSCE 2012 Irish Chairmanship Conference on Anti-corruption in Dublin.

CCI plans to create a national network of civic organizations whose primary role is fighting against the corruption, on this way creating greater pressure on the authorities to adopt additional laws in this field and to implement existing regulations, which are part of the national Strategy of Prevention and Fight Against Corruption from 2009 to 2014.

**For more information about Centres of Civic Initiatives and anti-corruption projects, please contact:**

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