

**THE EAST AFRICAN ASSOCIATION OF ANTI-CORRUPTION AUTHORITIES (EAAACA)**

**PUBLIC AWARENESS AND  
COMMUNICATION  
STRATEGY**

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**2014**



**EAST AFRICAN ASSOCIATION OF ANTI-CORRUPTION  
AUTHORITIES (EAAACA)**

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General Secretary  
EAAACA Secretariat

## **FOREWORD**

Corruption in Africa continues to be a major impediment to development. It is recognized as one of the most pressing governance and development challenges that Africa is confronted with today (UNECA, AGRI 2005). Corruption is known to have a negative impact on the growth and distribution of income. East Africa as a region is also known to have high levels of corruption which have greatly affected service delivery. It is evident that corruption affects the poor disproportionately, undermines state accountability and capacity to provide equitable and responsible public services and the ability of countries to achieve the Millennium Development Goals.

The citizens of East Africa are generally aware of the evils of corruption but a lot still needs to be done to change their attitudes. The anti-corruption agencies have used different approaches to create awareness on the evils and dangers of corruption in their respective countries. However, anti-corruption efforts require the participation of all stakeholders to be able to appreciate the dynamics of fighting the vice, especially when the rule of law has to be upheld.

The National Anti-Corruption agencies of Kenya, Uganda and Rwanda derive their mandates from the national Constitutions of each of their countries. The Special Brigade Anti-Corruption of Burundi and the Prevention and Combating of Corruption Bureau of the United Republic of Tanzania derive their mandates from Law No.1/12 of 18 April 2006 and the PCCB Act, No.11 of 2007, respectively. There are variations in the mandates of the Anti-Corruption Institutions. However, there is no doubt that all the institutions are characterized with a three pronged mandates of investigations, prevention and education. It is also evident that these anti-corruption institutions are independent of the other branches of government in executing their duties and are only required to make periodical reports to parliament or an equivalent body, in their home states.

This Public Awareness and Communication Strategy in the member countries of EAAACA, is meant to effectively and efficiently raise public awareness on the evils of corruption by promoting and inculcating the desired values necessary in building a positive attitude that supports the fight against corruption. It is anticipated that this awareness strategy will engender public support for the work done by anti-corruption agencies in each of the East African Countries.

Irene Mulyagonja Kakooza

**President EAAACA**

## **ABBREVIATIONS AND ACRONYMS**

CBO	:	Community Based Organization
CEO	:	Chief Executive Officer
CSO	:	Civil Society Organization
EA	:	East Africa
EAAACA	:	East African Association of Anti-Corruption Authorities
EAC	:	East African Community
EACC	:	Ethics and Anti-Corruption Commission
FBO	:	Faith Based Organization
IG	:	Inspectorate of Government
PA&CS	:	Public Awareness & Communication Strategy
PAC	:	Public Accounts Committee
PCCB	:	Prevention and Combating of Corruption Bureau
SBAC	:	Special Brigade Anti-Corruption
SMS	:	Short Message System
TV	:	Television

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# **EAST AFRICAN ASSOCIATION OF ANTI-CORRUPTION AUTHORITIES (EAAACA) PUBLIC AWARENESS AND COMMUNICATION STRATEGY**

## **1.0 BACKGROUND**

The East African Association of Anti-Corruption Authorities (EAAACA) was formed on 28<sup>th</sup> September 2007 in Kampala, Uganda when the heads of Kenya Anti-Corruption Commission of Kenya (now Ethics and Anti-Corruption Commission, EACC), Prevention and Combating of Corruption Bureau of United Republic of Tanzania and Inspectorate of Government of Uganda signed the Kampala Declaration of EAAACA. The Association was thereafter, launched in Nairobi, Kenya on 9<sup>th</sup> November 2007 when the EAAACA Constitution was signed.

### **1.1 Vision**

EAAACA's Vision is "To promote the spirit of zero tolerance to corruption and encourage regional cooperation in preventing and combating corruption."

### **1.2 Mission**

The mission of EAAACA is "To promote, facilitate and regulate cooperation among member authorities."

### **1.3 Overall Objective of EAAACA**

The Overall objective of EAAACA is "To promote and facilitate regional cooperation, with a common goal of preventing and combating corruption in the East African Community region."

### **1.4 Membership of EAAACA**

The membership of EAAACA is comprised of

- i. Ethics and Anti-Corruption Commission (EACC) of the Republic of Kenya
- ii. Inspectorate of Government (IG) of the Republic of Uganda
- iii. Office of the Ombudsman of the Republic of Rwanda

- iv. Prevention and Combating of Corruption Bureau (PCCB) of United Republic of Tanzania
- v. Special Brigade Anti-Corruption (SBAC) of the Republic of Burundi

### **1.5 Situational Analysis**

Corruption is a threat to the proper functioning of economic integration and federation. As the region gets closer to political and economic integration of the east African region, there is need to effectively address the lack of accountability and transparency. Uniformity and common standards in promoting accountability and transparency for all EAC member states is vital but in developing these standards, there is need to bring on board each country's experience and political development. The Anti-Corruption Agencies in East Africa face a number of constraints limiting their operations that include, inadequate funding, understaffing, court delays and hostile witnesses, inadequate institutional support in the fight against corruption, sophistication in corruption practices, negative societal attitudes and high expectations from the public to deal with their complaints expeditiously among others.

The backbone of development is good governance so, where there are weak public institutional structures and mismanagement, citizens are denied the opportunity to realize sustainable development. East Africa has not escaped this corruption phenomenon, and public institutions have become part and parcel of the problem.

Despite the existence of an institutional, policy and legal framework, corruption remains a major challenge in the region. The impact of corruption is devastating to development because it raises costs in both the public and the private sector and diverts resources from their productive use. Poor public accountability and high levels of corruption in East Africa is on the lips of everyone on the streets or rural areas because of its prevalence on a day-to-day basis in the police, health sector or in the any other service. The problem has

reached insurmountable levels, as it appears to be institutionalized, despite attempts by Governments in the region to perform their mandates in fighting corruption.

The need for mainstreaming ethics in society is underlined. The anti-corruption agencies have to engage other creative ways of fighting corruption, for instance through culture, music and then arts.

The national Anti-Corruption bodies of Kenya, Uganda and Rwanda have their mandates specifically derived from their constitutions, with the exception of PCCB of the United Republic of Tanzania and SBAC of Burundi which are yet to be enshrined in their respective country's Constitutions. The IG of Uganda has a broader mandate in the fight against corruption, which includes investigation, prosecution, enforcing the Leadership Code, championing Education and Public Awareness against corruption and the Ombudsman function. Kenya's EACC also enforces the ethics component to enhance ethical behaviour and integrity in public service and society as a means to fighting corruption. The Office of the Ombudsman of Rwanda was given the mandate to Prevent and fight corruption in public and private administration, monitor the implementation of the Leadership Code of Conduct, act as a link between citizens and public/private institutions and coordinate the National Anti-Corruption Council. The mandate of the Special Brigade Anti-Corruption of Burundi is given by law No.1/12 of 18 April 2006 to combating corruption and other organized crime, Investigate acts of corruption and embezzlement, receive and carry out inquiries on complaints, cooperate with national, foreign and international institutions involved in fighting corruption. The Prevention and Combating of Corruption Bureau (PCCB) of United Republic of Tanzania has its mandate given by PCCB Act No.11 of 2007 to provide promotion and enhancement of good governance and eradication of corruption. The PCCB is only mandated to operate in mainland Tanzania.

The variations in mandates of the Anti-Corruption Institutions are dictated by the focus of each state when creating the institution to fight corruption. However, there is no doubt that all the institutions are characterized with a three pronged mandate of investigations, prevention and education. It is also evident that these anti-corruption institutions are independent of the other branches of government in executing their duties and are only required to make periodical reports to the parliament or an equivalent body, in their home states.

## **2.0 THE PUBLIC AWARENESS AND COMMUNICATION STRATEGY**

In this section, the key result areas are aligned with the communication and informational needs of various audience profiles and segments. The EAAACA Public Awareness and Communication Strategy has utilized the two-pronged approach to realize the attainment of the three key result areas aimed at creating visibility of the association and attitude change of the public towards corruption.

### **2.1 Objectives of the Public Awareness and Communication Strategy**

The overall objective of the Public Awareness and Communication strategy is to foster active participation of the public in the fight against corruption in the East African Community region. The specific objectives of the strategy are:

- (a) To enlist public support in the fight against corruption;
- (b) To change peoples' perception and attitudes towards corruption;
- (c) To disseminate knowledge on effects of corruption on the society
- (d) To raise awareness of citizens through public education

### **2.2 The rationale of the Public Awareness and Communication strategy**

The rationale for the strategy is to effectively and efficiently raise public awareness on the evils of corruption by promoting and inculcating the desired values necessary in building a positive change that supports the fight against corruption.

### 2.3 Key Result Areas

The key result areas of the Public Awareness and Communication Strategy include;

1. To raise awareness of the East African population through public education
2. To sensitize the East African population on the impact of corruption
3. To sensitize the East African population on the dangers of corruption
4. To create awareness of the existence of EAAACA

### 2.4 The Alignment of Key Results Areas & Communication Objectives

The table below shows the alignment of each of the key result areas to specific communication objectives determined by audience profiles and their anticipated information and communication needs.

<b>Table One :</b>		
<b>ALIGNMENT OF KEY RESULT AREAS &amp; COMMUNICATION OBJECTIVES</b>		
<b>Key Result Area One:</b>		
To raise awareness of the East African population on corruption through public education		
<b>Audience Profiling</b>	<b>Audience Segmentation</b>	<b>Communication Objective One</b>
Population of the East African Community - 140 million people	Public sector – Heads of Public Institutions both at National and decentralized levels	To solicit the East African population’s participation in the fight against corruption
	Private sector – unionized workers, media, professional bodies, business organisations	
	Formal educational sector – primary, secondary and tertiary institutions	
	Informal organized sectors- CBOs, youth groups, FBOs	

**Key Result Area Two :** To sensitize the East African population on the impact of corruption

<b>Audience Profiling</b>	<b>Audience Segmentation</b>	<b>Communication Objective Two &amp; three</b>
Population of the East African Community - 140 million people	Youth in formal sector: primary, secondary and tertiary levels of education	To promote an ethical culture among the youth
	The informal organized sector :workers unions, youth groups, FBOs, CBOs	To sensitize the youth about their civic duties and responsibilities to demand accountability

**Key Result Area Three :**  
To sensitize the East African population on the dangers of corruption

<b>Audience Profiling</b>	<b>Audience Segmentation</b>	<b>Communication Objective Four</b>
Population of the East African Community - 140 million people	Youth in formal sector – primary, secondary and tertiary levels of education	To sensitize the East African population on the consequences of corruption
	The informal organized sector – workers unions, youth groups, FBOs, CBOs	

**Key Result Area Four :**  
To create awareness of the existence of EAAACA

<b>Audience Profiling</b>	<b>Audience Segmentation</b>	<b>Communication Objective Four</b>
Population of the East African Community - 140 million people  Players who need to be monitored for compliance	Public sector – Heads of Public Institutions both at National and decentralized levels	To create awareness in the public, private and civil society on the role of EAAACA as a regional body in the fight against corruption

## 2.5 Alignment of key communication messages to various audience segments

In this section, key messages were reviewed as being appropriate to meet the needs of each audience segment. The audience was assessed for their information and communication needs to determine the key messages that will facilitate the achievement of the PA&CS objectives. The key message is an action oriented expression of what it intends to achieve with the audience segment.

<b>Table Two:</b>		
<b>Alignment of key communication messages to various audience segments</b>		
<b>Audience</b>	<b>What do they need to know</b>	<b>Key communication message</b>
Private sector	Their role in the fight against corruption	Soliciting a working relationship in exposing corruption
Union Workers	How they can assist in the fight against corruption	To encourage them to expose corruption
Media	How to provide channels of education exposing corruption	Soliciting a working relationship in exposing corruption
Civil Society	How to assist EAAACA in developing IEC materials	Soliciting a working relationship in exposing corruption
Development Partners	How their assistance is used	Soliciting for funding
Informal sector	The role of informal organized sector in the fight against corruption	How they can report corruption
Youth groups	How they can participate in the fight against corruption	How they can report corruption
Public sector	-Regional effort to fight corruption spearheaded by EAAACA  -Their participation in the fight against corruption  -That corruption is being monitored	Impact/consequences of corruption and how they can report it



<b>Table Two:</b>		
<b>Alignment of key communication messages to various audience segments</b>		
<b>Audience</b>	<b>What do they need to know</b>	<b>Key communication message</b>
Professional bodies	Their role in the fight against corruption and how they can sensitize members on corruption	Existence of EAAACA
Formal education sector <ul style="list-style-type: none"> <li>• Primary</li> <li>• secondary,</li> <li>• tertiary</li> </ul>	Their role in the fight against corruption <ul style="list-style-type: none"> <li>-Basic knowledge about corruption</li> <li>-Intermediary knowledge on corruption</li> <li>-Advanced knowledge on corruption</li> </ul>	Existence of EAAACA, knowledge on corruption, how to participate in the fight against corruption

## **2.6 Selection of Communication channels**

In this section, key stakeholders who will help in the facilitation of delivery of key communication messages are identified. This is a guide for who EAAACA can collaborate with to deliver the agreed upon messages that will strengthen the fight against corruption. A selection of various channels for communication is aligned to various segments of audiences to enable the communication process.

<b>Table Three</b>			
<b>Communication channels that should be used to deliver the message</b>			
<b>Meetings</b>	<b>Events</b>	<b>Seminars</b>	<b>EA Summit</b>
-Public service -Civil Society -Media -Development Partners -Workers Unions -FBOs -CBOs -Formal Education Institutions	-Youth -Formal Educational sector	-Professional bodies -Union Workers -FBOs -CBOs -Youth leaders -Media	-Heads of State -EAC Ministers -EA Parliament -Heads of Anti-corruption Agencies - Development partners

<b>Table Four :</b>				
<b>Information that should be delivered to the different sectors</b>				
<b>Key Audience</b>	<b>Who to approach</b>	<b>Level of engagement</b>	<b>Call for action/service objective</b>	<b>What's in it for them</b>
140 million EA Citizens	Heads of State, EAC Ministers, EA Parliament	Meetings to brief them on EAAACA's activities	Accounting Officers of Anti-corruption agencies	Impression of political will
Public service	Heads of public service in member countries	Letters, submission of PACS reports	Permanent Secretaries	Common guidelines on how to deal with corruption
Media	Media council, media-related associations	Workshops, meetings, submission of PACS reports	Media managers, Editors, Senior Reporters	Sense of participation

<b>Table Four :</b>				
<b>Information that should be delivered to the different sectors</b>				
<b>Key Audience</b>	<b>Who to approach</b>	<b>Level of engagement</b>	<b>Call for action/service objective</b>	<b>What's in it for them</b>
Civil Society	Heads of CSOs	Meetings and seminars	CEOs	Sense of participation
Development Partners	Heads of missions	Meetings, submission of PACS	Administrative officers	Their funds are properly used
Professional bodies	Heads of professional bodies	Courtesy calls, briefs, workshops	Leaders by their description	Common guidelines on how to deal with corruption
Workers Unions	Heads of unions, umbrella and specific bodies	Meetings, workshops, submission of PACS	General Secretaries	Sense of participation
Youth	Ministry responsible for the Youth	Organized events	Youth leaders	Sense of participation
FBOs	Religious leaders	Meetings, seminars, workshops	Leaders by their description	Sense of participation
CBOs	Head of CBOs	Meetings, seminars, submission of PACS	CEOs	Sense of participation
Formal Educational Institutions	Education Ministries, Association of Heads of Institutions, Teachers Unions	Meetings, workshops, events	Head of Institutions	Sense of participation

## 2.7 Communication Activity Action Plan

In this section, a profile of media events, frequency of message delivery and recipient audiences are outlined in Table Five: Communication Activity Action Plan. An activity based budget is extrapolated to facilitate the actual activity. Included in this section is a separate monitoring tool labeled as the feedback mechanism column in Table Five and Evaluation tool in Table Six to be used during the project cycle.

**Table Five**

**Communication Activity Action Plan**

<b>Media / Events</b>	<b>Objective</b>	<b>Message</b>	<b>Frequency</b>	<b>Delivered To</b>	<b>Delivered By</b>	<b>Feedback Mechanism</b>
Radio Spot Messages	To solicit the E.A. Citizens' participation in the fight against corruption	Understanding corruption	2 times a day for 7 days for 2 weeks for 3 months in a year	140 million people	EAAACA EAC Development partners	Countercheck with radio stations (printout from the stations) Archiving of radio spots Survey
Mobile Phone SMS	To sensitize the E.A. Citizens on the consequences and impact of corruption	Their role in the fight against corruption	Once a week for 3 months	140 million people	EAAACA	Printout showing number of messages sent (from service provider) Distribution lists Number of lists Number & frequency of messages sent
Billboards	To create awareness on the existence of EAAACA	Existence and role of EAAACA	50 billboards once (at border points, at airports and main roads)	140 million people	EAAACA Development Partners	Activity reports with necessary attachments  Count of action billboards  Surveys
Social Media (i.e. Facebook and Twitter)	To sensitize the E.A. Citizens on the consequences and impact of corruption  To solicit the E.A. Citizens' participation in the fight against corruption	Meaning Causes Consequences Their role	One or several messages quarterly	Youth Media Other E.A. Citizens who have internet access	EAAACA Anti-Corruption Agencies	A report from account manager  Website visits  Likes  Comments  Participation in online activities

**Table Five**

**Communication Activity Action Plan**

<b>Media / Events</b>	<b>Objective</b>	<b>Message</b>	<b>Frequency</b>	<b>Delivered To</b>	<b>Delivered By</b>	<b>Feedback Mechanism</b>
advertorial (TV)	To create awareness on the existence of EAAACA	The impact and consequences of corruption	Issue short messages daily for 30 days a year	140 million people	Development partners  EAC Governments	-Activity reports -Inserts -Archiving -Surveys -Media rankings -Focus group discussions
Endorsement by artists	To solicit the E.A. Citizens' participation in the fight against corruption	Meaning  Causes  Effects  Responsibility	Once a year	Youth	EAAACA  Development Partners	Activity Reports (including documentaries)  Minutes of meetings  Contract agreements  Production schedules/ Treatments/ Scripts  Archiving of final product  Number of people participating in events
Road shows	To create awareness on EAAACA	Existence of EAAACA Participation	Once a year	140 million people	EAAACA  Development Partners  CSOs  Anti-corruption agencies	A report of the activity Meetings  Event schedules  Contracts  MOUs  Report of events  Video clips  Photos

**Table Six**

**Evaluation tools for the communication strategy**

<b>Media tools</b>	<b>Compliance with the communication objectives</b>	<b>Efficiency of management</b>	<b>Efficiency of budget</b>	<b>Efficiency of distribution</b>	<b>Effectiveness of targeting</b>
Radio spot messages Text messages Tele advertorials	Objective 1. Create awareness to the public, private and civil society on the role of EAAACA as a regional body in the fight against corruption  Objective 2: sensitize EAC on the consequences and impact of corruption  Objective 3: to solicit the EAC citizens participation in the fight against corruption				
Online tools Face book Twitter What's app SMS	Objective 1. Create awareness to the public, private and civil society on the role of EAAACA as a regional body in the fight against corruption  Objective 2: sensitize EAC on the consequences and impact of corruption  Objective 3: to solicit the EAC citizens participation in the fight against corruption				

**Table Six**

**Evaluation tools for the communication strategy**

<b>Media tools</b>	<b>Compliance with the communication objectives</b>	<b>Efficiency of management</b>	<b>Efficiency of budget</b>	<b>Efficiency of distribution</b>	<b>Effectiveness of targeting</b>
Publications Annual reports Brochures News letters Flyers t-shirts caps	Objective 1. Create awareness to the public, private and civil society on the role of EAAACA as a regional body in the fight against corruption  Objective 2: sensitize EAC on the consequences and impact of corruption  Objective 3: to solicit the EAC citizens participation in the fight against corruption				
Events Football game Music shows Road shows	Objective 1. Create awareness to the public, private and civil society on the role of EAAACA as a regional body in the fight against corruption  Objective 2: sensitize EAC on the consequences and impact of corruption  Objective 3: to solicit the EAC citizens' participation in the fight against corruption				

**Table Seven: PROPOSED BUDGET FOR THE IMPLEMENTATION OF PUBLIC AWARENESS AND COMMUNICATION STRATEGY**

Activity	Sub activities	Budget/resources			Period		
		Quantity	Unit Cost (\$)	Total Cost	Year 1 2014	Year 2 2015	Year 3 2016
Meetings for one group per member country 20 from public service (ministries)	Letters			-			
	Hiring conference facilities, refreshments and meals	5	2,000	10,000			
	Pull up banners	20	250	5,000			
	Photo and video coverage	5	1,000	5,000			
	Media coverage	-	-	-			
	Training Manuals	500	10	5,000			
	Facebook, Twitter	-	-	-			
	Website update	-	-	-			
	Branded Pens, Notebooks, Folders	250	10	2,500			
<b>Sub Total</b>				<b>27,500</b>	<b>9,000</b>	<b>9,000</b>	<b>9,500</b>
Seminars for 4 groups per member country: 80 from professional groups and unionised workers, 60 from FBOs and CBOs, 50 from youth leaders, 80 from the media and civil society organizations	Letters	-	-	-			
	Hiring a conference facilities, refreshments and meals	20	10,000	200,000			
	Pull up banners	-	-	-			
	Photo and video coverage	5	1,000	5,000			
	Media coverage	-	-	-			
	Social media	-	-	-			
	Website update	-	-	-			
	Training Manuals	1,000	10	10,000			
	Branded Pens, Notebooks, Folders	1,200	10	12,000			
<b>Sub Total</b>				<b>227,000</b>	<b>75,000</b>	<b>75,000</b>	<b>77,000</b>



Activity	Sub activities	Budget/resources			Period		
		Quantity	Unit Cost(\$)	Total Cost	Year 1 2014	Year 2 2015	Year 3 2016
E.A. Summit	One on one meeting of heads of anti-corruption agencies with heads of state	-	-	-			
	A concept paper	-	-	-			
	An invitation letter	-	-	-			
	A planning committee meeting for 3 days before summit ( 2 representatives from country members) accommodation, meals and conference hall - 10 people x 3 days	30	250	7,500			
	Air ticket for planning committee	8	500	4,000			
	Hiring a conference facilities, refreshments and meals for summit	1	5,000	5,000			
	Foreign ministers, EAC Ministers and Heads of Anti-Corruption Agencies - Air tickets, accommodation and meals	12	1,500	18,000			
	Organising committee 5 from host country and 2 from EAAACA - accommodation and meals - 3 days for 7 people	21	150	3,150			
	Air ticket for 2 EAAACA Secretariat (if out of Uganda)	6	500	3,000			
	Flags	-	-	-			
	PVC banners	2	120	240			
	Photo and video coverage	1	1,500	1,500			
	Radio spots ( Twice a day, one week) per country-production and airing	1	3,000	3,000			
	TV spots (once a day) for a week in 5 countries-production and airing	5	2,500	12,500			
	Social media	-	-	-			
	Press release	-	-	-			
	Website update	-	-	-			
	Media coverage	-	-	-			
	Informative Manuals	80	10	800			
	Branded Pens, Notebooks, Folders	80	10	800			
Badges ( Name tags)	80	3	240				
East African Anthem	-	-	-				
<b>Sub Total</b>				<b>59,730</b>	<b>59,730</b>	<b>59,730</b>	<b>59,730</b>

Activity	Sub activities	Budget/resources			Period		
		Quantity	Unit Cost (\$)	Total Cost	Year 1 2014	Year 2 2015	Year 3 2016
Events - Football match between two popular teams in each member country	Invitation letters and a concept paper (Ministers for youth and sports, heads of schools, heads of football associations, heads of teams )	-	-	-			
	Hire national stadium - one per country	5	4,000	20,000			
	Refreshment for the teams and officials	100	6	600			
	Trophies - one per country	5	300	1,500			
	Medals - 40 per country	60	20	1,200			
	Teardrop banners (6 per country)	30	100	3,000			
	Radio spots ( Twice a day, one week) per country	1	3,000	3,000			
	TV spots (once a day) for a week in 5 countries (airing and production)	5	2,500	12,500			
	Social media	-	-				
	Photo and video coverage	5	1,000	5,000			
	Media coverage	-	-	0			
<b>Sub Total</b>				<b>46,800</b>	<b>9,000</b>	<b>18,000</b>	<b>19,800</b>
Tele advertorial	1 tele advertorial per day for two weeks for 5 countries	50	1,500	75,000	25,000	25,000	25,000
Bulk sms	One telecommunication company with big number of subscribers for 5 countries - 5 million per country	25,000,000	0.02	500,000	160,000	170,000	170,000
Billboards	50 billboards ( design and printing of Flexi)	50	800	40,000	10,000	15,000	15,000
Endorsement by 5 musicians	Air ticket for 4 musicians, lyricist, producers			2,400			
	Accommodation and meals			750			
	Fees for 5 musicians, lyricist and producer			7,000			
<b>Sub Total</b>				<b>10,150</b>	<b>3,300</b>	<b>3,425</b>	<b>3,425</b>

Activity	Sub activities	Budget/resources			Period		
		Quantity	Unit Cost (\$)	Total Cost	Year 1 2014	Year 2 2015	Year 3 2016
Road shows	Entertainers (Sound system, caravan) - 5 road shows per country -			75,000			
	Transport for 5 countries (organizing staff)			5,000			
	Allowances for organizing staff			3,000			
	T-shirts and caps			125,000			
	PVC banners			5,000			
	Teardrop banners			-			
	Radio spots			10,000			
	TV spots			15,000			
	Photo and video coverage			25,000			
	Media coverage			-			
	Social media			-			
	Website update			-			
<b>Sub Total</b>				<b>263,000</b>	<b>85,000</b>	<b>89,000</b>	<b>89,000</b>
Talk shows	3 talk shows / radio for 5 countries facilitated by EAAACA			1,500	500	500	500
Print media	One coloured page in three newspapers for 5 countries			60,000	20,000	20,000	20,000
Social media	Facebook, Twitter	-	-	-			
IEC Materials	Brochures, booklets	15,000	2	30,000	10,000	10,000	10,000
<b>TOTAL</b>					<b>466,530</b>	<b>494,655</b>	<b>498,955</b>
<b>Grand Total (three years)</b>							<b>1,460,140</b>