

Transparency and quality in public administration through social media

The project “**Transparency and quality in public administration through social media**” **started in May 2014**, through the SEE 2009 – 2014 grants, initiated by Assistance and Programmes for Sustainable Development – Agenda 21, in partnership with the National Agency of Civil Servants. The project will take place between May 2014 and April 2015. 20 institutions/public authorities from the 5 locations aforementioned, 3200 citizens and 1000 civil servants, 30 volunteers, usually, members of local NGOs will be involved in the project.

The general objective of the project is raising the role of the civil society in the promotion of the principles of good governance and citizens’ participation in the process of elaborating the policies at local level, aims at promoting the fundamental rights of the citizens to be involved in the public matters through the creation of efficient communication and citizens’ consultation channels within the 20 institutions/public authorities from Bucharest and Cluj county, Mehedinți county, Suceava county and Tulcea county.

The main activities are the following: selecting 20 institutions and public authorities, elaborating the promotional materials of the project, training 30 volunteers and 40 civil servants, realizing a research report regarding the monitoring of the activities in the 20 institutions and public authorities regarding the rate of transparency and promotion of democratic procedures of attracting the citizens in the governance act, organizing 60 events of informing and public consultation online on social media channels, meant to improve the public utilities at local level, 5 radio shows realized in partnership with the Romanian Radio Society, organizing 5 workshop in order to monitor and evaluate at local level the implementation of the project, organizing the “No hate speech” campaign aiming to promote the tolerance and non-discriminatory attitude towards the minorities, realizing 5 movies for the campaign, involving the local mass-media channels in order to support the project and promote its accomplishments.

We estimate that the impact of the project will appear at different levels: **the proper information** regarding the aspects of common interest for the target group, the **rate of information of public opinion** in Romania regarding the aspects related to the reform of public administration, the improvement of the interaction and communication between different actors of civil society: citizens, NGOs, mass-media, local authorities and civil servants.

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