



## OECD Initiative To Raise Global Awareness Of Foreign Bribery

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### *A new front in the fight against foreign bribery*

Ten years after the entry into force of the OECD *Convention on Combating Bribery of Foreign Public Officials in International Business Transactions*, too few realise that bribery is a serious crime, with serious consequences and that they can do something to stop it. That is why, on 9 December 2009, the OECD launched the Initiative to Raise Global Awareness of Foreign Bribery.

### *A clear goal for a complex problem*

The mission of the OECD Initiative is clear: To show that foreign bribery carries a heavy price, that it is a serious crime and that it is no longer a part of business as usual.

### *How the OECD plans to reach this goal*

The OECD Initiative's activities are divided into two categories: activities to raise awareness of foreign bribery as a serious crime and activities to increase knowledge of how to combat foreign bribery and its associated penalties.

#### **Activities to raise awareness:**

- Develop **promotional materials**, including brochures, posters, radio and television public service announcements and a website;
- Invite high-profile individuals to act as **spokespeople** for the Initiative, to draw attention to the issue and raise its profile;
- Hold **foreign bribery events**, such as roundtable series with small and medium enterprises, civil society and international organisations;
- Deliver **presentations on foreign bribery** at relevant annual conferences and educational seminars in conjunction with partners; and
- Reach out to the **media** with timely updates on the fight against foreign bribery.

#### **Activities to increase knowledge:**

- Publish an **OECD Foreign Bribery Impact Study** to measure the harm caused by foreign bribery, in late 2010;
- Create **model academic units** on foreign bribery for inclusion in business and law school curricula;
- Develop **anti-bribery toolkits** for targeted stakeholders, such as small and medium enterprises and legal and auditing professionals;
- Bring together companies of all sizes to share foreign bribery best practices via an online **corporate mentoring programme**; and
- Encourage OECD member countries to mentor non-member countries on foreign bribery via a **regional mentoring programme**.

### *Joining the OECD Initiative to Raise Global Awareness of Foreign Bribery*

Whether the Initiative succeeds in reaching its goal depends heavily on assistance—both financial and in-kind—from OECD member countries, as well as our partners in the private sector and other international, intergovernmental and nongovernmental organisations with similar anti-corruption agendas.

To join the Initiative as a partner, or to learn more about Initiative activities, email [anti-corruption.contact@oecd.org](mailto:anti-corruption.contact@oecd.org) or visit [www.oecd.org/corruption/initiative](http://www.oecd.org/corruption/initiative).