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NEWS RELEASE

Social Media – Modernization Instrument of Public Administration

The association “Assistance and Programs for Sustainable Development – Agenda 21”, in partnership with the National Agency of Civil Servants, **organizes on 22 April 2015 the final conference on the project “Transparency and quality in public administration through social media”**, funded by EEA Grants 2009- 2014, NGO Fund in Romania.

The total value of the project is 82.684,50 Euro, out of which 70.648,50 Euro through EEA Grants.

The event will be organized beginning with 10:00 (AM) in the conference room of the Sector 6 Town Hall, Bucharest, 147 – 149Calea Plevnei.

Carried out between May 2014 and April 2015, the project was piloted in 20 public institutions and authorities in Bucharest and in the counties of Cluj, Mehedinți, Suceava, Tulcea and aimed at creating direct bridges and interactive communication with citizens by using social media. According to the research report produced within the project "Citizens are more inclined to support the decisions and programs to which they have participated. On the one hand, they understand these decisions or programs, and on the other hand they are involved and they want their success. In turn, 87.1% of civil servants believe that interaction with citizens through social media is useful or very useful.”

An important component of the project was the **NO HATE SPEECH Campaign** to combat discrimination, hate speech, and, respectively, to promote tolerance and multiculturalism. The campaign promoted the message of "a world in which to be different and to have different opinions is normal!" “This is the attitude that leads to reshape society. A new society, in which there is no room for hate and intolerance!”. Thus, 23 events dedicated to the campaign were conducted both within public institutions, as well as by activities in the street carried out by the group of 30 volunteers involved in the project.

During the Conference the Guide to good practice on the use of social media tools in public administration will be launched and 10 public institutions and authorities that have obtained significant results in the use of social media channels as an alternative innovative communication with citizens, will be awarded a trophy and a certificate of good practice.

The Conference was attended by: József Birtalan, the President of the NACS, representatives of the Chancellery of the Prime Minister, Ministry for Information Society, public authorities and institutions of the partner counties of Mehedinți, Tulcea, Suceava and Cluj, and Bucharest, volunteers, 10 partner NGOs in the project.

The conference will be attended by: József Birtalan NACS president, representatives of chancellery of Prime Minister, Ministry for Informational Society, public institutions and authorities partners from the counties of Tulcea, Mehedinți, Cluj, Suceava and the Municipality of Bucharest, volunteers, 10 NGO’s partners in project.

Communication and International Relations Department
comunicare@anfp.gov.ro
Tel./fax: 0374 11 27 22