



## **Visibility Strategy**

### **Strengthening the Coordination of Anti-Corruption Policies and Practices in Turkey (TYSAP)**

#### **I. Project Name**

The project name title is “Strengthening the Coordination of Anti-Corruption Policies and Practices in Turkey”.

The joint Council of Europe – European Union project is funded by EU (85%), Council of Europe (5%) and Turkish authorities (10%) as stipulated in the European Union Contribution Agreement with an International Organisation - TR2009/0136.06-01/001.

The YYSAP project aims at: i) Enhancing the expertise of the inspectors, auditors and controllers of different institutions on modern investigation and reporting techniques, cooperation, data collection and analysis, information sharing and developing sector specific anti-corruption policies; and ii) Enhancing the expertise of Prime Ministry Inspection Board Inspectors on coordinating the corruption investigations and implementing anti-corruption policies across relevant agencies on the one hand, and on monitoring the implementation of the 2010-2014 National Anti-Corruption Strategy on the other hand.

The project will thus support – complementary to TYEC 2 – the building of a stronger preventive and repressive anti-corruption structure within the public administration. It will mainstream proposals from GRECO and the Turkish Government, and offer identifiable, concrete objectives and outputs.

#### **II. Project Communications**

##### **Beneficiaries**

The main beneficiary of the project on the Turkish side is:

- The Prime Ministry Inspection Board (PMIB).

Other project’s co-beneficiaries include:

- The Ministry of Justice
- The Ministry of Labour and Social Security - Labour Inspection Board
- The Ministry of Environment and Urbanization - Directorate of Guidance and Inspection
- The Ministry of Food, Agriculture, and Livestock - Directorate of Guidance and Inspection
- The Ministry of the Interior Inspection Board
- The Ministry of Finance Tax Audit Board
- The Ministry of Transportation; Maritime Affairs and Communication - Directorate of Inspection Services

- Undersecretary of Treasury Controllers
- Sworn In Banking Auditors

### **Communication materials**

The program materials and communications are used to explain and promote the project to the beneficiary country, namely to the beneficiaries and citizens in general. These communications include (but are not limited to) the following:

- ⇒ publications;
- ⇒ reports;
- ⇒ research results,
- ⇒ studies,
- ⇒ evaluations,
- ⇒ brochures,
- ⇒ leaflets,
- ⇒ informational and promotional materials (e.g. stationeries used during different project events);
- ⇒ posters;
- ⇒ banners;
- ⇒ advertisements/announcements (non-administrative) about program events/activities;

Moreover, the project plans to release the following specific deliverables during its lifetime:

- ⇒ Assessment and analysis reports, policy reports, draft legislative proposals, maps of corruption prone areas;
- ⇒ Inquiry guides and reporting standards for inspectors, auditors and controllers;
- ⇒ Training strategy for inspectors;
- ⇒ Workshops and Trainings (information sessions) on identifying corruption risks and development of sector-specific anti-corruption strategies as well as supervising implementation of such strategies;
- ⇒ Conferences (plenary sessions discussing the results of the assessments).

At the separate section of the Council of Europe Economic Crime website ([www.coe.int/corruption](http://www.coe.int/corruption)) there is the segment exclusively dedicated to the TYSAP project. News, upcoming events, relevant project deliverables (e.g. project description, project workplan, activities, expert opinions, technical papers) and other links of relevance to anti-corruption ([www.coe.int/tysap](http://www.coe.int/tysap)) are available through this web site. The cover page of TYSAP website is attached in Annex 1 to this strategy.

The Prime Ministry Inspection Board has also set up a section dedicated to the TYSAP project on their own website: <http://www.teftis.gov.tr/tysap/>. News, upcoming events and relevant project deliverables are available in Turkish language.

### **High Level Events**

The project intends to use certain occasions to promote anti-corruption beyond the target groups within beneficiary institutions. As such, the project plans to organise 5 conferences that would include:

- Start-up conference;
- Conference on Coordination, Information-Sharing, implementation of legislative framework and potential legislative proposals (activity 1);
- Conference on Policy Reports and Investigation Guide (Activities 4 and 5)
- Conference on Reporting Standards (activity 6), and
- Closing event.

The start-up conference is seen as a unique opportunity to gather High-level Government officials and Representatives of the Council of Europe, European Union, Member States of the Council of Europe, international organisations, the media and civil society, to inform them about the project and share achievements in the field of anti-corruption.

The Council of Europe will make sure that allocation of the funds for high level events will be made in a cost effective way. This means that only the start-up conference and/or the closing event will provide lunch and/or cocktail for all participants (it is estimated that each of those conferences will be attended by approximately 100 participants).

### **Project message**

The main project message is to contribute to a more efficient and effective structure in the fight against corruption in Turkey.

### **III. Project Publicity**

The project is announced and promoted publicly to beneficiary country citizens.

Prior to any event that is considered to be an event with participation of high level representatives, the main project partners (EUD, CFCU, CoE and Prime Ministry Inspection Board) have to agree on the content of the press release/media advisory or any public notification note related to the activity.

The official project documents shall be published in accordance with the format foreseen by the Visibility Guide for European Union / Council of Europe Joint Programmes' visual identity. This concerns press releases/media advisories; technical papers; agendas for conferences/seminars/trainings, publications and other project deliverables. With reference to this, please see Annex 2.

### **IV. Acknowledgements**

The Prime Ministry Inspection Board is the main project partner from Turkish side. Thus their logo can be inserted in the official format of the project document according to the Visibility Guide mentioned above.

For certain activities, partnership with some other institutions (as listed under 'other beneficiaries') are part of the project workplan. In each of these activities, agencies' logos can also be inserted in the document according to the same Visibility Guide.

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Strengthening the Coordination of Anti-Corruption Policies and Practices in Turkey (TYSAP) is a joint EU/CoE project, co-financed by the European Union and the Republic of Turkey, and implemented by the Council of Europe. By contributing to a more efficient and effective structure in the fight against corruption in Turkey, TYSAP will provide relevant assistance to the country in terms of implementing GRECO recommendations and making progress towards compliance with European standards and best practices. The project is expected to enhance the expertise of the inspectors, auditors and controllers of different institutions about modern investigation and reporting techniques, cooperation and information sharing, data collection and analysis, developing sector specific anti-corruption policies. Moreover, it will enhance the expertise of Prime Ministry Inspection Board Inspectors in coordinating the corruption investigations and in monitoring the implementation of the 2010-2014 National Anti-Corruption Strategy. Activities will include analysing legislative framework, producing policy and compliance reports, investigation guides, elaborating reporting standards, mapping corruption prone areas, training of trainers and inspectors. The main Beneficiary of the project is the Turkish Prime Ministry Inspection Board (PMIB). There are also nine additional co-beneficiaries mainly consisting of the inspection services of selected Ministries.

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#### NEWS...

**Coming up soon:**

**Activities in the past:**

**Official Launch**  
(Ankara, Turkey, 12 June 2013)



The project on Strengthening the Coordination of Anti-Corruption Policies and Practices in Turkey (TYSAP) was officially launched at the Rose Grand Hotel in Ankara, Turkey on June 12, 2013. The event was attended by the Head of PMIB, Turkish Deputy Minister of Labor and Social Security, and Turkish Deputy Minister of Interior and the Ambassador of the EU Delegation to Turkey. The CoE was represented by Mr. Ivan Kozeljko, Head of Department of Information Society and Action against Crime. The audience consisted of public officials, academics, civil society and private sector representatives as well as Council of Europe member states' representatives in Turkey. The event was organized in three sessions. The first session focused on the Project Presentation. The second dealt with achievements in the field of Anti-Corruption, the Role of Internal Auditing, Perspectives from Banking, Civil Society and the Private Sector. The third session consisted of an interactive survey that intended to gather anonymous answers to questions pertaining to the level of corruption in Turkish Public Administration and behavior of individuals in corruption prone situations. Last, the project workplan and its related calendar of activities was officially adopted by the Members of the Steering Committee.

**Agenda**

- Speech of Mr Jean-Marcus Robert, Head of Delegation of the European Union to Turkey
- Speech of Mr Ivan Kozeljko, Head of Department of Information Society and Action against Crime, Council of Europe
- Press Release [Turkish / English](#)

#### PROJECT DOCUMENTATION & DELIVERIES

- Project Summaries [English / Turkish](#)
- Workplan of Activities
- Inspection Report [English / Turkish](#)
- Progress Report
- Final Report
- Viability Strategy [English / Turkish](#)
- Technical Papers
- Press Communication

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**MAIN ACTIVITIES**

- Activities

#### USEFUL LINKS

- Prime Ministry of Turkey
- Prime Ministry Inspection Board
  - The National Anti-Corruption Strategy: [English / Turkish](#)
  - Action Plan 2010 - 2014 [English / Turkish](#)
  - PMIB's TYSAP website
  - GRECO Reports on Turkey:
    - Joint First and Second Evaluation Round Report
    - Third Evaluation Round Report: Theme 7
    - Third Evaluation Round Report: Theme 17
    - COE Reports

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**PHOTO GALLERY**

- 2013

#### CONTACTS

- TYSAP Turkey Project

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**First Steering Committee Meeting**  
(Ankara, Turkey, 5 June 2013)



The First Steering Committee Meeting of the Strengthening the Coordination of anti-Corruption Policies and Practices in Turkey (TYSAP) project was convened on 5 June 2013 in Ankara. The meeting was attended by the high level representatives of the main beneficiary and co-beneficiary institutions, Delegation of the European Union, Central Finance and Contracting Unit and other partner institutions.

The stakeholders discussed in detail the proposed Workplan of the project and calendar of activities, as well as composition of working groups for future activities, arrangements for the upcoming Launching Conference and other issues of importance with regard to the implementation of the project. The project's Launching Conference is scheduled to take place on 12 June in Ankara, where the Workplan of the project will be officially approved.

**Agenda**

- Minutes [Turkish / English](#)
- Participants List
- Photo Gallery

**Start-Up meetings**  
(Ankara, Turkey, 18-24 April 2013)

The CoE project team and the Beneficiary met to discuss their overall expectations and their respective roles throughout project implementation. They also exchanged their views on the organization of the launch event and the Steering Committee. Project team members also met with representatives of co-beneficiaries, the Central Finance and Contracts Unit, and the European Union Delegation to Turkey to inquire about their expectations from the project and to collect relevant input and recommendations for implementation.

**Agenda**

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