

REVIEW OF ANTI-CORRUPTION WEEK (ACW) 2016

In Uganda, the observance of the international anti-corruption day has been used as an opportunity to raise high the anti-corruption agenda, and reflect on the previous approaches and plan for improved approaches.

In 2016, for the 3rd year running the IG, OAG, PPDA, DEI and JLOS with support from Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and Strengthening Uganda Anti-corruption Response (SUGAR Facility) carried out, a series of ACW activities under the theme, **“Reject and Report Corruption: Your Responsibility”**.

The activities included:

- Launch of the anti-corruption week
- Boardroom sessions
- Open days
- Public debates (barazas)
- Media campaign
- Developing and distribution of anti-corruption IEC materials
- People’s parliament on NTV
- Public dialogue

a) Challenges & Lesson learnt from Anti-Corruption Week 2016

In a review workshop/retreat held at Laico Lake Victoria Hotel – Entebbe from 4th – 5th May 2017, stakeholders observed the following gaps:

- Limited media mix, characterized by an unbalanced media platform choice that focused on too much print (newspapers), yet newspapers had limited reach- compared to other mass media platforms such as radio, television and the internet/social media.
- Most of the activities were focused in one week, which given the task at hand, is not sufficient to create the desired reach and message recall.

- inadequate use of available media on behalf of the executing agencies- thus limiting media impact
- This was compounded by inadequate audience targeting/mapping thus failure to reach the most influential blocks of audiences and key stakeholders during face-to-face engagements and boardroom sessions.
- As a result, there was limited geographical reach of the communication activities and messages.
- Low synergies with other anti-corruption agencies; both government & non-Government, thus limiting the impact of the campaign.
- Lack of appropriate Monitoring & Evaluation mechanisms, thus making it difficult to measure outreach and impact of the activities carried out vis-à-vis the set objectives.

b) Challenges & lessons of the wider anti-corruption fight

Ahead of the 2017 activities, the review workshop participants carried out a SWOT analysis to identify key strengths and opportunities that would be leveraged as well as the weaknesses and threats that needed to be surmounted as shown below:

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<ul style="list-style-type: none"> • Specialized skills & people e.g. Forensics, IT & Investigations (FIIT) directorate in the OAG office • Enabling legislation e.g. amended Leadership Code Act & establishment of the Leadership Code Tribunal that strengthens enforcement of the code • Collaboration MoU between OAG, IG & PPDA • Existence of the interagency forum. • Professional competencies of staffs of the anti-corruption agencies • Incremental partnerships with 	<ul style="list-style-type: none"> • Case & audit backlog- reporting but no visible action • Limited awareness of our activities & achievements. • Undocumented successes • Very high local and international corruption perception rates, bringing to question how efficient we are • Inefficient audience Targeting and insufficient media platform mixes • Low synergies with other anti-corruption agencies (Government & non-Government). Overlaps in

<p>CSOs</p>	<p>institutional mandates</p> <ul style="list-style-type: none"> • Big task, limited resources • Ignorance of the law and rights by the public • Internal integrity issues • Limited resources to facilitate protection of witnesses and whistleblowers
<p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> • President’s interest in anti-Corruption • IG’s renewed Strategy & enabling legislation e.g. revised Leadership Code Act that allows for asset recovery • Presence of a Forensic Investigations and IT Audits (FIIT) Directorate in OAG • Opportunity to affordably leverage the Digital revolution to increase citizens knowledge and capacity to detect, deter, disrupt and defeat corruption 	<p><u>THREATS</u></p> <ul style="list-style-type: none"> • Public skepticism & cynicism as a result of loss of confidence & trust in our genuine commitment to fight corruption (big fish vs small fish) • An I don’t care attitude- the public is not interested in reporting • Supply driven corruption, sometimes driven by ignorance of the law and rights of the citizens • Presence of private sector corruption that cannot be easily covered by the mandates of the anti-corruption agencies • Crowded media environment & competition for space that increases cost of communication

c) Emerging Issues & Proposed Mitigation

From the above analysis, the following issues and actions were identified as key priorities for 2017

EMERGING ISSUES	PROPOSED ACTIONS
#1. Public skepticism & cynicism	#1. Mount a compelling mass

<p>resulting from loss of confidence & trust thus an “I don’t care” attitude to our initiatives & reporting corruption in particular.</p>	<p>awareness campaign that seeks to demonstrate the commitment to genuinely fight corruption and hence win back public confidence</p>
<p>#2. Limited awareness of achievements as well as activities augmented by limited reach and insufficient stakeholder targeting.</p>	<p>#2: Pursue an expansive integrated Above-The-Line (ATL) campaign that leverages owned and paid communication platforms as well as relationships to drive reach and impact of the campaign</p>
<p>#3. Huge ambition, wide audiences, but only 1 week (anti-corruption week) within which to pack our communication activities.</p>	<p>#3. Widen the timeframe of the campaign to at least a minimum of 3months- with the international anti-corruption week, being the climax of the activities.</p>
<p>#4. Limited cooperation and or involvement of government and non-government actors in the anti-corruption fight</p>	<p>#4: Run an integrated inter/intra-government communications/integrity campaign that seeks to enhance both MDAs cooperation in the fight against corruption, but also institutional efficiency, transparency and accountability.</p>