CPIB's Prevention & Outreach Strategies













Mission & Engagement Areas

MISSION: To create AWARENESS, ENGAGE & CONNECT with the public, community & foreign visitors

AREAS OF ENGAGEMENT:



(1) Inform & reinforce the anti-corruption messages to the public & community at large



(2) Connect & educate target groups on corruption prevention & roles & responsibilities of CPIB



(3) Engage & network with foreign counterparts for exchange of ideas on corruption prevention



CPIB's Non-Government Partners

(1) Private Sector & Industry Partners





(2) Educational Institutions









1. Private Sector & Industry Partners

- CPIB conducts Corruption Prevention Talks for the private sector
 - Focus on promoting good governance and ethical practices
 - Examples of companies we have given talks for include Capitaland, Resorts World Sentosa and United Overseas Bank















EM Services (Town Management)



1. Private Sector & Industry Partners

CPIB also collaborates with industry partners to run outreach events such as roadshows, exhibitions and open house.











2. Educational Institutions

CPIB gives anti-corruption talks to foreign delegations attending Public Administration & Management Courses run by LKYSPP and NTU





National Academy of Customs, Excise and Narcotics (NACEN) India





Senior Government Officials from the Communist Party of Vietnam



2. Educational Institutions (cont'd)

CPIB hosts Learning Journeys for Students







2. Educational Institutions (cont'd)

Talks to Tertiary Students on Specialised Courses related to corruption



Briefing for students from Singapore Management University's Course on Integrity, Responsibility and Good Governance



Briefing for law students from Singapore Management University's course on **Corporate Crime**



2. Educational Institutions (cont'd)

Collaboration with Students on Communications Project



Department of Communications and New Media Faculty of Arts & Social Science





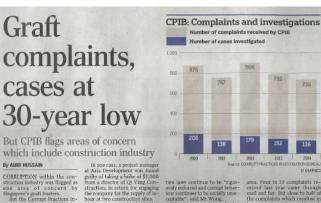
3. Media

Mainstream Media: Inaugural Corruption Statistics Release(2015)



The lifting of the will of secrecy is,

● CONTINUED ON PAGE 2 96 per cent



tion a director of Q) raig construction, in return for engaging boar at two construction sites, Two other areas lightlighted involve the sale of bousehold goods in departmental stores, and bonder and togatics services. In one case last year, a sales promoter with HG Shinco International was found gailty of comparing with two colleagues to construct on the construction of the construc

vestigation Bureau (CPIB) also stressed that bribery cases here remain under control, with complaints and investigations at a

plaints and investigations at a 30-year-low. The CPIB, which released its annual statistics yesterday, got 736 complaints last year, down 7 per cent from the 792 in 2013. There were 136 cases which

warranted investigation last year - 2 drop of 11 per cent from the 152 cases registered in 2013. Out

of these 136 cases. 15 per cent in-

Centre to promote and self their electronics products over other competitors.

It is important that the corruption Reporting Centre, to be located in the city

area. Four in 10 complaints received last year came through mail and far, But close to half of the complaints which resulted in investigations came through phone calls or face to-face meetings. A complaint lodged in person was three times more likely to result in investigation than at e-mail or fax complaint.

e-mail or fax complaint.
The centre "will provide a
more accessible and convenient
platform for members of public
who want to make corruption-related complaints or simply to
know more about corruption."
Mr Wong told The Stratts Times.

|= main@ayh.com.gr







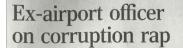


3. Media (cont'd)

Mainstream media: Engagement & collaboration on press releases, documentary and our 60th Anniversary in 2012.







gapore (CAAS) and Changi Airesterday with corruption and deeiving the organisations with quo tations so that contracts would be

from Mr Kang Leong Chuan, a the work required.
director of Fire-Mech, in return As a result, CAA for helping the company secure ed the contracts to Fire-Mech.

CAAS/CAG, and for giving Mr Kang extra time to prepare quotations for the work.

The alleged offences took place

between October 2008 and early

As a result, CAAS/CAG award-

Goh's lawyer S. Balamurugan sought an adjournment to make representations. Goh's police bail has been ex-

A pre-trial conference will be held on April 23. If convicted, he could be

fined up to \$100,000 and/or jailed for up to five years on each Practices Investigation Bureau said Singapore has always adopted a zero tolerance approach to-

wards corruption, and it takes a serious view of any corrupt prac-tices and will not hesitate to take Before it was formed in June

2009 to manage Changi Airport's development and operations, CAG was part of CAAS.

CPIB to mark 60 years of graft-busting

One of the world's oldest anti-graft units offers rare glimpse into its operations









3. Media (cont'd)

Social Media: CPIB Facebook, Twitter and Youtube

page















3. Media (cont'd)

Outdoor Media



Plasma TV Advertising MRT Platforms



Big Screen Advertising



4. Community

Community Outreach Programmes: Competitions

2012 2013







4. Community (cont'd)

Community Outreach Programmes: Annual Roadshows and Exhibitions

Roadshows Exhibitions



"Do Your Part to Stamp Out Corruption" 2013





Unite Against Corruption Roadshow 2014



4. Community (cont'd)

Community Outreach Programmes: CPIB's participation in events such as Emergency Preparedness Day











Kampong Chai Chee; Queenstown; Braddell Heights; Punggol East EP day

Future Initiatives

(1) Collaboration with Industry Players on development of the ISO 37001 Anti-Bribery Management System Standard



(4) One-Stop Corruption Reporting Centre in the City

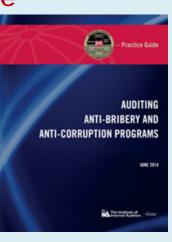


(2) Collaboration with National Crime Prevention Council to widen outreach efforts



(3) Development of Integrity
Package for private sector
use







Towards a **CORRUPTION-FREE** Nation



