



Press release

11th of February 2020

Give respect. Get respect - Ethics Awareness Campaign

The National Agency of Civil Servants carries out the awareness campaign based on the framework of interaction in civil service for a period of 60 days (until March 2020).

The campaign is an activity of the project ETICA - Efficiency, Transparency and Interest for the Administrative Behaviour, SIPOCA code 63, SMIS code 119741, co-financed under the European Social Fund through Operational Programme Administrative Capacity 2014-2020, having as main objective increasing the public's trust in public administration by highlighting a relationship based on mutual respect between citizens and civil servants.

Promoting the message "We have a lot in common, but respect is also important! Give respect. Get respect", the campaign is based on the concept aiming to convey the fundamental values of any human relationship or interaction: respect, trust and empathy, by opening and encouraging a dialogue between people, not between hierarchical roles or positions.

The campaign is mainly carried out in the digital environment through the use of social media platforms and dedicated websites, but is also supported by classic advertising (events and posters dissemination, brochures, photo albums etc.).

The campaign and, implicitly, the supporting materials are expected to contribute positively to raising awareness of the fact that a correct attitude of people in relation to the interlocutor (civil servants in relation to citizens, civil servants in relation to colleagues and citizens in relation to civil servants) forms the premises of a behaviors based on respect, trust, fairness and kindness, protects the honor, reputation and dignity of people and leads to clear and effective solving of citizens' problems, considerably limiting the opportunity and possibilities of lack of manifesting behaviors lacking integrity.



AGENȚIA NAȚIONALĂ A FUNCȚIONARILOR PUBLICI



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This campaign is an integral part of the communication strategy in the field of ethics, developed within the project.

Detailed information about the project, and the awareness campaign can be found on our website, www.anfp.gov.ro, the Projects tab, and also on the dedicated website of the project, www.respectreciproc.ro.

The project ETICA - Efficiency, Transparency and Interest for the Administrative Behaviour, SIPOCA code 63, SMIS code 119741, is implemented by the National Agency of Civil Servants and is co-financed under the European Social Fund through Operational Programme Administrative Capacity 2014-2020. Implementation period: 24.11.2017 - 24.05.2020. The total value of the project: 2,699,703.84 lei, of which the eligible non-reimbursable value from the ESF is: 2,267,315.57 lei, and the eligible co-financing of the Beneficiary is: 432,388.27 lei. Main objective: To develop the capacity of public authorities and institutions to promote values such as honesty, probity, honesty, in particular by increasing transparency, awareness and understanding of ethical standards, the effectiveness of the application of specific instruments and a culture of responsibility. Contact person: Adriana Cîrciumaru, project manager, e-mail: adriana.circiumaru@anfp.gov.ro.



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