

Warsaw, 1st October 2013

Dear Friend,

Polish non-government organization Normalne Panstwo (Eng. Healthy State) is organizing an anticorruption campaign “I don’t take, I don’t give bribes” since 2003 in Poland. In my humble opinion it is the largest social anticorruption campaign in Europe and probably in the World. Since its beginning we have distributed among Poles more than 1 million stickers with the slogan “I don’t give, I don’t take bribes”. The key goals of the campaign is to ask people to give with the sticker a personal sign of opposition against corruption and demonstrate that those who are against bribery are in large majority. I must say that by such a civic pressure we had a very large success in fighting corruption in Poland.

Transparency International is measuring Corruption Perceptions Index (CPI) in each country. CPI is published every year. When we started the “I don’t take, I don’t give bribes” campaign Poland was reaching very low level of CPI. In a scale where 0 means everything is corrupted and 10 means there is no corruption, Poland had 3.4 in 2005. In current year report, Polish CPI was 5.8. Compared to Scandinavian countries (being close to 9.0) it is still low, but no one in the World had made a bigger progress than Poland moving from 3.4 to 5.8 in the last 8 years. Second on the improvement move is Georgia but its progress is twice smaller than the Polish one. At the same time in the majority of countries the situation remained the same or even deteriorated. Poland has got the best CPI in the region today.

At the beginning our anticorruption campaign was addressing all Poles. Since 2008 we had changed the focus, and now we are especially addressing different businesses. In the past it was the medical and construction business. This year we have started a campaign “I don’t take, I don’t give bribes” in IT. The goal is to ask IT companies to distribute the sticker



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among their employees and business partners. The invitation was sent to approx. 300 largest ICT companies in Poland. The campaign has got a media patronage of “Dziennik Gazeta Prawna”. As a result the largest Polish IT company (ABC Data) committed already that it would distribute 100’000 stickers among all its employees and business partners. T-Mobile is other big company who signed a partner agreement with Normalne Panstwo. Other companies are joining. You can find more information about this campaign on www.normalnepanstwo.pl. The sign of the campaign means that “you will get nothing”. We call it “figa” (like fig fruit). In Polish we are saying “giving someone a fig”. It means giving nothing. The campaign is under the patronage of Polish Minister of Administration and Digitalization and Polish Central Anticorruption Bureau.

Next year Normalne Panstwo, together with Central Anticorruption Bureau, will publish a report with good practices how IT companies are fighting corruption internally by education and standard of business conduct. If your company has got a good and working code of business conduct and you would like to share it, please let me know. We are asking IT businesses to share their strong commitment to ethics.

Normalne Panstwo is sharing as well the observation that the level of corruption in the country has got a very direct influence on the innovation. Tables below show Networked Readiness Index (published by World Economic Forum) and CPI (published by Transparency International). Top countries are the same in both reports, and within 10 top countries seven are exactly the same.



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World Economic Forum	Networked Readiness Index	Transparency International	Corruption Perceptions Index
Finland	5.98	Denmark	90
Singapore	5.96	Finland	90
Sweden	5.91	New Zealand	90
Netherlands	5.81	Sweden	88
Norway	5.66	Singapore	87
Switzerland	5.66	Switzerland	86
UK	5.64	Australia	85
Denmark	5.58	Norway	85
US	5.57	Canada	84
Taiwan	5.47	Netherlands	84

If you are interested to get some more information, don't hesitate to contact me.

Very best regards,

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