

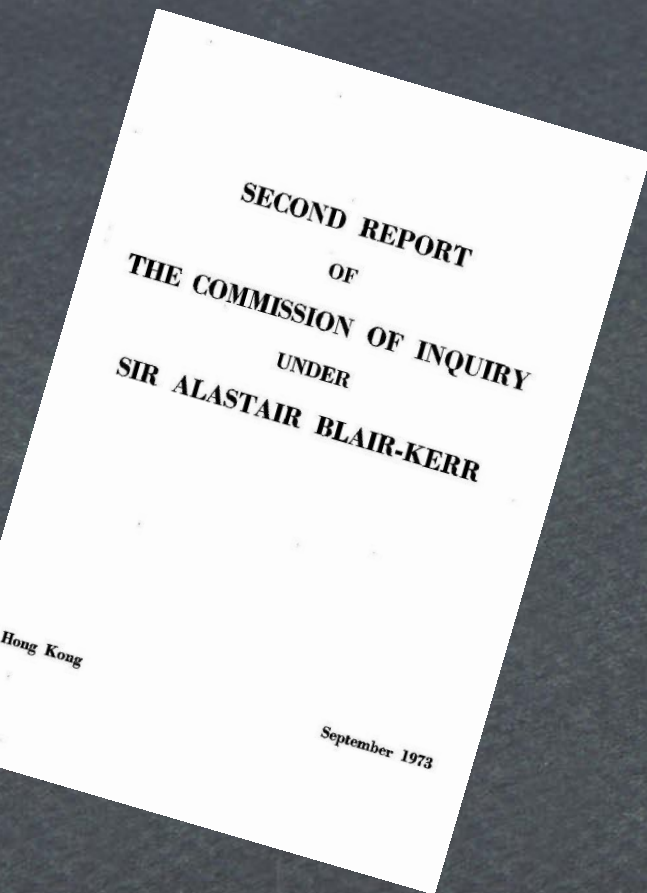
Community Engagement and Value Education – A Target-oriented Approach to Transform Public Attitude Against Corruption in Hong Kong

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Independent Commission Against Corruption, Hong Kong SAR, China



Before ICAC came into being



1st Quote:

“...the man in the street in Hong Kong can so readily be persuaded to pay officials for facilities which the law says he shall have”

2nd Quote:

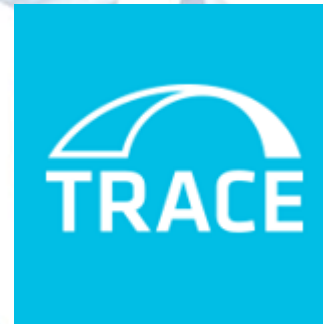
“...‘kick-backs’...is a matter of everyday occurrence”

International Perspective

Hong Kong – one of the cleanest cities in the world



“Hong Kong continues to enjoy relatively low rates of corruption....”



“Hong Kong is ranked the 4th economy with the LOWEST business corruption risk....”



“Hong Kong had a clean business environment....”



“Hong Kong is ranked the 17th least corrupt place among 175 countries surveyed....”

ICAC Annual Survey 2014

10 = Total Tolerance

**Zero Tolerance
of Corruption**

Mean Score of 1

0 = Total Intolerance



ICAC Annual Surveys

97%

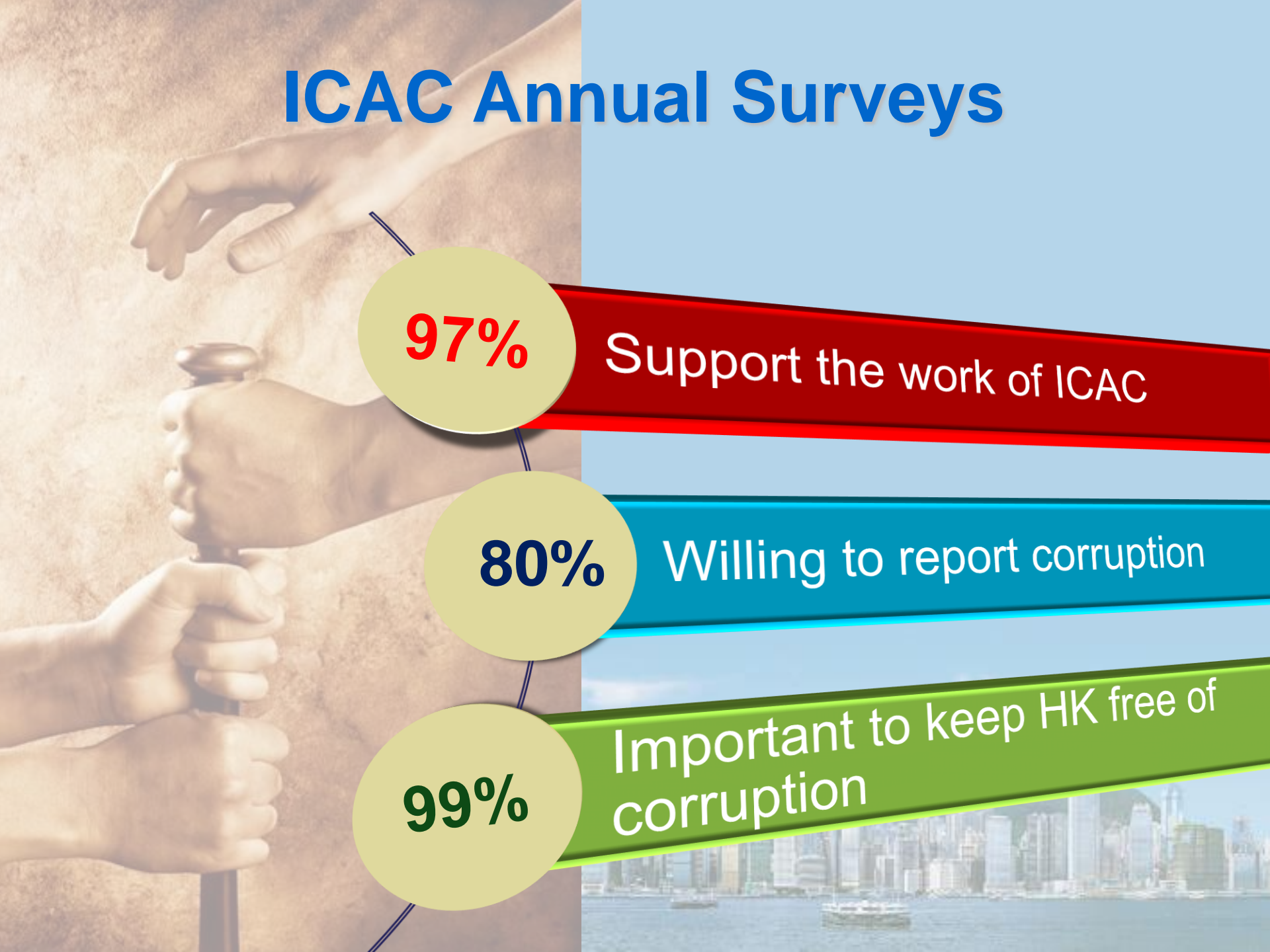
Support the work of ICAC

80%

Willing to report corruption

99%

Important to keep HK free of corruption



Three-pronged Strategy



ICAC's Philosophy

“... there can be no real victory in our fight against corruption unless there are changes of attitude throughout the community”



*Founding Commissioner of ICAC,
Sir Jack Cater*

Statutory Duties of Community Relations Department (CRD)

- Educate the public against the evils of corruption
- Enlist public support in combating corruption



Modus Operandi



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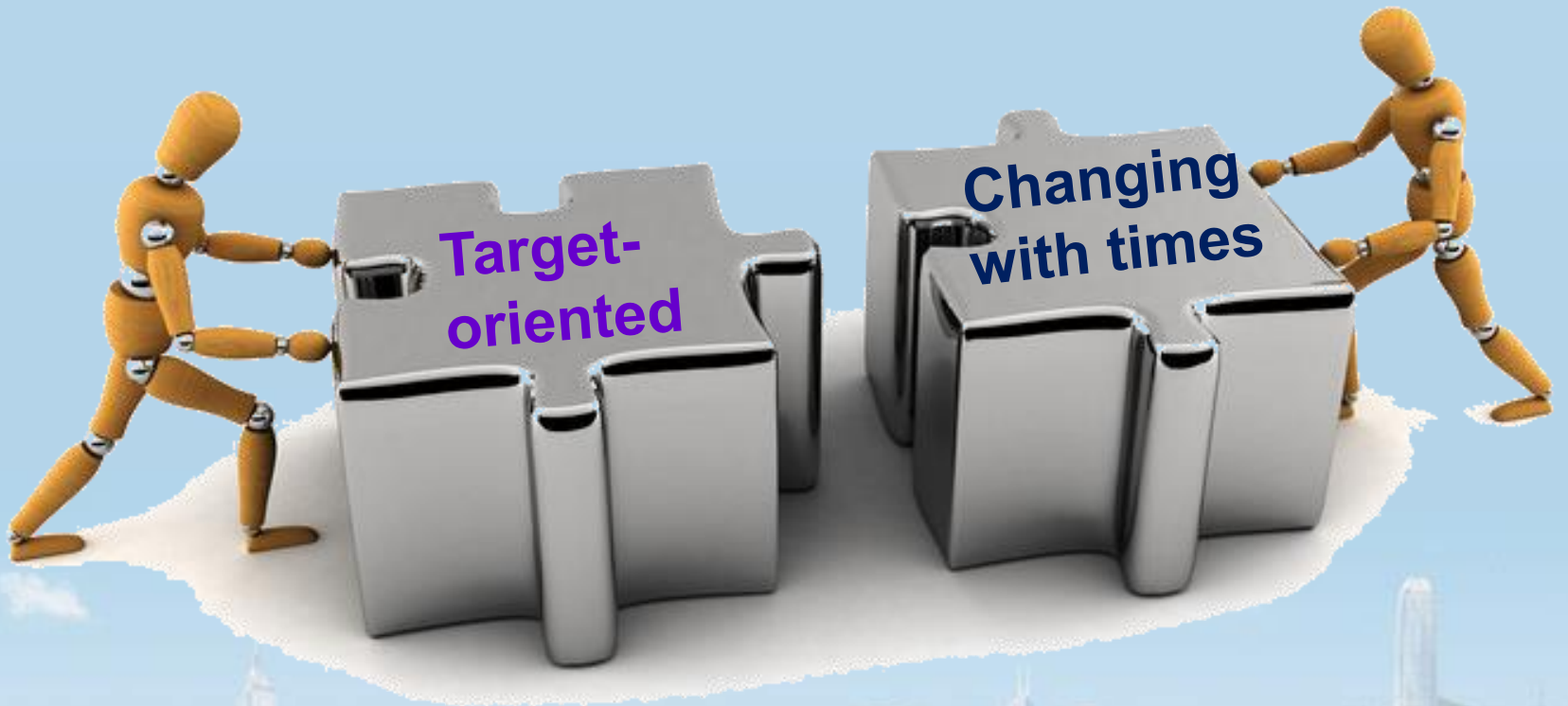


Mass Media

Face-to-face



Hong Kong's Anti-Corruption Education Strategies

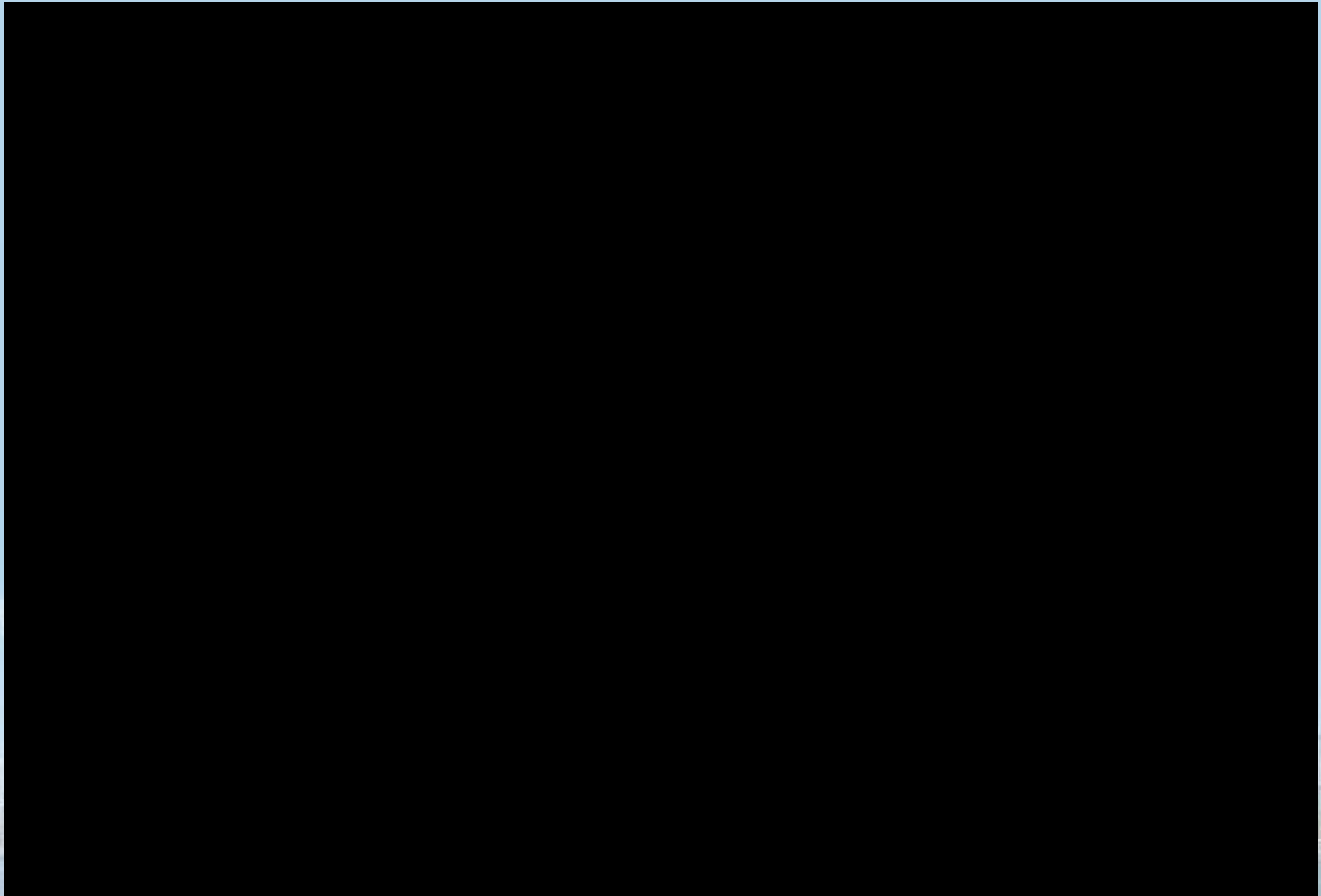


Mass Media



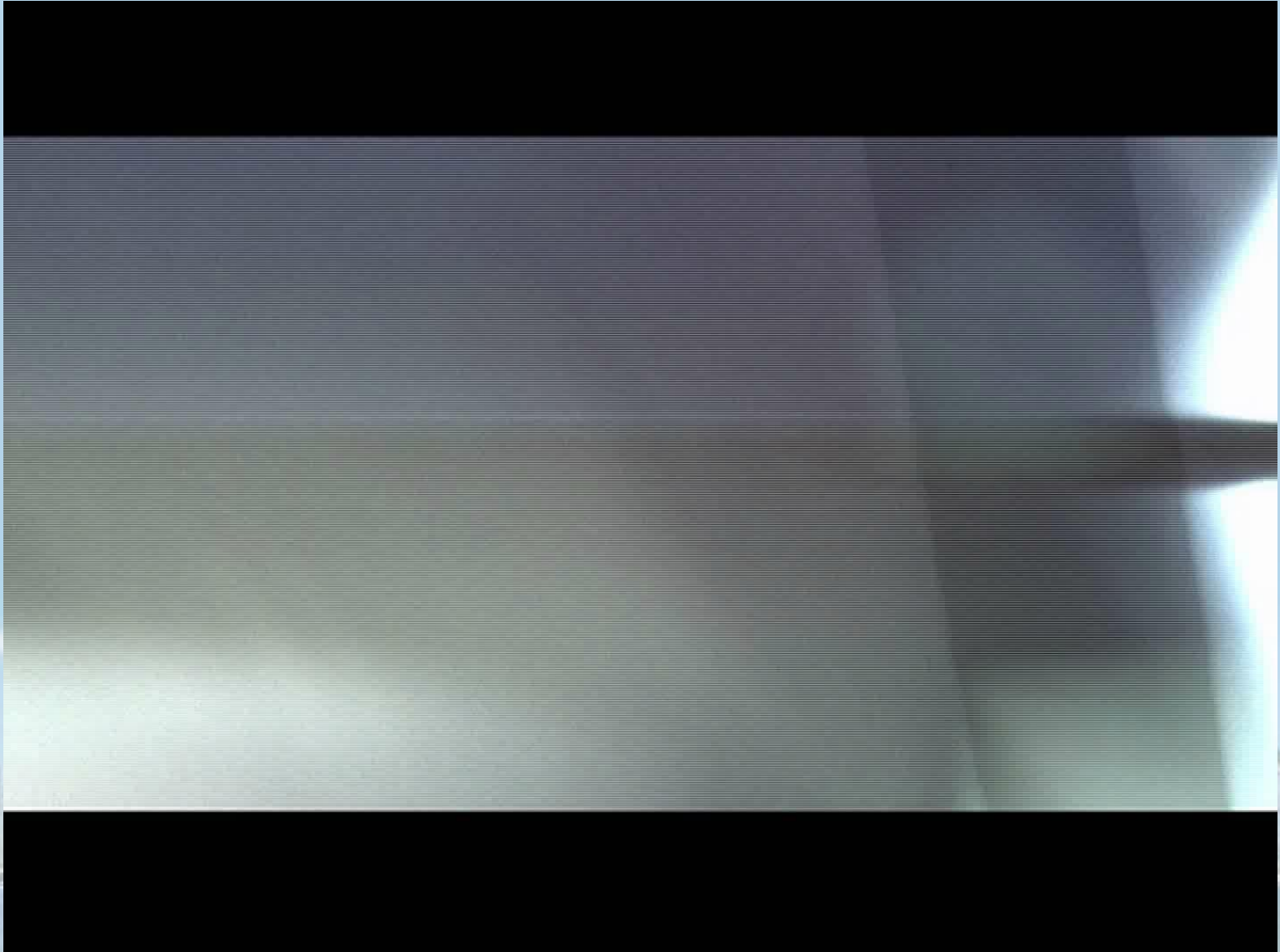
TV Advertisements

Deterrent Effect



TV Advertisements

Target-oriented: SMEs



TV Advertisements

Target-oriented: Youth



TV/Radio Programmes

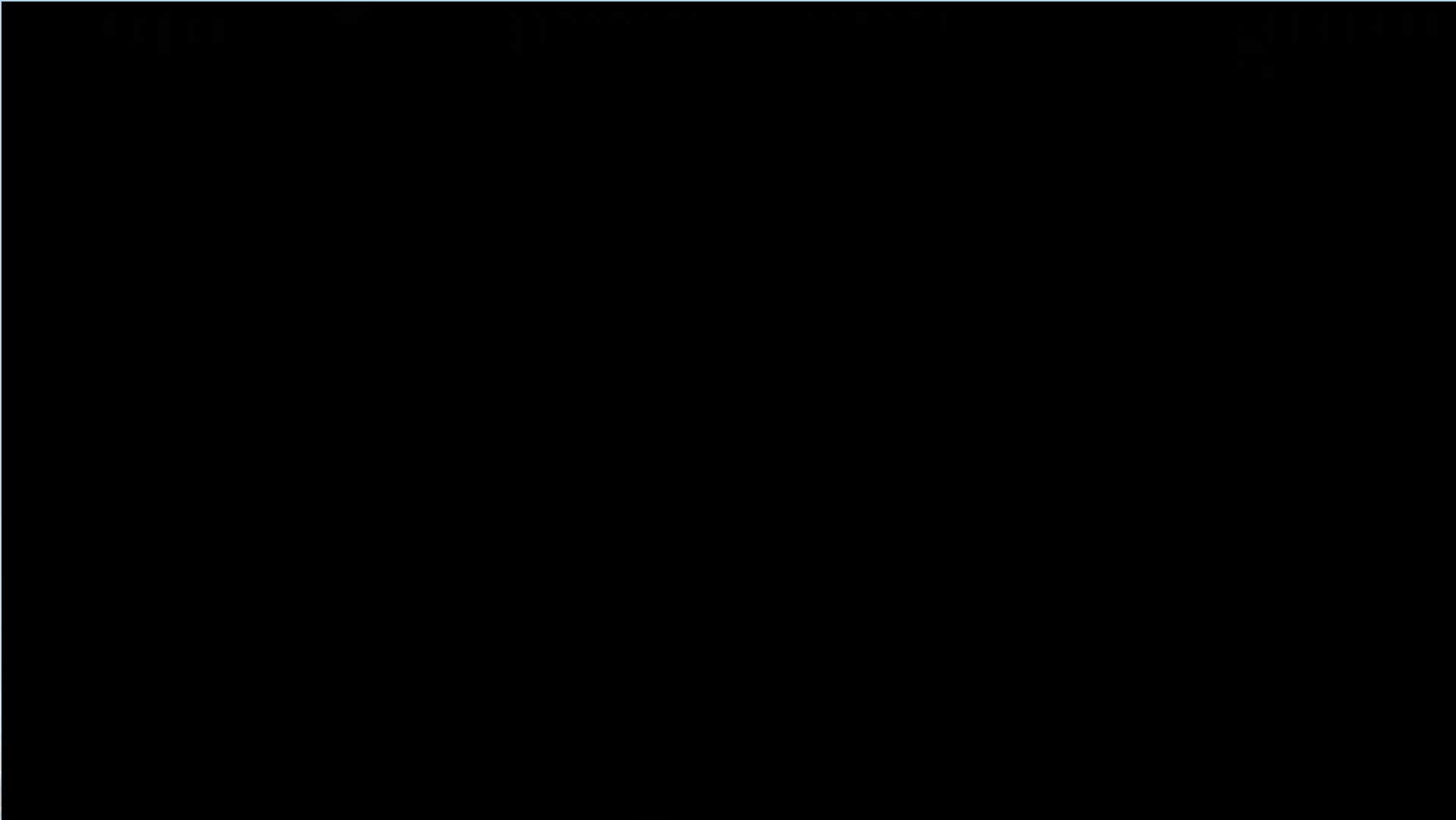
- Drama series
 - Real cases
 - Demonstrate commitment of ICAC



- # TV/Radio Programmes
- Drama series
 - Real cases
 - Demonstrate commitment of ICAC
- 



“ICAC Investigators” Series



TV/Radio Programmes

- Drama series
- Spot series
- Roller feature in TV programmes



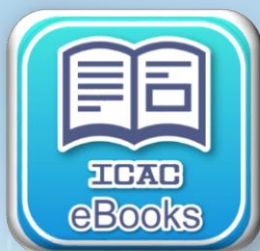
TV/Radio Programmes

- Drama series
- Spot series
- Roller feature in TV programmes
- Radio programmes



Internet and Social Media

- Corporate Internet Portal
- Thematic websites
- Social media
- Smartphone App
- eBooks App



廉政頻道
ICAC Channel

f
iTeen Xtra

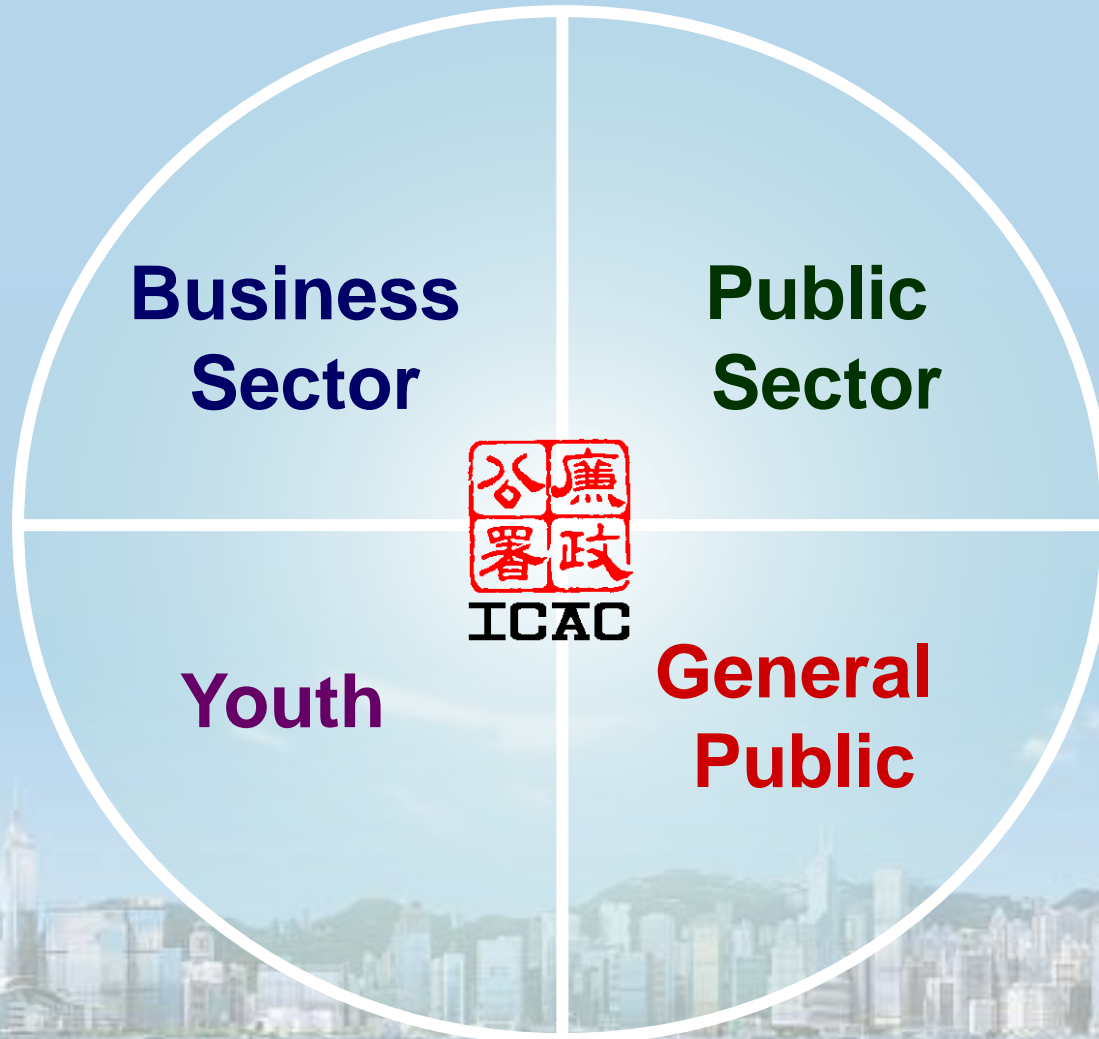
**iTeen
Camp**

德育
Moral Education Web

You Tube
ICAC Channel

Face-to-face Interaction

Target-Oriented Approach



Public Sector

- Tailor-made corruption prevention seminars and training for civil servants



Public Sector

- Network of “**Ethics Officers**”
- Promote integrity management



Public Sector

- Handy reference on integrity management for public servants



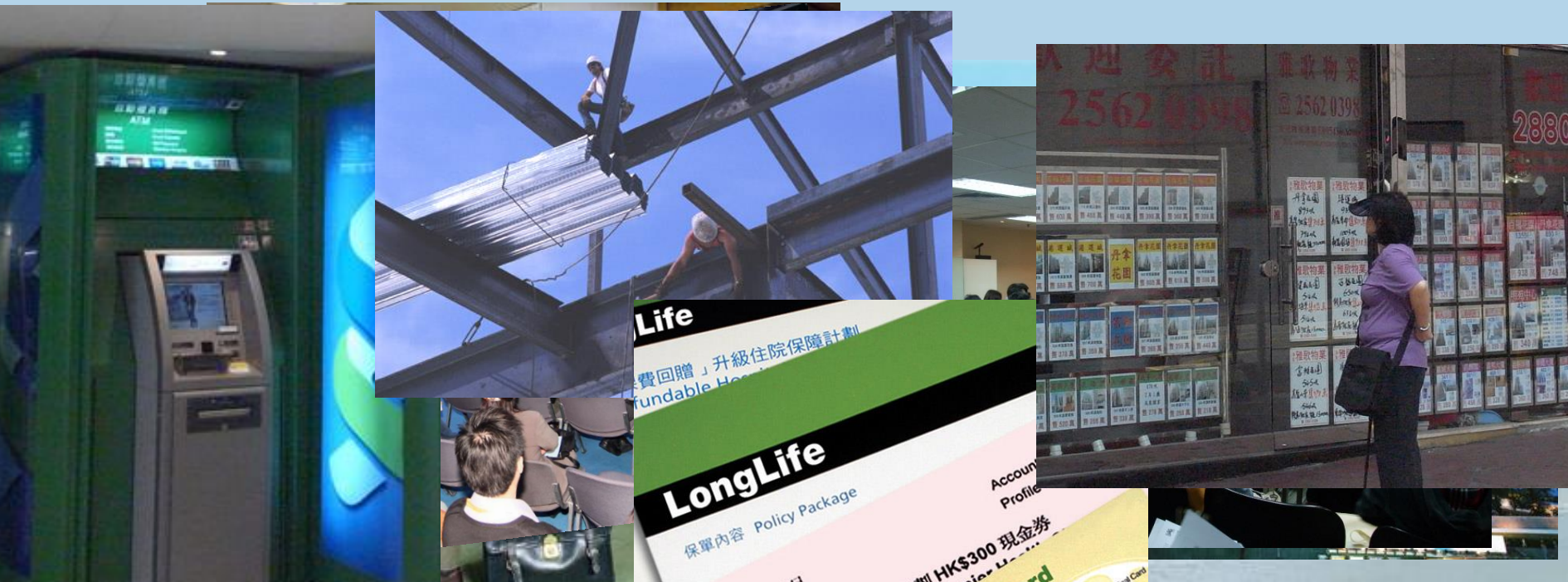
Public Sector

- Web-Learning Portal on Integrity Management



Business Sector

- Company to company visits
- Tailor-made corruption prevention training for private sector employees
- Trade specific integrity promotion programmes



Business Sector

Hong Kong Ethics Development Centre



- Set up in 1995
- Under the auspices of CRD
- Rebranded as the Hong Kong Business Ethics Development Centre
- Overseen by 10 major chambers of commerce in Hong Kong



Business Sector

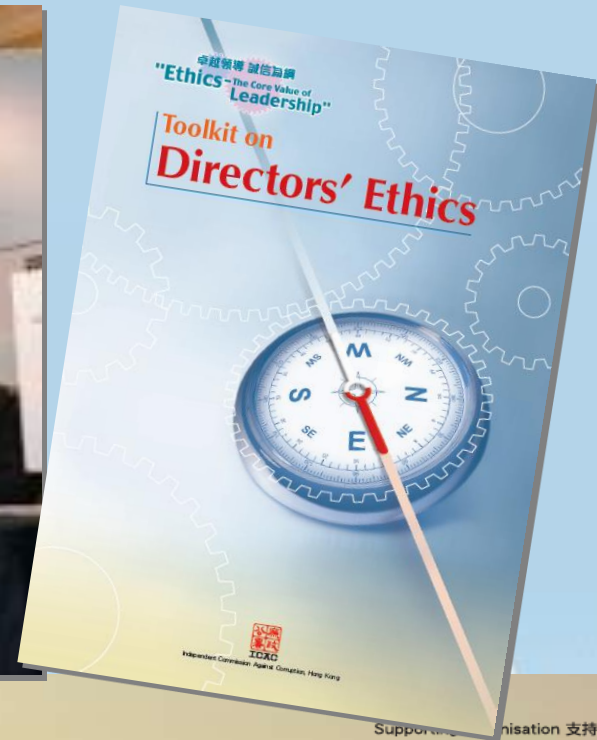
Partnerships

- Chambers of commerce
- Regulatory bodies
- Trade and professional associations
 - Integrate ICAC's messages into registration & licensing requirement
 - Jointly develop e-learning materials



Business Sector

- Programme for listed companies



Co-organisers 合辦機構



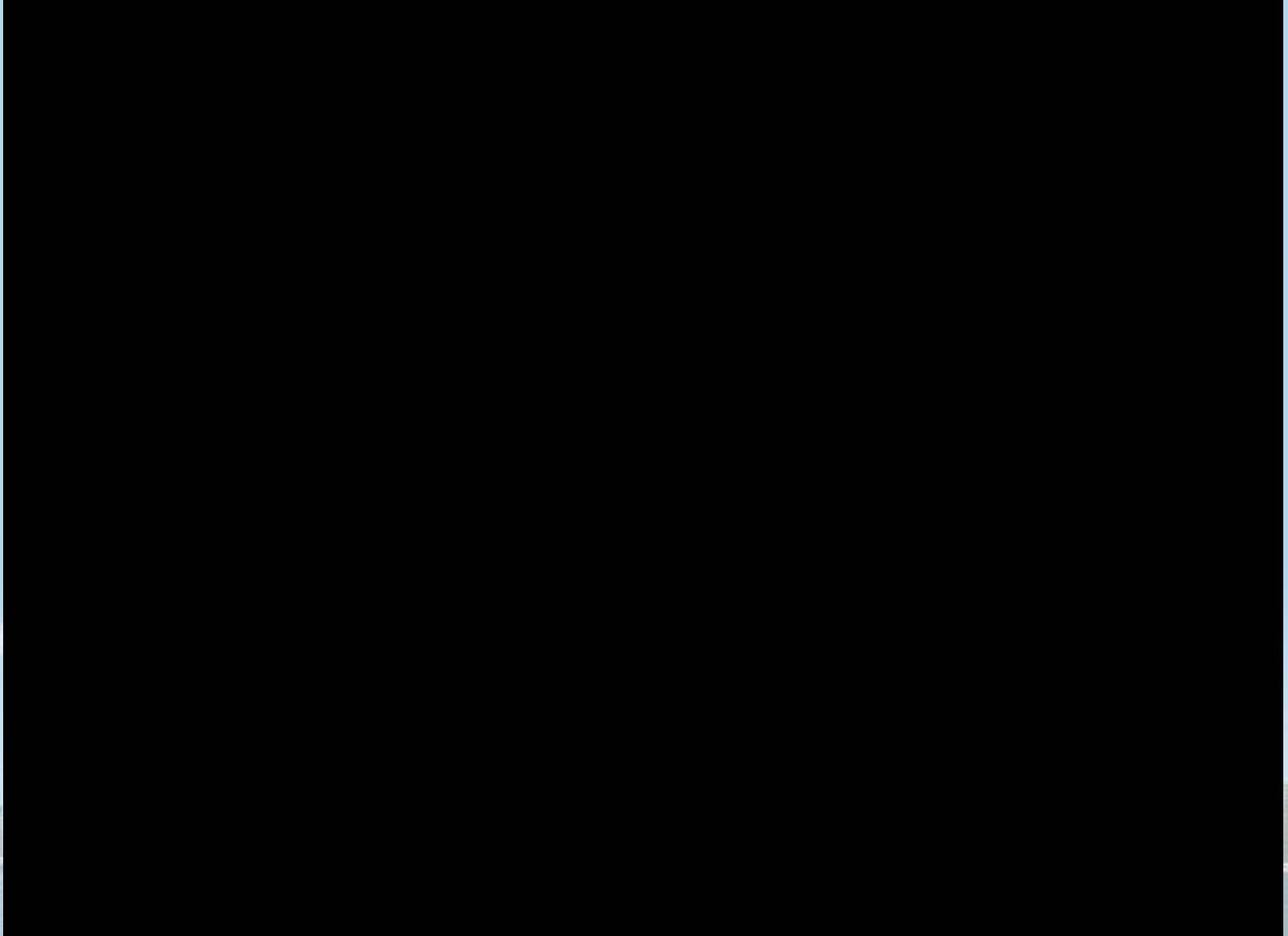
Supporting Organisation 支持機構



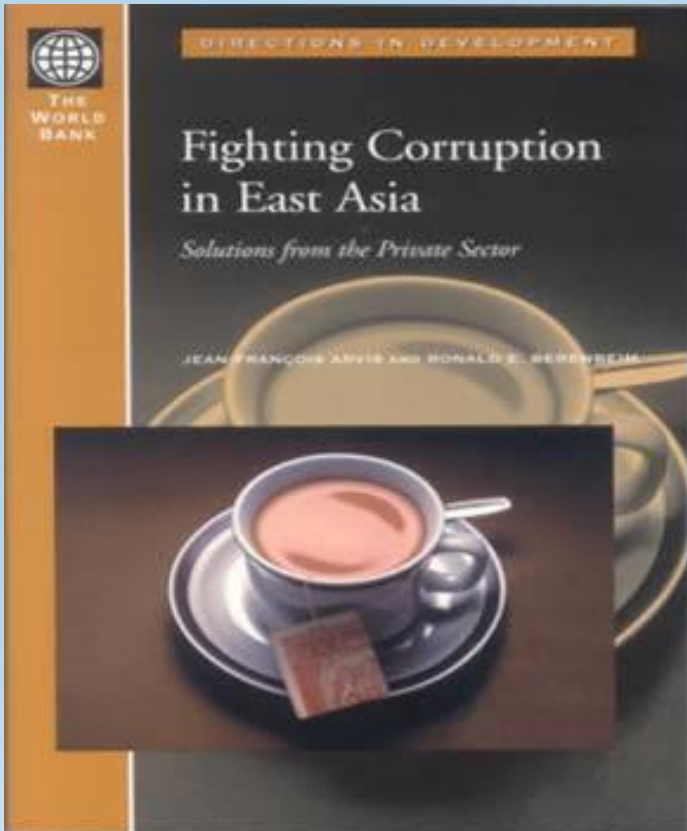
Co-ordinating Organisation 統籌機構



Directors' Ethics



International Recognition



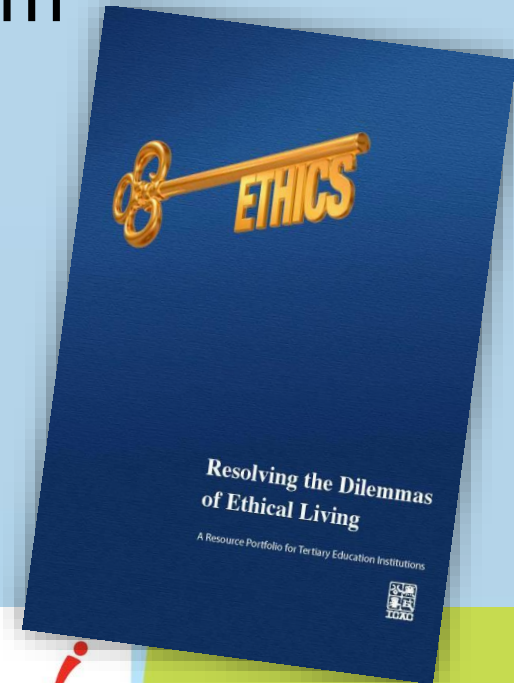
‘having a government agency directly involved in the dissemination of business ethics is quite exceptional worldwide and reflects the very strong policy of prevention implemented in Hong Kong’

The World Bank 2003

Youth

University-Secondary-Primary-Kindergarten

- Personal Ethics Module in curriculum
- “i-League” programme
- Youth Integrity Project & Summit



Youth

University-**Secondary**-Primary-Kindergarten

- Interactive dramas
- i-Teen Leadership Programme
- Moral education packages for curriculum



Youth

University-Secondary-Primary-Kindergarten

- Cartoon characters
- Animation series and storybooks
- Parenting activities



General Public

- Set up Regional Offices



General Public

- Meet-the-public sessions
- Community Involvement Projects

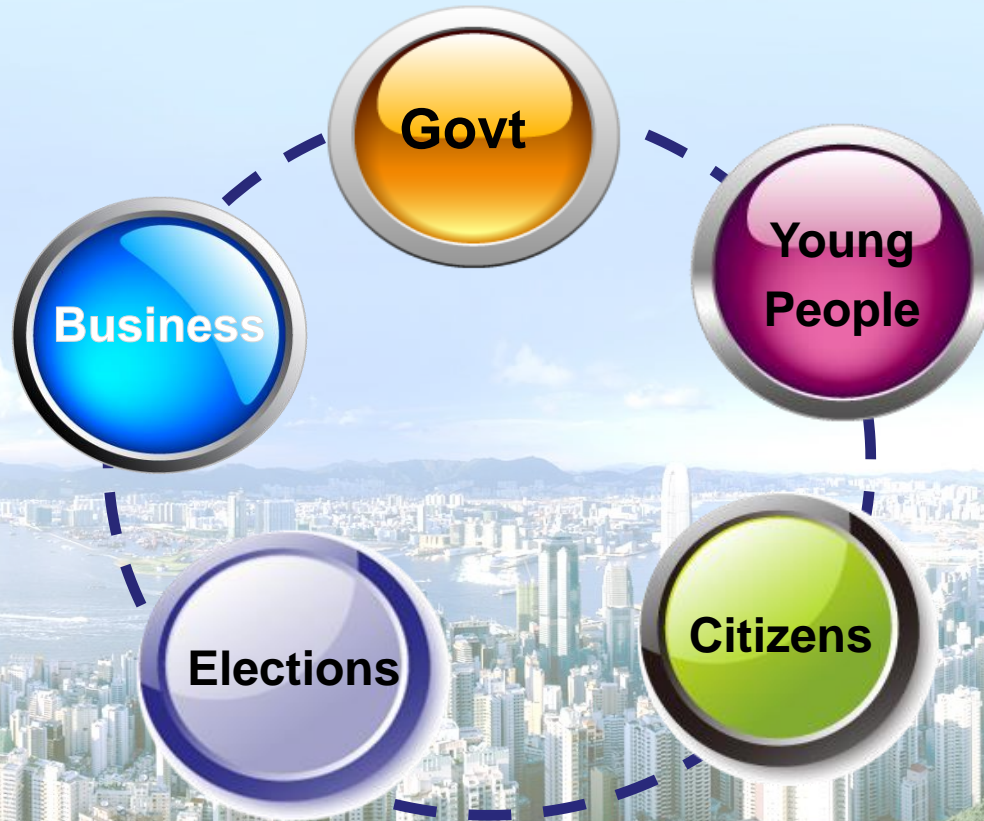


General Public

- Establish “**ICAC Club**” for further civic engagement



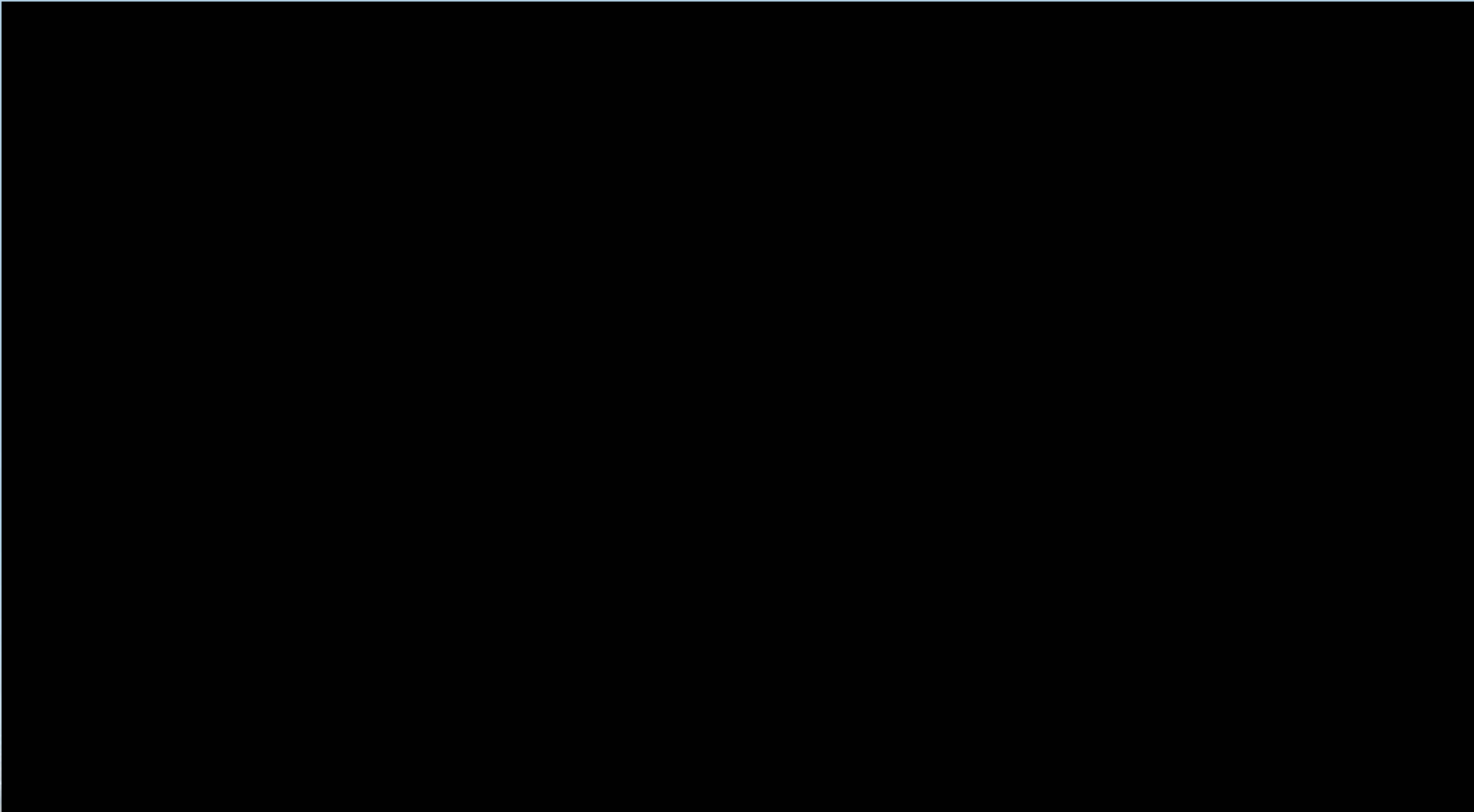
A Culture of Probity in Different Segments



The Mission Continues



Our Dream



A wide-angle, nighttime photograph of the Hong Kong skyline. The image captures the dense cluster of skyscrapers along the waterfront, with the Victoria Harbour in the foreground. The sky is a deep, dark blue with some light clouds. The city lights are vibrant, reflecting on the water. The text "Thank You" is superimposed in the upper right quadrant in a large, blue, serif font with a subtle white glow.

Thank You