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IMPACT

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“Don’t give Bribes” An Anti- corruption campaign in the Jiu Valley

IMPACT Teoretic

Lupeni, Romania

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Project Summary

This project intended to raise awareness of the long term negative effects of small level corruption. Themes: what is a bribe? Why do we need to give bribes? Why shouldn’t we give bribes? What can we do to stop it? It was a free show meant to offer an example of youth initiative in the Jiu Valley (one of the most corrupt region in the country) and to offer practical solutions for rebuilding the democratic values for sustainable development.

Problem Statement / Justification

80% of Romanians consider corruption a general normal phenomenon. Bribe is indispensable. Majority of clerks demand financial rewards from the population in need in return of their service. If this situation persists we will continue to pay twice the value of each service/produce and the life standards will drastically decrease for many. In the long run this project will help reduce poverty and create sustainable development.

Objectives

- Informing the citizens of corruption’s negative effects in the long run
- Offering practical solutions to combat it
- Raising awareness, analyzing and reconsidering the corruption phenomenon in different target groups (education, health, administration)
- touching the sector of a higher target, beyond small level corruption
- empowering caring citizens to act

Activities

The project included an Impact movie explaining past and recent achievements and the motivation behind it, a radio and TV advertising on bribes, a theatre play on corruption in different sectors, graphic illustrations on long term effects of corruption. An Orthodox priest also outlined the spiritual negative effects of bribes. This project culminated with an Impact Covenant against corruption and offering of practical solutions to escaping from this negative phenomenon.

Evaluation

More than 600 adults and young people attended the show in Uricani and Lupeni. People who participated were impressed at the initiative of the young generation who clearly and directly introduced them to the subject. At the end of each show, attendees filled out evaluation forms in which they measured the performance of Impact members and were forced to deeply answer to questions of personal insights about the way bribe takes shape in their personal life and what they could do to minimize it.

Partners & Sponsors

Local City Hall of Lupeni and Uricani, The National “Nu da Spaga/ Don’t give bribes” Campaign, www.nudaspaga.com, Radio RCN Petrosani, Alpha TV Petrosani

Budget

All materials (books, brochures, evaluations) were donated by the “Nu Da Spaga” National Campaign.

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