

**THEMATIC COMPILATION OF RELEVANT INFORMATION SUBMITTED BY
SERBIA**

ARTICLE 13 UNCAC

AWARENESS-RAISING MEASURES AND EDUCATION

SERBIA (THIRTEENTH MEETING)

Challenges to and good practices in anticorruption awareness-raising, education, training and research (article 13, 1 (c))

(c) Undertaking public information activities that contribute to non-tolerance of corruption, as well as public education programmes, including school and university curricula;

(within the purview of the Agency for Prevention of Corruption)

The Agency for Prevention of Corruption (hereinafter referred to as: APC) has been introducing and implementing education programs concerning corruption and co-operates with research and civil society organizations in implementing corruption prevention activities.

In 2013, with the EU support (Support to the establishment of the APC-IPA 2008) for the first time the integrated public raising awareness campaign (TV spots, radio spots, micro web site, social media, newspaper, forums, conferences/PR events, posters, brochures, internet banners, manuals, info phone lines, daily newspaper inserts, etc.) was implemented aimed at improving public understanding of corruption problem and prevention mechanisms.

In 2018 the APC organized campaign focused on promotion of the local and provincial anticorruption plans "LAP for stronger integrity" whereas in 2021 a public campaign "For public functions without corruption" was organized as to highlight the importance of preventing corruption in line with the public purpose.

In 2020, 2021 and 2022 the APC held the informative sessions for media and civil society organizations aimed at informing them on the novelties deriving from the new Law on Corruption Prevention as well as the new Law on Financing Political Activities (adopted in 2022) as well as various mechanisms of corruption prevention it has been implementing.

As to conduct its cooperation with civil society organizations in a systematic manner, the APC developed Guidelines for Cooperation with Civil Society Organizations, regulating principles, preconditions and types of the respective cooperation.

The modalities of cooperation include:

- 1) general support of the APC to the programmes or projects of civil society organizations;
- 2) cooperation of the APC with the civil society organizations in the programmes or projects;
- 3) partnership of the APC with the civil society organizations in the programmes or projects.

Support for civil society organizations realized through project funding is important for preserving continued participation of the civil society in the fight against corruption.

To date the APC has organized 13 public competitions for allocating grants to the civil society initiatives in the area of corruption prevention. The 14th public competition is currently underway. The respective support to the civil society, i.e. grants have also been envisaged by the Revised Action Plan for Chapter 23-subchapter Fight against Corruption.

Within the Twinning Project "Prevention and Fight against Corruption" in 2018 the Twinning (together with OSCE Mission to Serbia) experts drafted the Manual on Media Cooperation which offers guidance on the provision of information to news media, defined as information in any form provided to news and information media, and especially of information that has the potential to generate media attention, public interest, or inquiry.

Within the same Twinning IPA 2013 Project "Prevention and Fight against Corruption", the APC organized workshops for civil society organizations and media representatives with the aim of ensuring more accurate reporting on APC's activities, as well as better understanding of the role of the APC. The Twinning experts also drafted the analysis of cooperation between the APC and civil society organizations so as to identify potential obstacles as well as provide recommendations for its improvement and the insight into best practices of EU Members States on this matter. Civil society organizations also actively participated in this analysis after which a joint workshop was organized as to discuss the findings of the Twinning experts.

The APC also pays due attention to the youth involvement through various modalities, such as lectures, projects, competitions, joint activities, etc.

In the period 2010-2015 the APC organized competitions for primary, high school and university students in Serbia, inviting them to present their literary or journalist text, artwork, audio-visual work, and slogans on the given topic. The best works were given awards. These activities were focused on raising awareness of citizens, primarily pupils and their teachers, on the necessity for active involvement in fighting corruption. Schools, which had motivated and encouraged their pupils to participate in the competition several years in a row were awarded special prizes.

Within the project "Support to the ACA in Fight against Corruption" (implemented through technical assistance of the Norwegian Ministry of Foreign Affairs) the network of 42 interns was established in 2011 and 2012, consisting of young professionals, students of final study year or graduated students, selected from several faculties of social sciences. Six cycles of 4-

month internship program (each encompassing 7 interns) were organized, with the aim of contributing to general and professional awareness raising on fight against corruption through the education. They attended various lectures organized by the APC on a regular basis, pertaining to issues such as corruption prevention, political party funding, complaints and whistle-blower protection, control and prevention of conflict of interest, asset declaration control, registers, international anti-corruption legal framework, public relations, state administration, etc. They also participated in everyday APC's activities and gained their first professional experience. This project component was focused on bringing closer the significance of fight against corruption to young people and encouraging them to take into account their possible future professional engagement in the respective area. Internship candidates not having passed the selection process were also offered a three day seminar program on corruption prevention mechanisms and an additional seminar was organized for other students who had expressed an interest in undertaking this kind of education in the meantime. Several former interns have been working full time in the APC ever since.

As a follow up activity of this project, group of interns and internship candidates from 2011 and 2012 was offered a three day training program, in the form of training for instructors, based on which a group of peer educators on fight against corruption would be formed. After the training, a team was formed consisting of 22 educators, whose primary activity was promoting a competition launched by the APC on the occasion of the International Anti-Corruption Day. The educators promoted the competition in primary schools and high schools in Belgrade. Some team members, who were also members of non-government youth organizations, took on the project idea, and applied for donations in partnership with the APC.

With the technical assistance of the USAID Justice Reform and Government Accountability Project, in 2013 the APC developed partnership with the civil society and some universities of social sciences and humanities aiming to increase the knowledge and awareness over anti-cooperation issues among students. Project paid special attention to prevention of corruption through organization of specialized training courses to students and recent graduates in the field of anti-corruption, and by establishing network of interns. Topics of the training modules pertained to corruption as a cultural, economic, and political phenomenon, captured state theory, Serbia's anti-corruption legal framework, money laundering, public procurement, audit of public finances, free access to information, etc. The program, called "Anti-corruption skills" lasted for two months and after the series of lectures and workshops students took an exam, assessing their knowledge. Based on the results of the exam, seven students were selected to join sponsored internship at the APC. The internship program has lasted for three months.

Another example of youth involvement was the Project “Youth Sleuth: Engaging Serbia’s Youth to Fight Corruption through Investigative Journalism and Social Media” (implemented through technical assistance of the UNDP) in 2012-2013, aimed at reducing corruption by raising public awareness and fuelling intolerance. In partnership with civil society organizations and the APC, young journalists conducted independent, non-offensive and professional research based on which they wrote and disseminated stories, case studies and investigative articles on corruption through web sites, blogs, Facebook, Twitter, etc. A group of nine students and at the same time highly motivated young journalists was competitively selected to intern in three highly renowned civil society organizations which deal with corruption issues. These students were to research corruption in Serbia in parallel with acquiring investigative journalism skills. Their publication through social media was to both uncover facts and mobilize outcry against corruption. The respective civil society organizations were capacitated to coach and counsel young journalists, to provide them with information and baseline for investigative stories and help them publishing stories through Internet and social networks. As a result of the research work of these students, 34 investigative stories and 12 research blogs have been published, produced by nine young journalists who have been trained about the fight against corruption and investigative journalism; relevant authorities have acted upon recommendations from investigative stories; comprehensive study about the university curricula on investigative journalism has been developed. There was also a Facebook page within this project, notably “Mi-To ne damo” (“We don’t give bribe”), having been administered by young journalists themselves.

Within the IPA 2013 Service Contract “Prevention and Fight against Corruption” the APC participated in so called anti-corruption classes focused on raising awareness about recognizing the corruption, learning how to address it as well as the importance of prevention and fight against corruption. Up to date four anti-corruption classes for high-school students titled “Break the Chain! Say NO to Corruption!” were organized throughout Serbia. More than 850 high-school students attended the pertinent classes.

In the period 2019-2022 the APC hosted three interns through the Project supported by the OSCE Mission to Serbia for a period of three and later six months during which the respective interns were able to work closely with the relevant sectors of the APC and get acquainted with all its competences. The APC also provided ethics and integrity training for all interns (including the ones who were hosted by other relevant institutions).

In cooperation with a civil society organization in 2022 the APC also delivered training to high school pupils as well as students on corruption prevention mechanisms.

Within its purview, the APC coordinates and conducts ethics and integrity trainings in public administration. These trainings have been conducted through various modalities: training for trainers, ethics and integrity trainings in cooperation with the National Academy for Public Administration, online ethics and integrity trainings.

As per the Article 99 of the Law on Corruption Prevention, the APC shall adopt and publish a training programme in the field of preventing corruption and strengthening integrity, as well as instructions on how to conduct the training. The APC shall professionally train the persons who will conduct the training. Public authorities shall conduct training of employees and managers, in accordance with the training programme and training instructions, and inform the APC in writing about the implementation of the training. The APC shall monitor the implementation of training in public authorities.

In accordance with the new Law on Corruption Prevention, the APC has adopted the Training programme in the field of preventing corruption and strengthening integrity as well as Instruction for conducting these trainings.

Training programme in the field of preventing corruption and strengthening integrity consists of four thematic chapters, as follows:

1) Values and role of employees in public authorities

- Values and relationship of values, morals and ethics;
- Integrity and the emergence of corruption at the personal level;
- The role of employees in public authorities;
- Code of Ethics - guardian of ethics in the work environment;
- Organizational culture (Iceberg model);

2) Risk situations for the emergence of corruption in the work environment

- Public and private interest of employees, conflict of interest;
- Risk situations for the occurrence of corruption in the work environment: performing additional work, receiving gifts, handling information, concluding contracts;
- Rules for managing risk situations;

3) The role of the code of ethics in resolving ethical dilemmas

- Ethical dilemma;
- Analysis of the ethical dilemma and decision making;
- Use of a code of ethics in resolving dilemmas;
- Potter's model of solving ethical dilemmas;

4) Responsibility for ethical conduct

- Responsibility and responsible behavior in the work environment;
- Classification of responsible and irresponsible behavior - quadrants of responsibility;
- Transformation of irresponsible into responsible behavior - Bruce Gordon's scale of responsibility;
- Promoting ethical behavior and motivating employees to act professionally.

The goal of the implementation of the Training program is to improve the professional standards of conduct of public authorities' employees and is conducted through workshops, methods and techniques of interactive lectures, panel discussions, group work, case study analysis.

The expected outcomes of the trainings (as per the respective Training Programme) are that after the training participant is able to: identify and adopt values and differentiate between values, moral and professional ethics; define roles of employees in the public sector; use norms of Code of Ethics as guidelines for professional conduct; recognize the difference between public and private interest and define conflict of interest; implement conflict of interest management rules; recognize ethical dilemma situation in a working environment; analyze ethical dilemma situation based on Potter's model and make a decision in line with the Code of Ethics and other regulations; define responsibility in a working environment; recognize forms of responsible and irresponsible conduct in a working environment and indicate examples of such a conduct; follows and promotes positive models of conduct in a working environment.

The APC organizes two types of trainings on ethics and integrity:

1. Training on Ethics and Integrity (basic training)
2. Training for Trainers on Ethics and Integrity (advanced training)

Until the end of year 2021, altogether 50.250 user accounts at on-line learning platform were registered, out of which 40.340 participants successfully finished on-line training by passing tests.

The APC has also developed and published the Manual for Ethic and Integrity Training. As of 2014 the APC organized 15 ToTs on Ethics and Integrity with 187 trainers being educated to independently perform training on Ethics and Integrity.

With an aim to strengthen the public integrity regime as well as to raise awareness on the importance of avoiding conflict of interest, as of its establishment the APC has been organizing and implementing conflict of interest and asset and income declarations tailor-made trainings for public officials. Trainings are aimed at informing public officials about their legal obligations related to avoidance and reporting of conflict of interest as well as asset and income declaration procedure. In cooperation with the National Academy for Public Administration the APC has also been organizing trainings on preventing conflict of interest and asset and income declarations for public sector employees.

The APC drafted several publications such as Guide for Officials, and Guide through the practice, containing obligations of officials stemming from the law. The APC also drafted the Manuals for Officials in line with the new Law on Corruption Prevention (in 2020) and the Law on Amendments and Supplements to the Law on Corruption Prevention (in 2021).

As a preparation for implementation commencement of the Law on Corruption Prevention, with the support of the USAID Government Accountability Initiative in 2020 the APC has also drafted the Manual for Recognizing and Managing Conflict of Interest and Incompatibility of Offices aimed at strengthening integrity of public officials and public authority bodies. The Manual should serve public officials and general public to get acquainted with: (1) the rules on preventing conflict of interest; (2) restrictions related to discharging other offices or

activities; (3) the guidelines and advice on means to identify risks for occurrence of conflict of interest i.e. conflict of interest related red flags; (4) situations and activities which must be circumvented as well as (5) what should be done in case public officials find themselves in such situations or in case they learn about or possess information that somebody else has found themselves in such situations. The respective Manual was also updated as per the amendments to the Law on Corruption Prevention (in 2021). Furthermore, in 2020, after the commencement of the implementation of the Law on Corruption Prevention, the APC developed a video material on conflict of interest.

At its YouTube channel MyIntegrity, the APC has also released educational movies, related to asset and income declarations, instructions on how to fill in asset and income declaration, gifts, registries, seven educational video materials dealing with the APC, Values of Public Sector Employees, Accountability Hierarchy, Ethical Dilemmas, Integrity, Gifts and Conflict of Interest as well as educational movie on lobbying.

The APC also organizes trainings for lobbyists as per the Law on Lobbying as well as ethics and integrity training for MPs in accordance with the Code of Conduct for MPs in cooperation with the Ethics Commission.

**THEMATIC COMPILATION OF RELEVANT INFORMATION SUBMITTED BY
SERBIA**

ARTICLE 13 UNCAC

AWARENESS-RAISING MEASURES AND EDUCATION

SERBIA (EIGHTH MEETING)

Education in schools and universities on anti-corruption efforts

According to the Law on the Anti-Corruption Agency (hereinafter referred to as the ACA), the ACA is introducing and implementing education programs concerning corruption, co-operates with research organizations and civil society organizations (CSO) in implementing corruption prevention activities. Anti-corruption endeavours of the ACA related to education also encompass certain programmes in which schools and universities have also been included.

International Projects

Cooperation with universities has been realized in the framework of two internationally funded projects, which were successfully implemented. Namely, the ACA developed partnership with the civil society and some universities of social sciences and humanities aiming to increase the knowledge and awareness over anti-cooperation issues among students. Project paid special attention to prevention of corruption through organization of specialized training courses to students and recent graduates in the field of anti-corruption, and by establishing network of interns from the ACA. Topics of the training modules pertained to corruption as a cultural, economic and political phenomenon, captured state theory, Serbia's anti-corruption legal framework, money laundering, public procurement, audit of public finances, free access to information, etc. The program, called "Anti-corruption skills" has lasted for two months and after the series of lectures and workshops students took an exam, assessing their knowledge. Based on the results of the exam, seven students were selected to join sponsored internship at the various sectors of the ACA.

Apart from that, the ACA has also implemented the project "Youth Sleuth: Engaging Serbia's Youth to Fight Corruption through Investigative Journalism and Social Media" (implemented through assistance of the UNDP) which was to reduce corruption by raising public awareness and fueling intolerance. In partnership with CSOs and the ACA, young journalists conducted independent, non-offensive and professional research based on which they wrote and disseminated stories, case studies and investigative articles on corruption through web sites, blogs,

Facebook, Twitter, etc. Their publication through social media was to both uncover facts and mobilize outcry against corruption. As a result of the research work of these students, 25 very important stories and articles were published in almost all printing media in Serbia as well as some web portals.

Within the project "Support to the Anti-Corruption Agency in Fight against Corruption" (implemented through assistance of the Norwegian Ministry of Foreign Affairs) the network of 42 interns was established, consisting of young professionals, students of final study year or graduated students, selected from several faculties of social sciences. Six cycles of 4-month internship program (each encompassing seven interns) were organized, with the aim of contributing to general and professional awareness raising on fight against corruption through the education. This project component was focused on bringing closer the significance of fight against corruption to young people and encouraging them to take into account their possible future professional engagement in the respective area. As a follow up activity of this project, group of interns and internship candidates was offered a three day training program, in the form of training for instructors. After the training a team was formed consisting of 22 educators, whose primary activity was promoting a competition launched by the ACA on the occasion of the International Anti-Corruption Day. The educators promoted the competition in elementary and high schools in Belgrade. In addition, former ACA interns founded two CSOs and continued promoting the significance of curbing corruption and contributing to anti-corruption awareness raising through projects, especially focusing on young population. In cooperation with the ACA, the respective CSOs conducted anti-corruption trainings in the selected schools in Serbia. The ACA also used capacities of interns for the purpose of its researches related to integrity plan verification in the corruption prone areas.

Cooperation Agreements

Cooperation with some of education institutions has also been formalized through Cooperation Agreements. The ACA signed Cooperation Agreements with four faculties, i. e. Faculty of Political Sciences (Belgrade), Faculty of Law (Belgrade), **Academy of Criminalistic and Police Studies (Belgrade)** and **Faculty of Organizational Sciences (Belgrade)**. **These Agreements established a basis for continuous and long-term cooperation which, inter alia, relates to education and trainings in the anti-corruption and related fields to be provided to interested students by the ACA experts, but also to ACA staff on the part of relevant professors and lecturers from the respective educational institutions; strengthening professional and research capacities through exchange of experiences and information in the area of prevention and fight against corruption;**

supporting each others' anti-corruption initiatives, etc.

In particular the Cooperation Agreement with the Faculty of Law also addresses continuation of close cooperation between ACA and Anti-Corruption Legal Clinic within the Faculty of Law for the purpose of training of interested students of law on practical skills and methods required for competent and professional execution of their future jobs. Since the initiation of this Legal Clinic, the ACA has significantly contributed to its operation through lectures given by the ACA's experts, donations of relevant literature, provision of legal aid to the clients of the Clinic, etc.

Raising awareness on combating corruption

On the occasion of International Anti-Corruption Day, to date the ACA has organized six competitions related to primary, high schools and university students in Serbia, thus inviting them to present their literary or journalist text, artwork, audio-visual work and slogans on the given topic. The best works were given awards. These activities were focused on raising awareness of citizens, primarily pupils and their teachers, on the necessity for active involvement in fighting corruption. The ACA also conducts occasional trainings for students and young population related to combating corruption.

Corruption risk assessment in education area

By implementing the methodology for corruption risk assessment in legislation, the ACA analyzes pieces of legislation governing the area of textbooks for elementary and high schools with an aim to identify provisions susceptible to corruption as well as corruption related risks and provide the corresponding recommendations. These risks relate to, inter alia, process of selection of textbooks as well as criteria for making final decision.

In addition, in its capacity to coordinate the state bodies in the prevention of corruption, the ACA organized series of meetings addressing the problem of corruption in education. Namely, based on the risks identified in the integrity plans but also in the relevant legislation, the ACA initiated establishment of the working group (composed of the line Ministry and other important stakeholders' representatives) who drafted the recommendations for improvement of the institutional and legislative framework. Risks have been prevalent in the area of transparency and public procurement.

THEMATIC COMPILATION OF RELEVANT INFORMATION SUBMITTED BY SERBIA

ARTICLE 13 UNCAC

AWARENESS-RAISING MEASURES AND EDUCATION

SERBIA (FOURTH MEETING)

Article 13

Education anti-corruption programmes

- According to the Law on ACA, the ACA is introducing and implementing education programs concerning corruption, co-operates with research organizations and civil society organizations in implementing corruption prevention activities. Cooperation pertains to joint activities in the implementation of the National Anti-Corruption Strategy (NACS), Action Plan, educational programs, analyzing the state of corruption, organizing media campaigns and other activities relevant for prevention of corruption. According to the recently adopted NACS, the ACA is to establish a system for continuous coordination and training for civil society organizations;
- In order to unify the process of cooperation with civil society, being of utmost significance for the Article 13 of the UNCAC, ACA drafted Guidelines for its cooperation with civil society, regulating principles, preconditions and types of the respective cooperation.
- With the technical assistance of the USAID Justice Reform and Government Accountability Project, ACA developed partnership with the civil society and some universities of social sciences and humanities aiming to increase the knowledge and awareness over anti-cooperation issues among students. Project pays special attention to prevention of corruption through organisation of *specialised training courses* to students and recent graduates in the field of anti-corruption, and by establishing network of interns from the ACA. Topics of the training modules pertain to corruption as a cultural, economic and political phenomenon, captured state theory, Serbia's anti-corruption legal framework, money laundering, public procurement, audit of public finances, free access to information, etc. The program, called "Anti-corruption skills" has lasted for two months and after the series of lectures and workshops students took an exam, assessing their knowledge. Based on the results of the exam, 7 students were selected to join sponsored internship at the ACA. The internship program will last 3 months and it will start in September 2013; This training course was intended to be the pilot program, with similar educational and tailor-made anti-corruption programmes being consequently developed and incorporated into regular universities as well as high schools' curricula;

- Within the project **“Support to the ACA in Fight against Corruption”** (implemented through technical assistance of the Norwegian Ministry of Foreign Affairs) the network of 42 interns was established, consisting of young professionals, students of final study year or graduated students, selected from several faculties of social sciences. Six cycles of 4-month internship program (each encompassing 7 interns) were organized, with the aim of contributing to general and professional awareness raising on fight against corruption through the education. They attended various lectures organized by the ACA on regular basis, pertaining to issues such as corruption prevention, political party funding, complaints and whistle-blower protection, control and prevention of conflict of interest, asset declaration control, registers, international anti-corruption legal framework, public relations, state administration, etc. They also participated in everyday ACA's activities and gained their first professional experience. This project component was focused on bringing closer the significance of fight against corruption to young people and encouraging them to take into account their possible future professional engagement in the respective area. Internship candidates not having passed the selection process were also offered a three day seminar program on corruption prevention mechanisms and an additional seminar was organized for other students who had expressed an interest in undertaking this kind of education in the meantime;
- As a follow up activity of this project, group of interns and internship candidates from 2011 and 2012 was offered a three day training program, in the form of training for instructors, based on which a group of peer educators on fight against corruption would be formed. After the training a team was formed consisting of 22 educators, whose primary activity was promoting a competition launched by the ACA on the occasion of the International Anti-Corruption Day. The educators promoted the competition in primary schools and high schools in Belgrade. Some team members, who were also members of non-government youth organizations, took on the project idea, and applied for donations in partnership with the ACA.

Public awareness programmes for children

- **ACA children's page**, as a part of ACA's official website (http://www.acas.rs/sr_cir/deja-strana.html), pertains to engagement through public competitions, learning about corruption and its consequences through pictures and comic. On the occasion of 9 December, the International Anti-corruption Day, the ACA has issued three calls for application so far, notably in 2010, 2011 and 2012. The competition relates to primary, high school and university students in Serbia, inviting them to present their literary or journalist text, artwork, audio-visual work and slogans on the given topic. The best works were given awards. These activities are focused on raising awareness of citizens, primarily pupils and their teachers, on the necessity for active involvement in fighting corruption. Schools, which had motivated and encouraged their pupils to participate in the competition for the third consecutive year were awarded special

prizes.

Internet as a successful platform

- The project **“Youth Sleuth: Engaging Serbia’s Youth to Fight Corruption through Investigative Journalism and Social Media”** (implemented through technical assistance of the UNDP) is to reduce corruption by raising public awareness and fuelling intolerance; In partnership with NGOs and the ACA, young journalists conduct independent, non-offensive and professional research based on which they write and disseminate stories, case studies and investigative articles on corruption through web sites, blogs, Facebook, Twitter, etc.;
- A group of nine students and at the same time highly motivated young journalists was competitively selected to intern in three highly renowned NGOs: Transparency Serbia, Eutopija, Serbia on the Move which deal with corruption issues; these students are to research corruption in Serbia in parallel with learning investigative journalism skills. Their publication through social media is to both uncover facts and mobilize outcry against corruption; The respective NGOs are capacitated to coach and counsel young journalists, to provide them with information and baseline for investigative stories and help them publishing stories through internet and social networks; The investigative stories are also available on ACA's website (via direct links); As a result of the research work of these students, 25 very important stories and articles were published in almost all printing media in Serbia as well as some web portals;
- Facebook page within this project, notably “Mi-To ne damo” (“We don't give bribe”), being administered by young journalists themselves;
- The Project **“Support to the establishment of the ACA”** (implemented through technical assistance of EU), i. e. its component regarding Raising Public Awareness and launching the micro website “Report corruption!” (www.prijavikorupciju.rs) pertains to the significant visitors' increase on ACA's Facebook page; the respective campaign used, inter alia, the following communication channels: TV and radio stations with national coverage, daily newspapers, social media (primarily Facebook, Twitter, blogs), websites.

Impact of public campaigns

- After launching Public Awareness campaign within the Project **“Support to the establishment of the ACA”** and the micro website “Report corruption!”, visitors' number both on FB and Twitter page of ACA doubled in comparison to the period prior to the respective campaign and is still increasing; so far 3.465 FB page likes, out of which 20% and 33% of users being 18-24 and 25-34 years old, respectively; 1.769 followers on Twitter; FB and Twitter page are also accessible

through the ACA's official website.

Challenges

- Many of media outlets, daily print and electronic, are oriented to sensational stories/journalism, without real professional investigative journalism principles;
- Given that the ACA attaches great importance to the cooperation with civil society, one of the main challenges in this regard relates to the fact that there are few very experienced NGOs dealing with fight against corruption. However, further development of fight against corruption NGO network is needed;
- Communication challenges in reaching young people are being solved through ACA's FB and Twitter page, as well as young journalists stories (in the aforementioned project) disseminated through various Internet channels.

Technical assistance

- Interactive case studies Workshops with students, journalists and different AC institutions;
- Educational Youth programmes/campuses;
- Developing an adequate curricula suitable to be used through social networks such as on-line courses, different videos, short movies, animations, games.