



Support to implementing anti-corruption strategies in Bosnia and Herzegovina

Activity 3.1

Output: Assessment of capacities for implementation of draft Model of communication strategy;
Challenges to implementation of Model communication strategy and way to overcome them

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Anticorruption bodies on the internet

Personal web site	Web site on the Government website	Information (activity news) on the Government website	There are contact information	There are strategic AC documents on the ACB website or Government site	Nothing	Facebook page/ Twitter account
1	3	5	2	8	4	0

Agency for the Prevention of Corruption and Coordination of the Fight Against Corruption is the only ACB with its own website, at the address www.apik.ba. The site contains information about APIK, its management, organization, allows contact with the Agency, and contains a small dictionary of core concepts in the field of corruption and anti-corruption. It also contains latest reports on the work of APIK, reports on the implementation of the Anti-Corruption Strategy and the accompanying Action Plan, as well as two analyzes¹ which APIK published in 2018. It is these reports and analyzes that can be linked to a brief analysis of the "communication" part of the site, ie the "News" section, which contains "Press Releases", "Directors and Deputy Directors Interviews " and "Gallery".

Namely, in that part of the site in 2018 there were 29 announcements, four photo galleries of conferences held in that year and no interviews. On the APIK Youtube channel² five interviews and one promotional video were released. This is for the period February 2018 (when the channel was opened) - January 2019 (when the latest and newest interview was dated).

The largest number of announcements (eight) refers to meetings of representatives of the Agency, five were devoted to organized workshops, four to conferences that APIK organized or co-organized. Among other announcements, there are two on the competition for children on the occasion of the International Day of Combating Corruption, two on signed memorandums of cooperation, three are protocol congratulations of APIK leadership to citizens on religious holidays, one is anticorruption news, and four are related to adopted documents and reports.

The latter, however, are only news on the fact that the competent bodies adopted the APIK reports. This reveals a great potential, or a missed opportunity, for proactive APIK performance - for presenting report findings and generated (and on the website published) analysis, whether in the form of announcements or active appearances of managers on those topics. Also, anticorruption news (signing of the declaration of the Berlin Process participants at the WB6 + EU8 summit, held on 9 and 10 July 2018 in London, or statements in the area of anti-corruption where Bosnia and Herzegovina commits to provide full support to all institutions responsible for the prevention of corruption and the fight against corruption at all levels of government in BiH in order to effectively combat corruption through clear support and improvement in the specific areas defined by the Declaration in question) was the opportunity for proactive response from APIK.

¹Involvement of the Private Sector in Combating Corruption, Opportunities and Forms of Cooperation between Institutions in the Anti-Corruption System in BiH and Analysis of Jurisdiction of Supervisory Commissions and Legislative Bodies in Local Self-Government Units in BiH

²https://www.youtube.com/channel/UCmFA2W_wQ8cmGVVuRvemb2A

As for other content, a link to the global research of perception of corruption from the previous year (Transparency International from 2017) can be found on the APIK website, although a new document was released in the meantime, a few of banners leading to non-existent pages (Questions and Answers, How to fight corruption), which gives the impression of inevitability. According to APIK's explanation, there is a problem with updating of content on the website because part of the content management is done through the web hosting of e-government.

The site is, however, a good framework for establishing a more active communication of APIK with the media and citizens.

APIK does not have (like any other ACB in BiH) its own Facebook or Twitter account. The Action Plan for the Implementation of the 2014 APIK Communications Strategy foresaw the establishment of profiles and orders in 2015, but the management of APIK concluded that there is not enough resources for regular maintenance of these forms of communication.

Google's search for "corruption prevention agency" as the first result puts out the website of APIK, but among the top 20 results there is no positive news story about APIK's work results.

Anti-corruption team of the Government of the Federation of BiH does not have its own site or website on the Government website, but it is only on the Strategy and Documents page that the Strategic Anti-Corruption Documents are listed- Strategy for Combating Corruption of the FBiH 2016-2019 and the Action Plan and Action Implementation Information from the Action Plan for the Implementation of the Strategy for Combating Corruption of the FBiH 2016-2019.

That page is exactly what comes as a result of Google search on the term "anti-corruption team of the Government of FBiH".

No data on the Team were found on the Government website, contact details (there is a contact with the Public Relations Office) and no news on the Team's activities.

The Team does not have its own Facebook page or Twitter account.

Commission for Implementation of the Strategy for Combating Corruption in RS does not have its own website, there is no page on the RS Government website, nor does it have information on the Government's website. There is no website of the RS Ministry of Justice supporting the work of the Commission, but on the site of the RS Government there is a page of the Ministry.

Google search for the term „Commission for Implementation of the Strategy for Combating Corruption in RS " displays news from January that the Commission will "soon be formed". On the Ministry of Justice page, an anti-corruption strategy from 2013 can be found, on the corruption application page, and an inactive link to the action plan for its implementation.

No Facebook page or Twitter of the Commission was found.

No site or special page were found for the **Commission for the Prevention of Corruption and Coordination of Activities to Combat Corruption of BD BiH**. Google search by name of the Commission gives two news about its activities in 2018, on the site of the BD Assembly (meeting of the Assembly commission on anticorruption) and the Government of BD.

No information (or contact information) on the Government website was found on the Commission, and only the news that opens in Google search, as of May 2018 are found (on the presentation of the Strategy and Action Plan to the District Institutions). The Strategy was not found on the new portal (from XI 2018) but is on the old BD Government site. No Facebook page or Twitter order of the Commission was found.

There is no website of the **Commission for the Prevention of Corruption in West Herzegovina Canton** to be found on the internet. On the website of the Government of the West Herzegovina Canton, no page of the Commission was found, nor any information about it (contact information or activity news).

Data or information can not be found either by Google search or by searching the Government site. No Facebook page or Twitter order of the Commission was found.

Working Body of the Government of Una - Sana Canton for the Fight against Corruption does not have its own website but a site on the website of the USK Government and, according to the assessment of the body itself, "it is adequately represented on the page of the Una-Sana Canton Government", where "there is enough space to publish news about the activities of the Team".

There is a banner leading to the page of the Body on the top of the Homepage of the USK Government website, which is visible at all lower levels of the site. This page contains documents (strategic, blank forms and integrity plans of two municipalities), three news on the activities of the Body (two from 2018 on activities - conferences, workshops and one from 2017 - notify those who have obligations from the action plan, that is, to develop integrity plans). Contact information of the Body was not found. The Body does not have a Facebook page or a Twitter account, but is currently considering this question.

Google search as well as search on the website of the Government of Herzegovina-Neretva Canton does not give any results to the term "**Working Body for Combating Corruption of Herzegovina - Neretva Canton**".

Team for the Fight Against Corruption Bosnian - Podrinje Canton does not have its own website and no site has been found on the Government website. The search on the site of the Government provides 2016 news on the adoption of an action plan to combat corruption and Team activities on that occasion. No Facebook page or Twitter account was found.

The Anti-Corruption Team of Posavina Canton does not have a website, but it is, according to the Team, in the process of development. The Team does not have its own site on the Government website, and, two years after adoption, neither the Strategy nor the Action Plan can be found. There is no Facebook page or Twitter account.

Anti-Corruption Team of Zenica - Dobož Canton has a site on the site of the Zenica-Dobož Canton (www.zdk.ba) and announcements and documents are published on it. The page comes across a noticeable banner from the top of the home page. And in the horizontal menu that opens on the cantonal sub-site, where the Cantonal Government is presented, there is the title "Combating Corruption" whereby the pages of the Anticorruption Team of the Government of Zenica - Dobož Canton can be opened, where the team composition can be found, competence and resolution on formation, the Strategy and Action Plan for Combating Corruption, mentioned documents and the conclusions on the adoption of reports on the implementation of the Strategy and AP, and the Activities of the team, seven information from 2019,

2018 and 13 from 2017 and one from 2016. Though the team has its own page containing information about it, there is no contact information with the Team.

In the Teams view, they are not staffed to maintain their own web site. The team does not have its own Facebook page or Twitter account.

Anti-Corruption Team of Tuzla Canton does not have its own web site, nor does the Tuzla Canton Government website have a page of the Body. Information on the activities of the Team are published on the Government website of Tuzla Canton in the section foreseen for news of all other bodies (ministries, offices, working bodies of Government TK). There was no contact information of the Team on the Governments website. The TK Anti-Corruption Program is available on the site. The Team is of the opinion that, in the forthcoming period, when results and information of public importance are expected, it would be good for the Team to, at least, get its site on the TK website. The Team does not have its own Facebook page or Twitter account.

Anti-Corruption Team of Canton 10 does not have its own website. On the site of the Government of Canton 10, there are some information about the activities of the Team, on the page where all the news is published (one from 2018, seven from 2017 and two from 2018). Strategic documents were found on the Government's site through search. No contact information was found for the Team. as well as a Facebook page or Twitter account.

Anti-Corruption Team of the Central Bosnia Canton does not have its own website, or a page on the Government website. From the response of the Team given through the questionnaire, it can be found that the Team has the "right and possibility of publishing on the Government website". However, no information about the Team or contact information was found on the site. It was found that in January 2019, the Government adopted a report on the implementation of the Action Plan for the Fight against Corruption of the Central Bosnia Canton Government for the period May 2018 - December 2018, "and at the proposal of the Anti-Corruption Team, and two news form 2018 on activities of APIK, attended by the Team members. Strategic documents were also found.

Government Office of Canton Sarajevo for the fight against corruption and quality control has its own site within the Government of Canton Sarajevo website (<http://vlada.ks.gov.ba>). The Office has the ability to publish information on that site, and within the scope of current activities it is considering the possibility of establishing an independent web site of the Office. There is also a special presentation of the "Anti-CorruptiKS" platform of multi-modular analytical software.

The Office page comes across the main horizontal menu item "Government", where it is found together with other pages "Prime Minister", "Composition", "Mandates of Prime Ministers and Ministers - Statistics", "Cabinet of the Prime Minister", "Governmental Service", " Presidential Service ", " Protocol Service ", " Joint Services Administration "and" Office of Legislation". Office information, contact information (address, e-mail addresses, telephones) and activity news (8 from 2019, 11 from 2018, 13 from 2017, 11 from 2016) are available on the Government website. The contact details (address and e-mail address) are also found in the main contact list on the Government website. The strategy was found on a separate portal "Register of appointed officers", among the regulations.

Public Relations Department and Public Relations Officers

The Agency for the Prevention of Corruption and Coordination of the Fight against Corruption is the only ACB that has a professional Public Relations Adviser / Spokesman dealing with all the activities related to communication in the Agency. The Public Relations Officer has had general training in communication, but not specific for communicating in areas such as corruption, ethics, integrity.

The Head of the Government Office of Canton Sarajevo for the fight against corruption and quality control in practise appears on behalf of the Office to the media and the public. In these activities, the Office has support of the Sarajevo Canton Press Office.

On behalf of the Working Body of the Government of the Una-Sana Canton for Combating Corruption, the Coordinator is mostly the person providing statements. In the Body, it is considered that in the forthcoming period it would be good to appoint a person in charge of public contact and to train that person for these activities.

The Tuzla Canton team does not have a person exclusively in charge of communication with the media, but relies on a professional public relations advisor at the Joint Affairs Office of Cantonal Bodies of Tuzla Canton, an expert adviser for information in the Ministry of Internal Affairs and Information Adviser in Prime Minister's Office of Tuzla Canton.

In the Central Bosnia Canton Public Relations Department, the Senior Public Relations Officer is responsible for relations with the public in the Office for European Integration, Funds, Public Relations and Quality at International Standards. This person did not have any special communication training in areas specific to ACB activities (corruption, ethics, integrity etc.).

The Anti-Corruption Team of Zenica - Doboje Canton does not have its own service or person in charge of communication with the media, and the Government has a person exclusively responsible for media and public relations. According to the Press Service, the person in charge of PR did not have any training related to communication of specific areas such as corruption, ethics, integrity.

Recommendations

It is recommended that **ACBs have a website**. The site should at least contain information about the ACB (composition, jurisdiction, information on how the ACB members are appointed or elected), contact information, media information (the person in charge of contact with the media, information on the available materials - photos, videos, infographics, etc.), acts on the appointment of ACB members, relevant regulations and documents applied by the ACB in its work (such as the Rules of Procedure, the internal act regulating the use of official vehicles, mobile phones, regulating public procurements carried out by the ACB, internal conflicts of interest acts, etc.), acts relating to the operation of the ACB (strategic documents, work plans, performance reports, laws or by-laws governing the activities of the ACB or bodies under its jurisdiction, other anti-corruption regulations), news on the ACBs activities and possibly other relevant news in the area of the ACBs territorial jurisdiction, corruption / anti-corruption, especially from the point of view of prevention, that is, within the jurisdiction of the ACB. There should

be links to ACB pages / profiles on social networks, as well as links to relevant authorities and other anti-corruption bodies, bodies, institutions. Depending on the scope, it is possible to distinguish media reports on ACB, interviews and statements of ACB representatives as a separate section. Preferably, there is an English version, at least with basic information about ACB and contact information.

The most important information, ongoing campaigns, etc. should be highlighted via a clearly visible banner at the top of the homepage.

The address should be chosen so that it is easy to remember, that it can be promoted in public appearances and on promotional materials. This means avoiding too long names (such as FULL- NAME- ANTI-CORRUPTION-BODY), but also acronyms or abbreviations that are not recognizable (for example, KPKKASK-BD.BA for the Commission for the Prevention of Corruption and Coordination of Anti-Corruption Activities of the BD BiH)

If there is no possibility to open (and independently administer) the ACB website, it is necessary for the ACB to open its own webpage on the internet site of the relevant ministry, government or assembly. This page should be accompanied by a clearly visible banner from the front page of the site. The subpage address should also be easily remembered, eg xxxvladaxxx.ba/anticorruption.

ACB representatives should promote the website through promotional materials (business cards, memorandum, roll up for press conferences, notebooks, etc.) and in public appearances, when mentioning what is available on the site and highlighting the address, and inviting viewers, listeners to regularly visit the site.

It is recommended that the ACBs designate the person in charge of public relations. This is a person that will be recognized by the media as the person they are addressing when they need information about the work of the ACB or in connection with the ACB. This may be a professional person or one of the ACB members, as well as a head of the ACB. It is important that the media have contacts, that this person has direct contact with the media (through informal briefings, etc.) and that they have contacts with journalists, as well as that the media clearly recognize whether it is a person who can speak on behalf of the ACB or just provide them contact with ACB representatives, ACB information or statement. This person must be familiar with the structure and competencies of the ACB, he/she must regularly monitor its work, be aware of corruption and anti-corruption issues and be familiar with basic concepts in the field of corruption, ie anti-corruption (eg, it should not happen that a journalist seeks the position of an ACB representative regarding a current affair or about, for instance, the problem of whistleblower / whistleblower protection without the person recognizing what the journalist is talking about). This is especially important if these activities are performed externally for the needs of the ACB - the PR service of the competent ministry, government, assembly. On the other hand, if the representatives themselves or the ACB manager do this, they need to be trained in communication.

It is recommended that ACBs open their pages / channels / profiles on social networks, as one of the most effective channels for direct communication with the general public. The choice depends primarily on capacity. Sometimes it is better not to have a profile than to have forms open, not to post anything on it, not to reply to messages. Facebook is still the most popular network, especially among

the adult population. Facebook can be used to convey work information from ACB, with a redirect to its own site, as a place where more detailed information can be found. Facebook does not require constant engagement, opening and editing of the page is easy, it is only necessary to carefully monitor the comments, direct messages, respond to them and prevent unwanted expressions and language in the comments (insults, profanities, hate speech, etc.). Twitter requires a more engaged approach. For both networks, the relationship of personal profiles of ACB profile representatives, ie ACB pages, should be taken into account. Part of the public will recognize the personal page of the ACB representative as part of a "broader ACB profile", even though it is purely personal. Therefore, a personal profile does not need to comment on a matter from the direct jurisdiction of the ACB (that is, what could be decided in the framework of the ACBs work), but that does not mean that it should refrain from commenting on anti-corruption topics in principle, or from sharing the ACB posts. A Youtube channel can be used to save space on your own server. Video can be uploaded to Youtube and SCB than can share links to those videos on its site and other social networks. ACB videos from the media may also be uploaded to the channel, with the respect (or agreement / consent of the media) of the copyright owner.