

Annex - Questionnaire

Measures taken to implement the Convention and the commitments contained in the UNGASS political declaration, as well as good practices and progress made in the use of international cooperation mechanisms under the Convention¹

Country	The People's Republic of China
Implementing authority/authorities	Independent Commission Against Corruption (ICAC), Hong Kong Special Administrative Region (HKSAR)
Corresponding paragraph(s) of the UNGASS political declaration and/or article(s) of the Convention	<u>UNGASS political declaration</u> Paragraphs 20 to 21 and 66 <u>UNCAC</u> Article 13
Title of initiative	Public engagement, programme in promoting integrity and anti-corruption awareness
Keywords of initiative	public engagement, All for Integrity, Journey for Integrity, Shine with Integrity, ICAC Club, advertising campaigns, TV dramas, social media platforms
Short summary of initiative (please indicate the start date/duration if relevant)	To make on-going efforts, through organising activities in the local community as well as engaging the mass and new media to promote public awareness of the evils of corruption, foster public confidence in and support for the work of ICAC and encourage reporting of corruption.
Detailed description of initiative	<p>In order to foster public confidence, ICAC has all along proactively reached out to local communities through setting up ICAC regional offices, fostering close collaboration and strategic partnership with district organisations and their networks, and organising activities to generate publicity for enhancing awareness of ICAC's work, its transparency and the importance to uphold integrity.</p> <p>ICAC regularly introduces its anti-corruption strategies to district leaders, gauge public views and concern on the work of ICAC, and dispel misconceptions about ICAC. ICAC also proactively fosters partnership with a variety of organisations to enlist their support of our district involvement projects and seek avenues of collaboration to promulgate anti-corruption and integrity messages to different strata of the community, including new arrivals to Hong Kong and people of diverse race, through networks of these organisations.</p> <p>To magnify the mileage of our publicity work, ICAC launched a multi-year "All for Integrity" territory-wide programme in 2015 under which large-scale community engagement activities have been organised to further our reach to and interaction with the general public and garner their support to pass on the probity culture to the next generation. To further encourage the public to take</p>

¹ Please use one form per initiative described

	<p>positive action to practise integrity, ICAC rolled out in 2022 the “Journey for Integrity” City Walks Online Platform and organised physical “Anti-corruption Walks” in all districts to visit selected landmarks features related to the fight against corruption in the platform.</p> <p>In 1997, the ICAC Club was established to actively engage passionate citizens from different strata of the community to participate and provide voluntary services in ICAC activities to promote integrity. Under the mentoring programme kick-started in 2022, retired ICAC officers serve as mentors to pass their valuable experience to Youth Chapter members of the ICAC Club.</p> <p>In parallel, ICAC makes on-going efforts to disseminate anti-corruption messages to the general public via the mass media. Major projects included the corporate advertising campaigns launched every one or two years and TV drama series launched every two to three years. Since 2009, ICAC has pioneered the use of social media, e.g. Facebook, Instagram, YouTube, to connect with youngsters and the general public for enhancing their engagement in the digital era.</p>
<p>Lessons learned in implementing the initiative</p>	<p>Engaging the public in the anti-corruption cause is a crucial part of the anti-corruption work. It not only provides opportunity for the target groups to understand more about the anti-corruption work, but also enlist their support and make use of their networks and influence to engage more people to support the fight against corruption. To engage the public successfully, the following are some important characteristics of the engagement programmes:</p> <ul style="list-style-type: none"> • it must be long lasting with different themes and initiatives to sustain the interest of the public. • online and offline publicity should be integrated. • anti-corruption messages should be disseminated by using different approaches. Soft approach to disseminate messages can create deep and long lasting impact and instil positive values among the public whereas simple and direct messages delivered through various corporate advertising campaigns sustain the brand image of ICAC among people in Hong Kong. • partnership with organisations and stakeholders such as government departments, NGOs and district organisations is useful not only for getting the anti-corruption messages across to the relevant target groups more effectively, but also tapping their resources and manpower to help spread the messages.
<p>Challenges encountered in implementing the initiative</p>	<p>Different target groups have different needs and concerns and their habits of information consumption as well as the means of getting information are also changing rapidly. Regular monitoring of the trends and development within different target groups, and an integration of both traditional mass media channels and online digital platforms are essential in keeping our pace to communicate with the public at large and specific targets. Regular dialogue with youngsters is also necessary in ensuring our work can reflect their tastes and the latest market trends.</p> <p>To sustain the interest of different target groups and retain them as ICAC’s supporters are also a challenge. Taking ICAC Club as an example, there are always challenges for organising activities meeting the needs of both</p>

	<p>young and senior Club members. Segmentation and tailor-made activities are possible solutions.</p> <p>Devising tools to measure the effectiveness of the public engagement programmes is also a vital part of the anti-corruption work. While it is never easy to measure public sentiment and perception over the anti-corruption work, the consistent support of Hong Kong people to the anti-corruption cause as reflected in the ICAC Annual Survey conducted independently by external consultancy firm and the high ranking of Hong Kong in various international corruption indices attest to the effectiveness of our public engagement efforts.</p>
<p>Link to more information</p>	<p>“All for Integrity” Territory-wide Programme: https://www.icac.org.hk/icac/twp/en/programme.html</p> <p>“All for Integrity” Facebook fanpage: https://m.facebook.com/allforintegrity</p> <p>“Journey for Integrity” City Walks Online Platform: https://integritywalks.hk</p> <p>Engagement Programme for Members of the ICAC Club: https://www.icac.org.hk/icac/club/en/index.html https://www.icac.org.hk/icac/club/25a/en/</p> <p>Engagement Programme for People of Diverse Race and New Arrivals: https://www.icac.org.hk/en/crd/work/na/index.html https://www.icac.org.hk/icac/race_eq/index.html</p> <p>Raising Public Awareness through Multi-Media Publicity: https://www.icac.org.hk/en/home/index.html</p>