



Side Event
UNODC and CommGAP (World Bank)

Media Relations and Good Practices in Awareness Raising Campaigns

Conference Center, Sheraton Doha Resort and Convention Hotel
Doha, Qatar
November 10, 2009

PRESENTERS BIOS



Vijay Anand is the President of the NGO 5th Pillar of India. 5th Pillar was successfully re-launched in 2007. The main tool that 5th Pillar uses to help curb corruption is the Right to Information Act of 2005. 5th Pillar also uses the Zero Rupee Note as a visual tool to help the citizens of India say "NO" to bribes.



Shaazka Beyerle is a Senior Advisor with the International Center on Nonviolent Conflict. She teaches and speaks about civic engagement and nonviolent action - online and at workshops, seminars, and conferences around the world. The latter includes: United Nations International Media Seminar on Peace in the Middle East (Vienna); Second Session of the CoSP to the UNCAC (Bali); 13th International Anti-Corruption Conference (IACC); 12th IACC; CIVICUS World Assembly; Columbia University; Fletcher Summer Institute on the Advanced Study of Nonviolent Conflict, Tufts University; Harvard University; International Institute for Peace Education (United Nations, New York), New Tactics for Human Rights Symposium (Ankara); Satyagraha Centenary (Durban); International Young Leaders Forum/Global Conference on the Prevention of Genocide, McGill University (Montreal).

Ms. Beyerle is the co-author of a chapter on anti-corruption campaigns in the new book, "Civilian Jihad: Nonviolent Struggle, Democratization and Governance in the Middle East" (edited by Maria Stephan, Palgrave, 2009). She has published papers, and articles on civic action, corruption, women's rights, and international issues in Al Hayat/Dar Al Hayat, CommonDreams.org, Daily Star (Lebanon), European Affairs, Europe Magazine, Foreign Policy, Georgetown Journal of International Affairs, International Herald Tribune, OpenDemocracy.net, The Independent, TruthOut.org, Washington Times, and WorldView Magazine.

From 1997-2000 she lived in Jerusalem, consulted with the Bethlehem 2000 Project, and was also the International Press Manager for the Jerusalem Film Festival (2000). Previously, Ms. Beyerle was Vice President of The European Institute in Washington, DC. She holds an M.A. in International Relations from George Washington University, and a B.A. in Psychology and Women's Studies from the University of Toronto.



Luiz Augusto Fraga Navarro de Britto Filho is the Executive Secretary of the Office of the Comptroller General, Brazil. Previously, he served as Secretary of Corruption Prevention and Strategic Information and Assistant Inspector General for Administrative Discipline of the Office of the Comptroller General. Mr. Navarro was the Lead Expert of Brazil on the Mechanism for Follow-up on the Implementation of the Inter-American Convention against Corruption and a member of the Financial Control and Activities Board. He has also worked as a Legislative Staff Consultant for the Federal Senate. He holds a bachelor's degree in Law.



Alessandro Buttice has been head of the Unit D1 “Spokesman, Communication, Public Relations” and Spokesperson of the European Anti-Fraud Office (OLAF) since 1999. As Colonel in the Italian Guardia di Finanza, he has led investigator units concerned with organised crime, financial, economic and drug-related cases and has worked as the Deputy Head of Communication and Spokesperson at the Guardia di Finanza National Headquarters.

Mr. Buttice began his academic career with an undergraduate degree in Science in Economic and Financial Security at Rome's Academy of the Guardia di Finanza (1983). This was followed in 1985 with a Master of Law. His thesis was on international law –“International Cooperation Regarding the Prevention and the Repression of Customs Fraud” (University of Salerno). Mr. Buttice subsequently completed a Masters in Economics in 1988. His thesis was on banking and professional practices entitled ‘The Secret Banking of Today (Rome's La Sapienza University). In 1989, Mr. Buttice specialized in Journalism and Mass Communication. The topic of this specialization was Institutional Communication, and his thesis “From the Side of the Honest People, Yes, but How and Why? Institutional Communication of the Law Enforcement Officials” was published in Rome (International Free University of Social Studies - L.U.I.S.S). In 2003 Mr. Buttice completed a Master of Science in Economic and Financial Security at Rome's Tor Vergata University, which involved a thesis on information and communication as a means of protecting the economic and financial interests of the European Union. Mr. Buttice has also been part-time professor of law at the School of Specialisation in Economy and Law of the European Communities of the Bari University.

In addition to his academic achievements, Mr. Buttice has also worked as a freelance journalist. In this role he has written books, essays and articles which have been published in various newspapers and legal magazines. He has also been a member of the Editorial Committee of the Guardia di Finanza journal.

Throughout the course of his career, Mr. Buttice has received numerous formal recognitions of his work. Most notably, he has been made a Knight of the Order of Merit of the Italian Republic, and has received a Silver Cross from the Guardia di Finanza, a Military medal of merit for long-service and a Cross with a white badge from the Order of Merit of the Spanish Guardia Civil.

Since 2000, he has been the first spokesperson and head of communication at the European Anti-Fraud Office (OLAF) of the European Commission, as well as the initiator, at European level, of the concept of deterring fraud and corruption through information.

He has initiated, created, enlivened and managed, from 2001 to today, the "OLAF Anti-Fraud Communicators' Network" (OAFCN), which included the heads of press offices of the police forces, customs and judicial services from the 27 Member States of the European Union, to assist journalists and prevent anti-social behaviour and crimes against the European Union, as well as to plan joint initiatives, such as promoting European television series, in order to reduce the great gap separating the European Union from its taxpayers.

Mr. Buttici is also winner of the 2009 Italian "career" prize for "international journalism: press attaché," for the sessions "communicating the European Union." He donated the cash prize to the International Federation of Journalists to be used to support journalists and media professionals who require legal support in the face of violence and intimidation in conducting their work.

André Doren,
Transparency International

André Doren joined Transparency International as Director of Communications in 2008. Prior to Transparency International, André was Head of Communications and Resource Mobilization at the International Federation of Red Cross and Red Crescent Societies in Geneva. Previously he served as National Director of Public Affairs for the Canadian Red Cross, Director of Corporate Communications at the Canadian International Development Agency (CIDA) and as Director of Communications for Canada's Minister of International Cooperation and Minister Responsible for La Francophonie.



Alun Jones is Chief of Communication and Advocacy at UNODC since Summer 2008. Awareness-raising on key UNODC issues, such as drugs, corruption and human trafficking are key areas under his responsibility. The Advocacy Section runs a global campaign to promote the International Day against corruption. Before joining UNODC, Mr. Jones was Deputy Head of Press at the European Food Safety Authority, a specialized EU agency, in Parma, Italy, where he worked on raising the profile of an EU Agency specialised in delivering health and risk messages to EU citizens. From 1997 to 2005, he was the EU Communications Manager at the European Agency for Safety and Health at Work, Bilbao, Spain, where he launched several EU wide public awareness raising campaigns on health and safety issues, managed a wide range of communications functions and set up communications networks with stakeholders and Member States. From 1994 to 1997, he served as Parliamentary Officer in the European Parliament in Brussels, Belgium. Prior to joining the European Parliament, he worked as Public Relations Officer at the Channel Tunnel in the UK (1992 to 1994).

Mr. Jones holds a Bachelor of Arts in Politics and Languages and a Master's Degree in European Law and Politics. He is fully proficient in English, French, Spanish and has very good knowledge of German and Italian.



Phil Matsheza is a human rights and anti-corruption expert. He is the founding Director of the Human Rights Trust of Southern Africa. Phil Matsheza, a citizen of Zimbabwe, he joined UNDP on May 7 2007 as the lead Policy Adviser, Anti-Corruption at the Democratic Governance Group of the Bureau for Development Policy of UNDP. Prior to joining UNDP, he worked for the United Nations Office on Drugs and Crime (UNODC) as an anti-corruption expert on the Global Programme against Corruption and provided technical assistance to Member States, field offices and other UN agencies. He holds a LLB Honors degree from the University of Zimbabwe and a Masters of International Law in Human Rights from the Raoul Wallenberg Institute of Human Rights and Humanitarian Law (RWI) at the University of Lund, Sweden. He has held various senior posts in the Zimbabwe Diplomatic and Civil Service as well as in civil society between 1981 and 1997.

His activities currently include provision of anti-corruption advisory and technical services to the regional centers, country offices, programme countries and partner organizations. He oversees development of policy and programme and knowledge products on anti-corruption developed by UNDP. He provides training programmes, support designing and developing anti-corruption projects, national strategies and programmes upon request by the UNDP country offices and the programming countries.



Augustin Nzindukiyimana is the Deputy Ombudsman in charge of fighting corruption in Rwanda since 2006. He holds a Bachelor's Degree in Law and has followed various trainings in business promotion and on raw materials trade. Professionally, he has had his carrier in the Coffee Sector, where he held different responsibilities (Head of the Section, Head of Service Department, Director of Coffee Manufacturing Industry). From 2000 to 2004 he was a Commissioner in the Legal and Constitutional Commission. From March 2006 to December 2006, he was the Permanent Secretary of the Office of the Ombudsman. He is currently finishing his Master's Degree in Business Administration.



Sina Odugbemi is program head of the Communication for Governance & Accountability Program (CommGAP) at the World Bank. He is also the Practice Lead on Governance and Reform in the Operational Communication Department. He has over 20 years of experience in journalism, law, and development communication. Before he joined the World Bank in 2006, he spent seven years in the UK's development ministry, DFID. His last position was Program Manager and Adviser, Information and Communication for Development. Mr. Odugbemi holds a Bachelor's degree in English (1980) and in Law (1986) from the University of Ibadan, a Master's degree in Legal and Political Philosophy (1999) from the University College London, and a PhD in Laws (2009) at the same university on the subject *Public Opinion and Direct Accountability between Elections: A Study of the Constitutional Theories of Jeremy Bentham and A.V. Dicey*. Mr. Odugbemi's publications include a novel entitled *The Chief's Grand-daughter* (Spectrum Books, 1986) and two co-edited volumes: *With the Support of Multitudes - Using strategic communication to fight poverty through PRSPs (2005)* and *Governance Reform under Real-World Conditions: Citizens, Stakeholders, and Voice (2008)*.



Nicholas M. Simani, Silver Star, is the Principal Public Relations and Protocol Officer at the Kenya Anti-Corruption Commission. Mr. Simani is the official spokesperson of the Commission and heads the Public Relations Department. He is charged with the responsibility of developing communication strategies using various media channels and IEC materials to project a positive corporate image on the Commission's activities, programs and challenges. Prior to joining the Kenya Anti-Corruption Commission, he was the General Manager of WBS television station in Kampala, Uganda where he was instrumental in steering the station to being the most-watched television station in Uganda. He has worked as a Public Relations Officer for the Electoral Commission of Kenya during the first multiparty election in 1992 and also at the Kenya Armed Forces, Department of Defense in 1998. He was a Senior Lecturer on Television Production at the Kenya Institute of Mass Communication, Ministry of Information and Broadcasting. He is an active member of the Public Relations Society of Kenya. The President of the Republic of Kenya awarded Mr. Simani a Presidential Commendation of a Silver Star for bravery during the recovery mission of his cousin in DRC.