Evolving Strategies to Sustain Zero Tolerance towards Corruption with Public Support – A Showcase of Hong Kong

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Three-pronged Anti-Corruption Approach

Commissioner

Law Enforcement

Prevention

Education

Operations

Corruption Prevention

Community Relations
CRD’s Mission

To WIN

Public Support
Evolving Strategies

Social and Economic Changes → Change of Public Attitude → NEW Strategies and Approaches
70s – 80s
Establishment of ICAC in 1974

The Independent Commission Against Corruption (ICAC) was brought into existence on 15th February 1974 with the enactment of the Independent Commission Against Corruption Ordinance 1974.
Corruption was Routine
Face to Face Approach
ICAC Regional Offices
Mass Media - 1st TV Advertisement in 1975

Report corruption.
Come in person to the ICAC Regional office.
Mass Media - 1\textsuperscript{st} Drama Series in 1976
90s - Millennium
Partnership

To form *alliance* with various sectors of the community
Partnership with Government Sector

• Ethical Leadership Programme since 2006
• Network of “Ethics Officers” in government departments
Partnership with Government Sector

• Probity workshops and resources
• Strategies and training plans to promote integrity
Partnership with Business Sector

• First ever Business Ethics Conference in 1994
• Setup of **Hong Kong Ethics Development Centre** in 1995
Engaging District Organisations

• Co-organised publicity projects with 18 District Councils
Engaging Ordinary Citizens – ICAC Club

• Established the **ICAC Club** in 1997
• Today the Club has over **2,600** members
Nurturing Positive Values at Early Ages

• From *kindergarten kids* to *university students*
Today
Hong Kong is one of the cleanest cities in the world.
CHANGE of Pattern of Communication
Keeping up with Technological Advancement

Mass Media

Drama Series

TV Advertisements

Printed Materials
Keeping up with Technological Advancement

Online & Social Media

- Facebook
- YouTube
- ICAC Channel
- iTeen
- iTeen Xtra
- ICAC Weibo
- Instagram
Icons

To arouse the interest of young people
Virtual Reality & Augmented Reality

To experience the evils of corruption
A Higher Level of Commitment – Business & Professional Ethics

The ETHICS-PLUS Thinking Process*

Critical Steps

- Establish the ETHICAL ISSUE at stake
- Take account of the ACTOR and relevant FACTS
- Hold off the “WRONG”
  - Continue for Right vs Right Dilemma
- Identify the two “RIGHTS”
- Contemplate RESOLUTIONS and probable consequences
- Select the best course of ACTION for implementation

Ethics Tools

*Adapted from The Ethical Fitness™ process by Dr. Rumphard Kinder, Institute for Global Ethics
Empowering Youth - ICAC Ambassadors
Empowering Youth - ICAC Club Youth Chapter
“All for Integrity” Publicity Programme

Reaching over 2 million citizens

ICAC needs everyone to get involved!
Achievements
Very Low Corruption Rate

• Only around **1%** of respondents indicated that they had encountered corruption in the past 12 months
Zero Tolerance of Corruption

Mean score of tolerance of corruption:

0.5
Willingness to Report Corruption

Early 90s: 54%

2018: 80%

80% willing to report corruption
Non-anonymous Reports

1974: 35%
2018: 74%

Increase in Confidence to the ICAC
Probity is Hong Kong’s Core Value

ICAC deserves Support 95%
Way Forward
Ethics for All

📢 Keep evolving amid changes 🌐 Creativity
👥 Experience sharing
初心依舊 永不變質
「世界在變，反貪不變。」
Times change. The mission continues.

Thank you