

TRANSPARENCY AND QUALITY IN PUBLIC ADMINISTRATION THROUGH SOCIAL MEDIA

Applicant: Assistance and Programmes for Sustainable Development – Agenda 21

Main partner: The National Agency of Civil Servant (NACS)

Location: Bucharest, Cluj county, Mehedinți county, Tulcea county, Suceava county

Duration: 12 months (May 2014 – April 2015)

Context

Nowadays, we assist at a diminution of the citizens' participation in the process of decision and policy making. The causes of this phenomenon are the following: the low performance of public institutions, fact that leads to a capital crisis, the leaders' side-slip in the corruption disproof and the respect for the principles of the rule of law, the economic and financial crisis which affected the public institutions (the budget and staff shaving off), as well as the citizens, focused more on their problems than the public matters.

If the citizen's attitude towards the public institutions and civil servants is a negative one, his/her wish to be involved is very low; there is a contradiction between the fact that citizens admit the importance/utility of participants and the low rate of their participation. The Romanian citizen's participative culture is very low, functioning mostly when his/her personal interests are affected.

The project aims to increase the civil society role in the promotion of the principles of effective governance and of the citizens' participation in the process of public policy – making at a local level.

The solution proposed through the project refers to the extension of social media networks in public administration as tools meant to ensure a larger transparency of public institutions, the increase of the information and participation level among citizens in the decision – making process.

The project's objectives

1. Promoting the fundamental rights of citizens to attend the public issues through the process of establishing efficient communication and accession among citizens channels within 20 institutions/public authorities from Bucharest, Cluj County, Mehedinți county ; Suceava county and Tulcea county.
2. Raising the level of transparency and satisfactory governance of 20 institutions/public authorities from Bucharest, and Cluj County, Mehedinți County, Suceava County and Tulcea

County and their capacity to attract the citizens in the process of making decisions in local communities using the social media networks.

3. Encouraging volunteering in the benefit of community through the training of 30 volunteers, representatives of civil society and involving voluntarily the civil servants in the process of implementation
4. Promoting the campaign “No hate speech” in 20 institutions/local public authorities involved in the projects, 5 local NGOs with 30 volunteers.
5. Multiplying and broaden the project in other 10 counties.

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 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.

The project is financed through the SEE 2009 – 2014 grants, within the NGO Fund in Romania.