Title of Initiative:	**Empowering Citizens through Social Media to Fight Corruption** Initiative to be implemented under Output 3 of the UNDP Project *Kosovo Partnership for Anti-Corruption* (KPAC): "Increase public awareness on corruption"
Duration:	December 2011 – July 2012 (8 months)
Partner:	*Kosovo Anti-Corruption Agency* (KACA)
Implement. Partners:	Media and Civil Society Organizations (to be determined through tendering process/request for proposals)
Estimated Budget:	37,500.00 US Dollars

Estimated Budget:

- Financial support from UNDP RBEC   27,500.00 US Dollars
- Financial support from UNDP BRC   10,000.00 US Dollars

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Background

Social media, such as *Facebook, Flickr* and *Twitter*, summarized under the concept of Web 2.0[1], are revitalizing the debate around the impact of technology on democracy throughout large parts of the world. Whilst their exact impact is a subject of heated debate, social networking websites have undoubtedly played an important role in pro-democracy movements recently witnessed across North Africa and the Middle East. By allowing virtually everyone to become a "publisher", by facilitating self-organized civic movements and by helping people connect across traditional boundaries social media has the potential to

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[1] The term Web 2.0 is associated with web applications that facilitate participatory information sharing, interoperability, user-centered design, and collaboration on the World Wide Web. A Web 2.0 site allows users to interact and collaborate with each other in a social media dialogue as creators (prosumers) of user-generated content in a virtual community, in contrast to websites where users (consumers) are limited to the passive viewing of content that was created for them. Examples of Web 2.0 include social networking sites, blogs, wikis, video sharing sites, hosted services, web applications, mashups and folksonomies.

generate more active engagement from civil society in decision making processes and facilitate interactive dialogue among otherwise remote and disparate groups and individuals supporting a common cause.

Social media has attracted significant attention as an element promoting political debate, providing ordinary citizens and civil society with improved channels to monitor and participate in activities of national and local government authorities. On the other hand, governments have started to experiment different models to engage with their population and increase their own transparency through social media.

In light of these current developments, UNDP Kosovo has identified, with the support of UNDP's Regional Bureau for Europe and the CIS (RBEC) and the UNDP Bratislava Regional Centre for Europe and the CIS (BRC), a potential benefit to utilize social media to advance democratic governance in Kosovo and the region, focusing initially on the phenomenon of corruption.

Recent experiences have demonstrated that through social media, traditional obstacles for fighting corruption can be potentially overcome. Key limitations include a difficult political environment where civil society activities are restricted, the lack of resources, the difficulties in collecting data and the need to access information. The use of mobile devices, allowing for interaction even in regions that are less developed in terms of internet infrastructure, can lower the barrier for citizen's engagement.

Like much of the Balkans, corruption is a phenomenon that has long been present throughout Kosovo, negatively affecting its economic development and impacting the everyday lives of citizens for the worse. Regardless of ethnic affiliation, Kosovans report high perceptions of corruption in various sectors of society and, at the same time, consider the government efforts to combat corruption to be ineffective[2].

The UNDP Early Warning Report N.28 (April-June 2010) shows that corruption is the third most dominant problems faced in Kosovo after unemployment and poverty. The report further highlights that the citizens consider corruption and mismanagement as one of the major problems for the stability of Kosovo (more than issues like the deterioration of relations with neighboring countries, the deterioration of relations with the international community, religious radicalism, lack of rule of law, and political radicalism).[3]

The figures for the use of internet and, in particular mobile penetration, as well as the overall demographics of Kosovo (half of its population is under 25) indicate that social media can indeed be seen as an important vehicle in advancing the anticorruption agenda.

Current analysis shows that anti-corruption initiatives utilizing social media tools can be grouped under three main categories: **on line forums** (where discussing/reporting rooms on bribes are included – e.g. China "Wikileaks"), **platforms for reporting corruption** (specifically designed for whistleblowers reporting, bribes' trends mapping, encouraging public participation – e.g. Panama "Mi Panama Transparente"-; India "I paid a Bribe", Philippines "Pera Natin ' to", Cambodia "Saatsaam") and **databases** (as sources of information and data on bribes as on unclear/non-transparent public procurement procedures, state budgeting allocations and spending – e.g. Romania "Porcisme", Russia "Rospil" , Kenya "Mars Group").

Experiences from other countries seem to indicate that anticorruption initiatives based on social media have more likelihood of succeeding when they manage to encourage a dialogue and collaboration among different sector of actors, most notably: government agencies, civil society, media and ordinary citizens. Thanks to its well established relationships with key actors in the country, UNDP Kosovo shall play an important role in facilitating this type of collaboration and interaction, thus providing the key "social" networking facility to complement the technical infrastructure developed within this project.

The intention of this activity is to test an approach, which, if successful, would be quickly scaled up and included in a fully fledged anti-corruption programme. UNDP aims at empowering the **citizens** of Kosovo through social media instruments, providing anyone with an opportunity to voice their concerns and engage in enhancing corruption control.

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[2] See UNDP Kosovo, Fast Facts: Early Warning Report 24 (April 2009); UNDP Kosovo, Combating Corruption in Kosovo: A Citizens' Perceptions Survey in Support of the Kosovo Anti-Corruption Strategy (2004).
[3] Early Warning report N.28 - April-June 2010

To this aim, UNDP Kosovo would engage with government organizations (most notably, the *Kosovo Anti-Corruption Agency*) and civil society organizations to make sure that the voices of citizens who took action are heard from the authorities. The media will also play a key role as a vehicle to monitor reports, analyze and investigate reports and disseminate information about the project. Moreover, as an impartial and long standing partner of the government, civil society and media, UNDP Kosovo would serve as key facilitator to enhance collaboration and interplay amongst the various parties involved.

Building on the experiences and practices on how social media is used successfully for anti-corruption purposes around the world, this initiative will be implemented under Output 3 of the UNDP Project *Kosovo Partnership for Anti-Corruption* (KPAC): "Increase public awareness on corruption", generously funded by the Japanese Government, while making full use of the anti-corruption network established by the KPAC project.

The initiative will be informed by the approach that has proven to be most successful in terms of social media platform development, namely rapidly prototyping. The emphasis will be on developing as fast and as cheaply as possible a basic prototype for stakeholders to provide input into, and add functionalities based on end user feedback. This approach has the major advantage of lowering risks and costs by helping to identify very early the obstacles that might prevent adoption by users.

Objectives

The overall objective of this project is to provide Kosovo's citizens with an opportunity to proactively engage in enhancing corruption control.

To this end, the project will develop a Web-based Platform which shall allow citizens to publicly speak out and make their unfiltered voices heard using multiple channels, such as social media, SMS and the web.

The Platform shall allow virtually every citizen to become a "publisher" and freely report even minor corruption cases, post views online and make these visible to the public.

By visualizing and mapping reported corruption cases in the World Wide Web, the project also aims to raise the awareness amongst citizens on the level and form of corruption occurring in Kosovo. Ideally, this will allow responsible stakeholders to take collective and appropriate counter measures.

As such, the intention of this project is to promote public integrity by empowering Kosovo's citizens, grass-root organizations and civil society to voice concerns, share observations and strengthen engagement in addressing and reporting incidences of corruption.

Finally, the initiative will also seek to strengthen more active partnership amongst law enforcement agencies, anti-corruption agencies, civil society organizations, media and international organizations to endorse stronger interagency and intersectional collaboration on corruption issues.

Impact

The project is expected to have a positive impact on reducing the level of corruption in Kosovo and, as such, contribute to Outcome 3 of the UNKT *Kosovo Programme Action Plan* (KPAP): "*Improved capacities for policy planning, policy implementation and administration at central and local levels for effective and gender-responsive governance.*"

Outcomes

- Higher citizen's participation in fighting corruption through multiple channels.

- Improved awareness towards corruption cases within the Kosovo society.

Outputs

- An interactive Web-based platform is developed, enabling reporting and mapping of corruption incidents in Kosovo through multiple channels and allowing user to interactively raise and discuss corruption issues through social media tools.

- Awareness raising activities and social mobilization campaigns are conducted, promoting interaction and participation of citizens to address corruption issues through the Web-based Platform.

- Stakeholders' awareness of the potential benefit to integrate social media in their communication and outreach strategies, including awareness and advocacy campaigns, is increased.

Activities

1. Developing an interactive (trilingual) Web-based Platform, which encourages and enables reporting and map of corruption incidents in Kosovo as well as interactively raising and discussing corruption issues through multiple channels, such as social media, SMS, email and the web.

2. Organizing awareness raising activities and social mobilization campaigns, potentially through local media (radio, newspaper, television) and social media tools, in collaboration with national stakeholders, on the existence and relevance of the Web-based Platform.

3. Organizing a 1-day workshop to provide guidance to national stakeholders, such as anti-corruption agencies, media and civil society organizations on integrating social media in their communication and outreach strategies and awareness and advocacy campaigns.

Monitoring & Evaluation

Outcome	Monitoring & Evaluation Activity	Indicator	Means of verification
1) Improved citizens' participation in fighting corruption.	1. Baseline assessment of citizens' participation prior to the commencement of the project. 2. Monthly monitoring of citizens' participation through established Web-based Platform. 3. Outcome assessment after completion of the project.	Number of corruption cases reported by citizens.	Number of cases reported to project partners prior to the commencement of the project. Number of cases reported through established Web-based Platform.
2) Better awareness on corruption issues among citizens.	1. Baseline assessment prior to the commencement of the project. 2. Monthly monitoring of citizens' awareness. 3. Outcome assessment after completion of the project.	1. Number of visits on the Web-based Platform. 2. Number of postings on the Web-based Platform.	Available data on citizens' awareness prior to the commencement of the project. Data extracted from Web-based Platform.

In addition to the above, a final report will be produced compiling the lessons learned gathered throughout the project to assess the viability of the initiative and the potential for scaling up.

Project Beneficiaries

Beneficiaries of the project will be the citizens of Kosovo, who will be offered a web-based tool to publicly speak out, make unfiltered voices heard and proactively engage in enhancing corruption.

Beneficiaries of the project will also be government agencies (namely, KACA), civil society organisations and media, who will be in the position to obtain more direct information from citizens on the occurrence and perception of corruption in Kosovo.

Key Considerations and Principles

While implementing the project, certain considerations must be made for the following issues and principles:

- The importance of consulting with national and international actors who have experience with anti-corruption activities and social media.
- The importance of including end-users of the platform in the process of designing the Web-based platform.
- The political sensitivity of corruption, both from the perpetrator's and victim's side.
- The value of national ownership in all stages of the project.

The project will be implemented based on the needs of the aforementioned beneficiaries. Therefore, it is paramount to adopt an inclusive and consultative process throughout the duration of the project to ensure that it generates meaningful results. Consequently, the project will incorporate the knowledge and expertise of various stakeholders, such as:

- CSOs
- Local Media
- Kosovo Prosecutorial Council
- International Organisations

Implementation Management Framework

The project will be directly implemented by a contractor, under the overall supervision of UNDP and the *Kosovo Anti-Corruption Agency* (KACA). UNDP will be responsible for assuring qualitative management and results of the project.

Implementing partner(s) will be responsible to carry out the project and deliver the envisaged outputs, under the overall supervision of UNDP.

A Project Board will be established to provide guidance and inputs to the implementing partner(s) on the overall characteristics and implementation of the project. Members of the Project Board may include: UNDP, KACA, *Kosovo Prosecutorial Council*, international organisations, civil society organisations and local media representatives. Other relevant stakeholders not pertaining to the Project Board can be invited to contribute as observers on an ad hoc basis.

Programme Analysts from the UNDP Governance Team will serve as UNDP focal points. The focal points will be responsible for assuring qualitative management and results of the project as well as for coordinating inputs from the members of the Project Board.

In addition, a Project Board will be established to provide guidance and inputs to the implementing partner(s) on the overall characteristics and implementation of the project. Members of the Project Board may include: UNDP, KACA, Kosovo Prosecutorial Council, international organisations, civil society organisations and local media representatives.

Total Budget:

This proposed project will receive financial support UNDP RBEC in the form of Track Funding, adding up to total of 27,500.00 US Dollars.

In addition, the initiative shall count on the complementary support from UNDP BRC, both in terms of expert consultation and complementary funding, which would amount to a total of 10,000.00 US Dollars. Specifically, as part of a broader regional initiative, UNDP BRC is currently developing a research on the use of social media for anti-corruption, in order to distill lessons from experience in Eastern Europe and the CIS and identify key factors for positive impact; the regional project will support a selected number of pilot country initiatives including this one in Kosovo.

Tentative Budget Breakdown

Activity	Budget estimate in US Dollars
Setting up and maintenance of Web-based Platform (Activity 1)	25,000.00
Public awareness raising & social mobilization campaigns (Activity 2)	9,500.00
Stakeholder training (Activity 3)	1,500.00
Launching Event	1,500.00
Total Costs	**37,500.00**

Funding Source	Amount in US Dollars
Financial support from UNDP RBEC - Track Funding	27,500.00
Financial support from UNDP BRC	10,000.00
Total	**37,500.00**

Perspectives and possible follow-up:

Enhancing democratic governance, particularly anti-corruption measures, though social media is very new to Kosovo and the region.

In case the proposed pilot initiative is successful and attracts additional financial resources, UNDP Kosovo intends to expand the project to a full-fledged programme on social media and anti-corruption. Building on the experiences and lessons learned gathered in connection to this pilot project, the programme would include amongst others:

1. Introducing social media to national/local **public sector** authorities and law enforcement agencies as a reliable and effective tool to:
    a. Gather information on geographical and sectoral spread of corruption in public services delivery;
    b. Monitor the adoption of countermeasures against corrupted public officials
    c. Raise legal issues that need to be addressed on a participatory basis
    d. Redefine on a participatory basis state budgets and funding (see http://www.internationalbudget.org/ and the Open Budget Partnership).
    e. Enhance their representation and outreach function;
    f. Enhance public transparency and accountability.

2. Providing more in-depth guidance to **civil society organizations** on integrating social media in their communication and outreach strategies as well as awareness and advocacy campaigns.

3. Engaging with **private sector** stakeholders through social media to promote their active engagement in decision making processes, providing the business sector with an opportunity to voice their concerns and engage in enhancing corruption control through social media.

4. Further involving national and local **media** and enhancing their capacities of to effectively report and investigate corruption cases (investigative journalism) as well as further promote community-based or citizen journalism.

As highlighted previously, this pilot activity intends to be an innovative and groundbreaking approach in the field of anti-corruption. Given UNDP's mandate to build democratic societies and empower minorities, this initiative also intends to serve as a model for similar future initiatives that combine social media with development interventions.

Therefore, if financial resources are available, UNDP Kosovo, in close collaboration with UNDP BRC, intends to expand its social media engagement thematically and geographically, by:

1. Targeting additional areas of concern to Kosovo through social media, such as gender based violence.

2. Replicating this effort in other countries and territories, in collaboration with relevant UNDP Country Offices in the region. Ideally, the social media platforms established in each country could be interlinked into one regional Network, thus enhancing regional cooperation in advancing transnational and transborder crime.