#WORKFORIT

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INTRODUCTION

UNDP country offices in Moldova, Serbia, and Armenia have partnered on an international effort to reduce corruption across sectors. Called Youth Bridge, it is conceived as a platform for anti-corruption programs in all three countries, targeted specifically at youth between the ages of 15-24. It will be comprised of multiple projects, from games, to social media campaigns to mobile applications. The Salzburg Academy for Media and Global Change was tasked with creating specific ideas and processes that could contribute to the Youth Bridge platform.

PART I: FRAMING THE PROBLEM

Country: Serbia

Issue: Corruption in the Education System

“The duty of youth is to challenge corruption.” – Kurt Cobain

Rationale:

Almost 60% of Serbian citizens have offered bribes in order to obtain certain services (UNDP, 2013), and corruption in the school system is a particularly persistent problem in the country. Teachers are regularly bribed for grades and practices of hiring and firing are tied to illegal flows of money. Corruption in schools creates an unfair system, limiting opportunities for those who don’t have the resources to pay bribes.

According to the UNDP, high-school students are perceived as victims of lack of opportunities, moral and institutional decay, and negative role models in a transitional society. Their value system, overall, has been described as jeopardized. According to a UNDP report on the attitude of Serbian citizens on corruption in education, 12% of Serbians see corruption as the biggest issue facing citizens, ranking 3rd after poverty. Additionally, 64% of citizens believe that the government is making some progress in the battle against corruption; with 46% of them saying that the government should lead the battle against it (UNDP, 2013). Trust in government is increasing, but there is considerable work that still needs to be done. Two fifths of citizens obtained information on corruption in education directly from traditional media such as TV and newspapers (UNDP, 2013). Considering our target audience is the youth (students), the use of social media is an efficient way to raise awareness and enable them to get involved with the campaign and join the project.
PART II: THE SOLUTION

Our solution:

#WORKFORIT is an initiative promoting dedication and hard work in pursuing individual aspirations as opposed to taking the easy route through bribery and cheating. The initiative consists mainly on an online contest aimed to aggregate user-generated videos –30 to 60 sec – in which people across Serbia can describe their future aspirations or life dreams and how they will achieve them. All videos will be uploaded to YouTube using #WORKFORIT in the title and all films should end with a common slogan: “I'm not going to pay for it, I’m going to work for it.” The creators of the three videos with the most views will win various prizes. The social media campaign will be complemented with branded material and ambient such as bracelets, stickers and posters that will be distributed around schools to raise awareness. A montage of the top viewed videos will be developed and shared nationally.

Using social media will allow us to engage citizens by giving them a platform to submit their videos interact with each other and voice their opinion, instead of the one-way flow of traditional communication. Rapid awareness can be achieved by using new media, as the Serbian online community is very active and vocal. Using TV and Radio might require a large budget and would target the older population, which is not our primary target group.

Implementation:

The campaign will work alongside the #WORKFORIT web application and the Bribe? game under UNDP’s umbrella project, Youth Bridge. The campaign will be launched in collaboration with anti-corruption NGOs such as Serbia on the Move, Pistaljka, Transparency Serbia, schools and other education institutions.

The approximate cost of the campaign is $25,000. The main deliverables are:

● Website: Design, Development, Hosting
● Online media: Web Banners, Facebook Ads, Facebook Posts Boosting
● Posters: Design, Artwork, Production, Distribution
● Bracelets: Design, Artwork, Production

Since the primary objective is raising awareness, our key performance indicator (KPI) is user-generated content and online interaction (number of video submissions, website visits, views, likes and shares). Other KPIs include media exposure and institutional buy-in. The long-term aim is a shift in attitudes towards corruption, which can be measured through surveys and official statistics.
References:

UNDP (2013), Attitude of Serbian Citizens on Corruption, Eighth research cycle, retrieved 6th August 2014 from
http://www.rs.undp.org/content/dam/serbia/Publications%2520and%2520reports/English/UNDP
_SRB_Corruption%2520Benchmarking%2520Survey%2520December%25202013.pdf
Visualization:

Montage Mockup: http://youtu.be/KDD7jDvyva4

Logo:
Bracelets:
#WORKFORIT

WHAT ARE YOUR GOALS AND ASPIRATIONS IN LIFE?

DESCRIBE THEM AND HOW YOU'RE GOING TO ACHIEVE THEM IN A SHORT VIDEO – UP TO 60 SECONDS.

PLEDGE: BE AS CREATIVE AS YOU WANT, BUT MAKE SURE TO END YOUR VIDEO WITH THE FOLLOWING STATEMENT

"I WON'T PAY FOR IT, I'M GOING TO WORK FOR IT"

UPLOAD: PUT THE VIDEO ON YOUTUBE, MAKE SURE TO INCLUDE #WORKFORIT IN THE TITLE

SHARE YOUR VIDEO FOR A CHANCE TO WIN VALUABLE PRIZES.
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Social Media Presence: