

YOUNG LIONS PRINT COMPETITION BRIEF 2015

**UNITED NATIONS OFFICE ON DRUGS AND CRIME
INTERNATIONAL ANTI-CORRUPTION DAY (9 DECEMBER)**

BACKGROUND

The United Nations Office on Drugs and Crime (UNODC) is a global leader in the fight against illicit drugs and international crime, and as the guardian of the United Nations Convention against Corruption, is at the forefront of working with Governments, civil society organizations, and others to tackle corruption.

Corruption is a complex social, political and economic phenomenon that affects all countries. Corruption undermines democratic institutions, slows economic development and contributes to governmental instability. Corruption attacks the foundation of democratic institutions by distorting electoral processes, perverting the rule of law and creating bureaucratic quagmires whose only reason for existing is the soliciting of bribes. Economic development is stunted because foreign direct investment is discouraged and small businesses within the country often find it impossible to overcome the "start-up costs" required because of corruption.

Tackling corruption requires broad action: Governments, non-Governmental organizations, the private sector, the media and citizens all have a role to play in joining forces to fight this crime.

THE CHALLENGE

Each year, UNODC and the United Nations Development Programme (UNDP) jointly lead on awareness-raising around International Anti-Corruption Day.

In 2015, the logo and slogan "Break The Corruption Chain" developed last year will be retained.

The objective of the print ad is to raise awareness of International Anti-Corruption Day and engage the general public with the issue, supporting a positive and pro-active stance against corruption

The campaign should use clear, straightforward messages that can be easily translated for global audiences and be as culturally neutral as possible.

OBJECTIVES

The overall objective is to raise awareness of International Anti-Corruption Day and mobilise people to engage with the campaign online and learn more about the issue. The campaign should demonstrate that corruption is a complex and varied issue that is relevant to everyone and affects all of us.

The print ad should drive the audience to follow International Anti-Corruption Day on Facebook:

www.facebook.com/internationalanticorruptionday, bridging the gap between print and digital to grow the social media base. A secondary ask will be made from there.

KEY MESSAGES

1. Fighting corruption is a global concern as it is found in both developing and developed countries, and evidence shows that it hurts poorer people disproportionately. It contributes to instability, poverty and allows organized crime to flourish.
2. The average person can make a difference. People often think that corruption is just a way of life, but every society, sector and individual would benefit from saying "NO" to this crime.
3. Tackling corruption is a vital step to achieving the Sustainable Development Goals.

TARGET AUDIENCE

The majority of engagement with International Anti-Corruption Day activities has been from NGOs and other relevant organizations, through events and social media. Traditionally, International Anti-Corruption Day campaigns and activities are rolled out through the UNODC and UNDP Field Offices. These 'local' campaigns generate a good deal of engagement on the ground.

This year we aim to drive the communications campaign from HQ and build up awareness and support with the general public in Europe and North America in particular.

Our target audience are 18-35 year old social media users.

The ads will be placed in national publications in the UK, US and Canada.

COMMUNICATION GUIDELINES

- Be passionate, dedicated and compassionate but never sentimental. Don't preach and avoid the over-dramatic and maudlin.
- Address a global audience. Be mindful of jargon, idioms and cultural stereotypes.
- Avoid using explicit examples of countries, companies or individuals and keep in mind political sensitivities.