

Launch of the Anti-Corruption Public Awareness Campaign

Tomorrow, 2 March, the Office of the High Representative, in conjunction with the Center for Contemporary Art in Sarajevo, are launching the first phase of the Anti-Corruption Public Awareness Campaign.

The campaign is designed to educate the public about the types of corruption that are dominant in Bosnia and Herzegovina, and their detrimental cost to society.

The first phase of the campaign includes a series of radio jingles, TV cartoons, posters and comic strips, which tackle issues such as abuse of public office and public contracts, tax evasion, and the lack of transparency in the work of public institutions and in budgets.

The first TV cartoon will be broadcast country-wide on Saturday 4 March; four others will be broadcast on the following Saturdays.

The Campaign has been designed and produced by a team from the Multi Media Laboratory of the Center for Contemporary Art in Sarajevo, "pro.ba", in consultation with the OHR's Public Affairs department and its Anti-Fraud Unit, which drew on real experience in Bosnia and Herzegovina.

The second phase of the campaign will inform citizens how they can fight corruption by insisting on their right to responsible and good governance. Bosnia and Herzegovina can become a democratic and economically independent country only if it defeats corruption. The authorities must start working in the interests of their citizens and not pursue personal interests of public officials.

Every citizen is entitled to information about the work of

public institutions and the democratic decision-making process. Only informed citizens can continually and effectively control their political representatives and public officials, and hold them accountable for their decisions and acts.

The OHR has chosen “pro.ba” as its creative partner for the Campaign based on the results of a public tender conducted last year.