

# PROMOTING THE AFRICAN UNION CONVENTION ON PREVENTING AND COMBATING CORRUPTION

## Tactical Area 1

Increase public awareness of the implementation status of African states' anti-corruption commitments

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# ADVOCACY TOOLS AND TACTICS

This is one of six toolkits – each focusing on a different tactical area – from the collection, *Promoting the African Union Convention on Preventing and Combating Corruption: Tools and Tactics*.

While monitoring and advocating for the implementation of the African Union Convention on Preventing and Combating Corruption, several Transparency International chapters developed advocacy tactics to hold governments accountable. These have helped them work with decision-makers to meet the as yet outstanding commitments in implementation and enforcement of this convention.

This collection was developed as part of Transparency International's project, Towards Enforcement of Africa's Commitments against Corruption (TEA-CAC), funded by Germany's Federal Ministry for Economic Cooperation and Development (BMZ). It presents tools and tactics that are based on real examples of creative advocacy work so that other civil society organisations can replicate them in their own anti-corruption campaigning.

The other toolkits:

## **Tactical area 1**

Increase public awareness to the implementation status of African states' anti-corruption commitments

## **Tactical area 2**

Empower African civil society organisations to effectively engage in anti-corruption activities

## **Tactical area 3**

Strengthen the capacities of media partners to monitor the implementation of anti-corruption commitments and demand accountability

## **Tactical area 4**

Strengthen anti-corruption institutions and anti-corruption work by public authorities

## **Tactical area 5**

Advocate for legal reforms in the domestication of the AUCPCC

## **Tactical area 6**

Monitor the AUCPCC's implementation

You can access each toolkit and the full collection of tools and tactics on the [Transparency International website](#).

# TACTICAL AREA 1

Increase public awareness of the implementation status of African states' anti-corruption commitments

Raising awareness – informing and educating citizens – is a fundamental activity for civil society and the public to hold their government accountable to the AUCPCC. Everyone should be aware of and understand the commitments their government has made to prevent and combat corruption. Through this process, the power of public opinion can be mobilised to ensure that laws are passed and implemented to achieve the AUCPCC objectives.

This guide showcases, among others, an awareness raising tactic used by our chapter in Côte d'Ivoire, Initiative for Social Justice, Transparency and Good Governance (known as Social Justice). The anti-corruption organisation delivered its messages on key

anti-money laundering provisions by using a theatre piece and comic books to convey their importance in communities with the highest risks (for example, those associated with real estate, illicit cocoa trade and gold).

Our Ghanaian chapter, the Ghana Integrity Initiative, gathered the support necessary from other civil society organisations and key governmental agencies through an annual integrity award for individuals and institutions fighting corruption. The high-profile award, mixing both expert opinion and popular voting, not only influences public opinion but incentivises authorities' efforts to combat corruption.

# CREATIVE AWARENESS RAISING ON MONEY LAUNDERING (CÔTE D'IVOIRE)

## How it relates to the AUCPCC

Article 12 of the AUCPCC (civil society and media) stipulates that states undertake to “be fully engaged in the fight against corruption and related offences and the popularisation of this convention with the full participation of the Media and Civil Society at large.”

- + research and present the phenomenon of money laundering in a creative way
- + educate stakeholders on the importance of their involvement and participation in the fight against money laundering and corruption
- + encourage the effective participation of local authorities and people in the fight against money laundering and corruption.

## Why use this tactic?

It can be hard to mobilise public opinion and create awareness of anti-corruption measures, particularly to a large group of people. Theatre and comic books reach people at deeper emotional levels to connect with the issue of corruption and its impact, which are essential drivers for action. Live theatre, screenings of filmed plays in local venues accessible to everyone, and gripping comic book storylines: they all establish direct contact with the public and are cost-effective and popular among all ages.

## Description and objectives of the tactic

This public awareness and educational project identified and brought corruption issues to the attention of specific communities affected by or associated with money laundering in real estate, the trade in artisanal gold and illegal cocoa harvests. It was an effective way to highlight the need for preventing the concealment of the proceeds of corruption, which can sometimes seem abstract. The important aspect was to get key information out to the target audience about the impact of money laundering on their communities and encourage them to take action to prevent or reduce the harm of illicit money flows. The objectives of this tactic are to:

## Key conditions for success

- + **Select the municipalities where the awareness raising will take place according to the sectors at risk of money laundering.** This will involve understanding through research what kind of corruption problems are prevalent in particular villages or cities. Based on this, the topic for workshops will be decided. In their initial step of implementation, described below, campaigners focused some of their efforts on awareness raising in those local areas of Côte d'Ivoire where they found communities adversely affected by money laundering in illicit gold commerce.
- + **Identify local leaders** who are committed to the fight against corruption but who might not have the knowledge to recognise money laundering in their daily lives. The project needs to have a good knowledge of the local stakeholders.
- + **Recruit technical experts to write the scenario** of the play and develop the comics.
- + **If the budget allows, try to recruit good and well-known actors** as it ensures the participation of more community leaders at those events. If screening a filmed play, it is also better to have

the actors present as it attracts more participants who are interested in meeting actors they see on television.

- + **Invite donor organisations** – foundations and embassies of donor countries – to the workshops and plays. If feasible ask one of the diplomats from a western country or head of UNDP (which supports anti-corruption programmes) or the EU Ambassador in the country to inaugurate or deliver a keynote address at the event. This would help mobilize resources and ensure sustainability of the project or tactic.

## Background to the tactic

Article 6 of the AUCPCC criminalises money laundering, understood as the process by which the origins of assets generated by criminal activities are concealed to obscure the link between the funds and their illegal origins. The offence of money laundering has rarely been prosecuted in Côte d'Ivoire in the last few years. There appears to have been only one conviction for money laundering during the time of the comparative study on [Implementing and Enforcing the African Union Convention on Preventing and Combating Corruption](#). Since the public and smaller civil society organisations in Côte d'Ivoire are not informed about the issue of money laundering, they therefore did not realise that they could be taking part or be witness to such activities without noticing. Therefore, Social Justice organised four one-day awareness raising workshops in communities to build the local population's understanding of the harm corruption and money laundering do to their society. In the workshop, they screened videos of theatre pieces ([here](#) and [here](#)) that were later disseminated on social media. [Comic books](#) were also developed to be distributed at the end of the workshop, and [short interview](#) with the head of Social Justice was played afterwards.

## How to do this

### 1. Research phase

Social Justice chose four cities based upon the results of [a study](#) showing the sectors with the highest risks of money laundering in Côte d'Ivoire:

- + Jacqueville, close to the sea, was chosen because land purchase prices have increased since the

construction of a bridge and the construction of luxury hotels and other buildings

- + Daloa was chosen because of its connection to the cocoa trade
- + Hiré because of the central nature of the gold trade there; and,
- + Bondoukou for the artisanal gold panning and informal market in cashew nuts in the area
- + Their research highlighted the consequences of corruption and money laundering on people's daily lives.

### 2. Preparation work

- + development of [a comic book](#) on corruption, specifically on money laundering
- + development of a theatre piece:
  - o hire a professional scriptwriter to write the synopsis for the play
  - o hire actors (preferably well-known) and hold rehearsals
  - o film the theatre pieces (for example, [here](#) and [here](#)) for social media dissemination

### 3. Running the workshops

Thirty people attended each workshop. They were selected to represent different walks of life and were representatives from local and customary authorities, associations of women, young people, civil society organisations and the media. Social Justice also had a local contact in each of the municipalities who helped to select the women who were leaders in local markets, even though they might not be part of a formal association of sellers.

Each workshop started with the theatre piece to capture the participants' attention. During the first workshops, the actors were present and the theatre piece was performed live. Due to budget and logistics constraints, the theatre pieces were then filmed to be screened at subsequent workshops. After the play, there was a discussion on the social issues that arose in the performance.

At the end of the workshop, there was a quiz to test, in an entertaining way, the knowledge acquired during the workshop. The participants could win T-shirts, notepads, caps or pens if they got the answers correct. On the T-shirts and the notepads had the message: "Let's all be actors in the fight against money laundering and corruption." On the caps and pens, the message was: "Denounce money laundering!" Each participant left the workshop with a comic book illustrating the same issues of money laundering.

#### 4. Follow-up activities

To achieve the objective of supporting authorities and people to get involved in fighting money laundering, participants need affirmation that others are joining them in the cause. They also need a clear avenue for effective action. Social Justice reinforced its messages by broadcasting some parts of the play on national radio, as further dissemination. The videos that were played during the training seminars were also later posted on social media (Facebook, YouTube). Giving participants a chance to sign up to be informed on developments and requests to take action (such as signing petitions or volunteering) ensures further activities.

#### Additional information

The chapter recruited local volunteers in the four municipalities but did not have the resources to offer other services to the people who attended the workshop or ensure the follow-up. If resources had allowed, Social Justice would have organised a follow-up to the workshop on implementing the activities and kept contact with the participants. Without resources, this effective tactic becomes a one-time effort and there is no sustainability in the long run. One solution to ensure this advocacy intervention receives sustained support of donors

is to consider inviting donor organisations – such as foundations and embassies of donor countries – to the workshops and plays. If feasible diplomats from a western country or the head of the UN Development Programme (which supports anti-corruption programmes) or the EU Ambassador in the country could inaugurate or delivery a keynote address at the event. Involving donors would help mobilise resources and ensure sustainability of the tactic.

#### Further reading

- + Social Justice. [Analyse des secteurs les plus touchés par le blanchiment des capitaux en Côte d'Ivoire](#). (Research on the Sectors in Côte d'Ivoire with the Highest Risk of Money Laundering)
- + Search for Common Ground. [Design, Monitoring, Evaluation and Learning Guidelines for Social Accountability Programs](#)
- + Transparency, Accountability & Participation (TAP) Network. [Raising Awareness through Public Outreach Campaigns](#)

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#### CONTACT

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# ANNUAL INTEGRITY AWARD TO RECOGNISE ANTI-CORRUPTION WORK (GHANA)

## How it relates to the AUCPCC

Article 12 of the AUCPCC (civil society and the media) stipulates that states will undertake to “Be fully engaged in the fight against corruption and related offences and the popularization of this Convention with the full participation of the Media and Civil Society at large”

## Why use this tactic?

Anti-corruption work involves holding government authorities to account when they do not make enough effort to tackle and prevent corruption. It can be equally important to recognise those in government and civil society who are promoting integrity and fighting corruption. This tactic fits well in a country with a national action plan that describes the anti-corruption roles of various state agencies and institutions, as is the case in Ghana. Its National Anti-Corruption Action Plan (NACAP) calls for a scheme to promote integrity in public life. An award can also involve the public in honouring individuals and institutions for outstanding efforts through inviting people to vote.

## Description and objectives of the tactic

The Ghana Integrity Awards (GIAWARDS), organised by Transparency International's Ghanaian chapter, promote anti-corruption in the public and private sectors. The awards in six categories highlight efforts of outstanding individuals or public institutions that uphold personal and professional integrity. The awards also encourage other officials to launch their own anti-corruption initiatives to gain similar public recognition. Awards to recognise individuals and institutions in the private sector were added after the first year. This is particularly important in a context

where corruption is widespread and exemplary conduct is scarce, hence the need to highlight activities that have made an impact.

The objectives of the Ghana Integrity Awards are to:

- + be an incentive for positive behaviour in Ghana, encouraging public and private institutions and individuals to demonstrate their anti-corruption and integrity efforts
- + provide official recognition to those doing the “right thing” with integrity
- + highlight institutions and individuals that make a positive difference against corruption
- + promote good role models to guide the rest of society and to serve as a sharp contrast to behaviour that slows the country's progress

## Key conditions for success

Be objective and apolitical. In giving integrity awards, the organisation cannot be aligned to any political party or donor. Those who are nominated but do not win may try to find ways to criticise the fairness of the process, so impartiality is key to avoid any criticism.

Avoid a simple public vote. The integrity award should not be a “popularity contest” but should judge how individuals and institutions are truly contributing to fighting corruption in a sustainable way. The solution is to balance public voting with expert evaluators drawn from various sectors, including civil society, business, academia, public and private sectors, and so on.

Build strong capacity in information technology. For any public voting aspect to the awards, it is important

that people can only vote once to ensure the integrity of the contest.

Make the process transparent. Frequently publish – from the opening of the awards to the public voting – details on criteria and how to nominate someone for the award. This is important particularly at the time when nominations are closing to how nominations are made.

Consider the governance context in your country. In more challenging political environments, the award may be seen by the public as government officials patting themselves on the back for the bare minimum of integrity efforts. Therefore, this tactic may not be appropriate if there are many restrictions on civil space, which contradict the spirit of an award.

Ensure sufficient resources for a rigorous award process, and not just financial. The staff of the organisation must be able to research the nominated individuals. Capacity to communicate information about the awards is key during the nomination and voting process. An organisation needs to mobilise government officials and meet with them to talk about the award and encourage nominations. Time, as a resource, is precious – starting preparations early and having sufficient organisational capacity is necessary, especially if the organisation is busy with other projects.

## Background to the tactic

Sanctions via prosecution is the traditional approach to encouraging acceptable integrity standards and ethical practice in society. Transparency International's chapter, Ghana Integrity Initiative (GII), recognised the need to introduce the GIAWARDS as a complimentary tactic that uses positive reinforcement. The awards honour those acting in the public interest and whose actions have had considerable impact in the sectors they operate. Receiving an award, along with positive public recognition, is a big incentive that makes it a potent tactic for influencing behaviour, as GII explains in an [article](#) about how the awards began.

The six categories of awards include policy and administrative reforms, transparency and social accountability, efficient public service delivery, effective internal controls enforcement, business integrity and an integrity personality of the year. This diversity has meant individuals ranging from the auditor general to police officers and journalists have been recognised.

## How to do this

### 1. Design a set of criteria and categories

Bring together a panel of experts to determine the criteria for nominating public officials and entities for an integrity award. Respected academics, judges and others with high visibility and credibility can help set the initial standards for those to be nominated.

### 2. Find funders/sponsors

The GIAWARDS have so far been supported by some development partners, including the Embassy of the Kingdom of Netherlands and the Danish International Development Agency (Danida). GII has also received cash and non-cash support (such as refreshments for the award ceremony) from corporate bodies, such as the Accra Brewery PLC, Enterprise Group and Newmont Ghana Limited. It is important to clarify that sponsorship does not entitle a company to an award.

### 3. Advertise the call for nominations

Publishing the eligibility criteria widely is central to ensuring the legitimacy of the awards. GII usually receives at least 40 nominations from the public for the integrity personality of the year category. It is important to note that individuals and institutions can nominate themselves.

### 4. Assess the nominations with a set of eligibility criteria (pre-selection)

After a thorough evaluation process by GII researchers – checking to be sure that the nominees met the published criteria for each award – up to five nominees are then shortlisted for public voting by the evaluation committee.

### 5. Set up the public voting system

Allowing the public to access the process by voting ensures that the award is not exclusively a limited, expert evaluation. GII believes the public knows the nominated individuals, institutions and companies well. Virtual voting is done via a dedicated website, such as the [Ghana Integrity Awards](#) (GIAWARDS) website. Using a cell phone short code voting system has also helped to bolster participation (for example, “dial \*800\*21# and follow the prompt”).

## 6. Balance popular votes with expert evaluation

GII balances the popular vote with a weighted final evaluation by the evaluation committee, which is made up of eminent anti-corruption and accountability experts from civil society, academia, the judiciary, and the public and private sectors. In the GIAWARDS, public votes constitute 40 per cent of the total score, while the evaluation committee's scoring of the nominees' anti-corruption initiatives/actions based on the published criteria constitutes the remaining 60 per cent. The involvement of judges with professional knowledge of anti-corruption makes the process more visible, credible and acceptable to those who do not win: "When there is a clear, rigorous system for judging efforts in anti-corruption, everyone feels reassured that the award truly represents the very best," according to GII.

## 7. Recognise everyone in the contest in a well publicised ceremony

Promotion on social and traditional media of a well-planned event gives public recognition to the winner. GII also ensures that those shortlisted for an awards but who do not win are still acknowledged publicly. "Everyone gets recognised with a plaque (in the integrity personality of the year category) showing they had been nominated. It helps to keep the momentum and encourage them of future prospects," says GII Executive Director Linda Ofori-Kwafo. Sometimes, when politicians are nominated, it pays to be careful not to imply that their achievements are lesser than others.

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Every effort has been made to verify the accuracy of the information contained in this report. All information was believed to be correct as of July 2022. Nevertheless, Transparency International cannot accept responsibility for the consequences of its use for other purposes or in other contexts.

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## 8. Evaluate the sustainability of the tactic

It is important to evaluate how sustainable it will be to adopt this tactic. The award nomination and evaluation process can be tedious and time consuming, so funding is needed to bring in the necessary human resources. As it is an annual award, the public begins to participate keenly after the first or second year – building awareness in the long run – so there must be capacity to deliver the awards long term.

## Additional information

Withdrawing an award that has been given might become necessary in situations when it is revealed that the winner has been subsequently found to be involved in corruption. It might also be important to consider whether no award should be given, when the evaluation committee cannot select a suitable candidate. There may be continuous monitoring of past winners on their commitment to anti-corruption ideals to avoid reputational damage to the award. Visit the Ghana Integrity Initiative's comprehensive integrity award [website](#) to see the criteria used and the kind of awards given.

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