

12th training seminar of the OLAF Anti-Fraud Communicators' Network (OAFCN)

**COMBATTING FRAUD
BY EDUCATING WITH
NEW COMMUNICATION TOOLS**

22 – 24 April 2013 Rome, Italy



Major Gian Luca Berruti Guardia di Finanza Head Quarters' Vth Unit
Officer in Charge

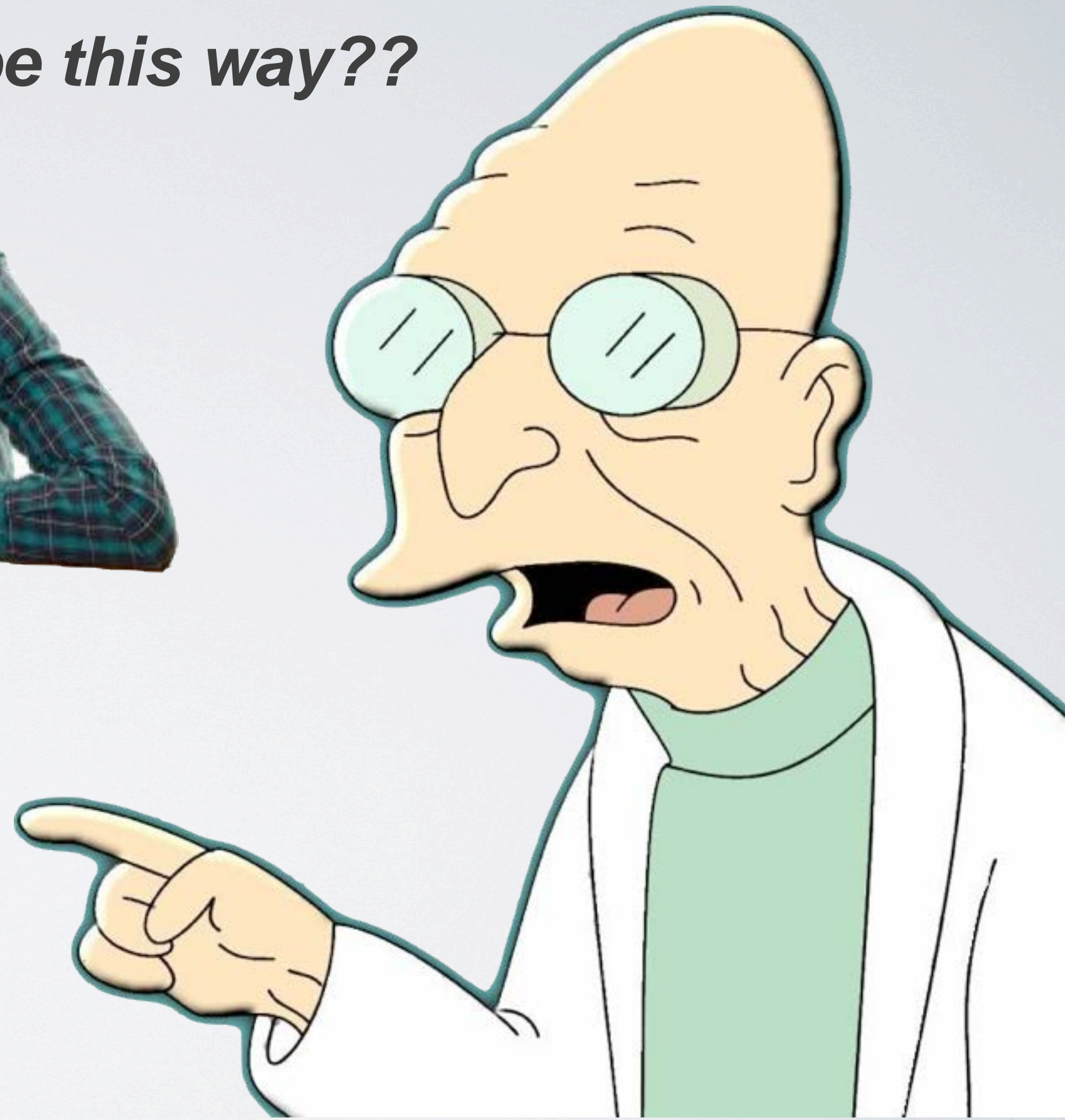
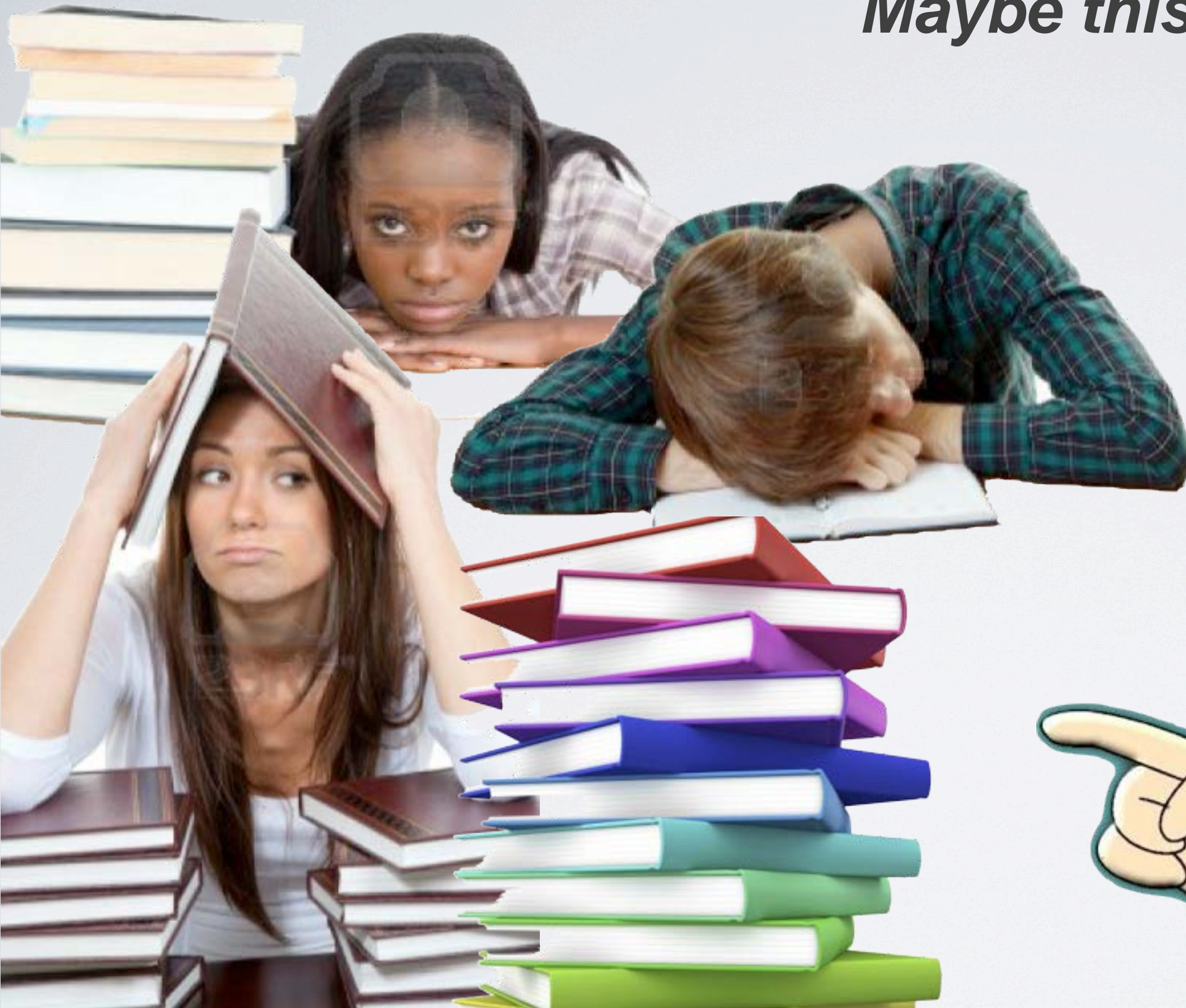
**“Educating against fraud: Guardia di Finanza
experience on initiatives targeted at schools”**

What about young people?



How to communicate with young people?

Maybe this way??



or this one?



Per visualizzare quest'immagine sono necessari
decompressore H.264



What if we made him talk to young people?

Per visualizzare quest'immagine sono necessari QuickTime™ e un
decompressore Apple ProRes 422 (HQ)



Ministero



Istruzione



Università



Ricerca





-  Ministero
-  Istruzione
-  Università
-  Ricerca

- Awareness campaign dedicated to the students attending the primary and secondary school on the topic «Economic Legality»
- Meetings between students and Guardia di Finanza's officers



Students will express themselves through art and multimedia essays. The best ones will receive a prize consisting in a stay at one of GDF's infrastructures.



Instagram



But...is that the only way to get in touch with them?

Projects
Initiatives
Creativity...



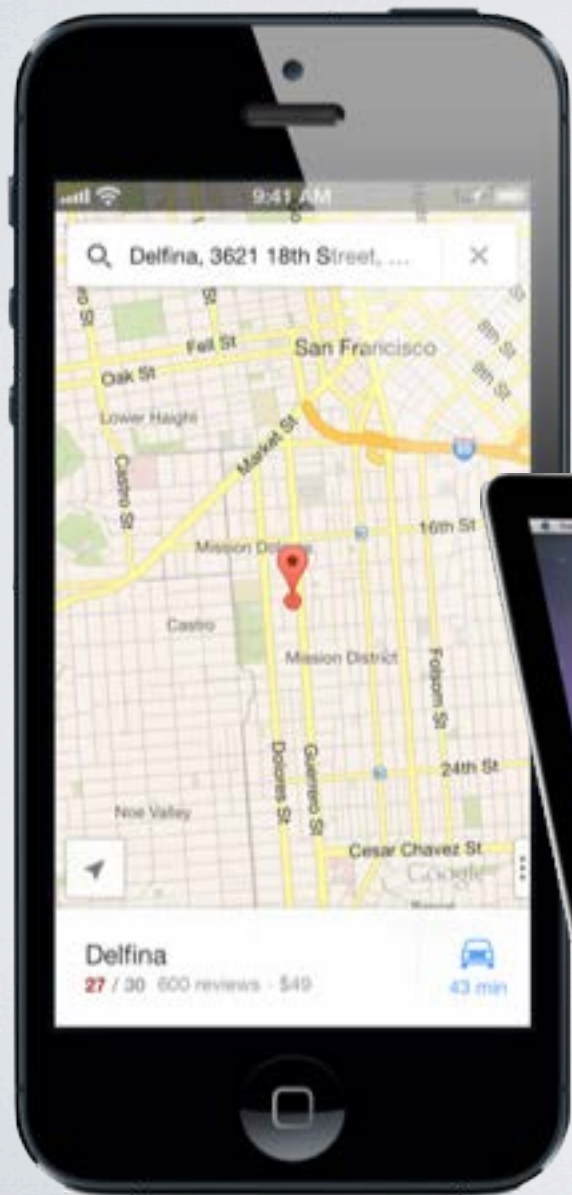


...TO LET THEM
KNOW
AND
MANAGE
THE WORLD
OF TOMORROW...

by codifying the **MEDIA SCENERY**



THROUGH PROPER AND ADEQUATE INFORMATION



iGDF

diffusion of news and press releases

useful news filing activity

dedicated Youtube Channel

online contests

georeference integrated system



*ENSURED BY INTEGRATED
MULTIMEDIA SERVICES*



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 L'applicazione ufficiale della
 Guardia di Finanza

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Articoli > News 2015 > Italia > Roma > Educazione alla legalità economica



Educazione alla legalità economica

2015-01-16 10:11

Il via al Progetto realizzato dalla Guardia di Finanza e dal Ministero dell'Educazione, dell'Università e della Ricerca, rivolto agli studenti delle scuole primarie e secondarie per sensibilizzarli sul valore della legalità economica.

Stampa Pagina Condividi Articolo

Photo Gallery



Stampa Immagini

SALA STAMPAGDE.IT

RATIONALISATION OF THE PRESS OFFICE'S WORKING PROGRESS

through proper

MEDIA TOOLS



and **CHARMING TOPICS**



by enhancing their **TEAM SPIRIT**



BUT YOU HAVE TO WORK IN GROUP



LIKE THIS!



LIKE OURS!



A dramatic landscape featuring a long, straight asphalt road that recedes into the distance. The road is flanked by dry, yellowish-brown grass. To the right, a simple wooden fence runs parallel to the road. The sky is filled with heavy, dark, and turbulent clouds, suggesting an approaching storm. In the far distance, a few trees and a building are visible on the horizon. The overall mood is one of tension and anticipation.

look **ALWAYS AHEAD**

Somebody has **ALREADY TAKEN THIS DECISION**



The image features a motivational quote 'Dare to Dream' centered in the frame. The background is a sky with a bright sun on the left, creating a lens flare effect, and a layer of white, fluffy clouds below the text. The sky transitions from a pale yellow near the sun to a deep blue at the top. In the upper right corner, there are three small, bright white circles, possibly representing stars or planets. The text 'Dare' is in a bold, orange, sans-serif font, while 'to' is in a smaller, dark blue, sans-serif font. 'Dream' is in a large, dark blue, serif font with intricate white floral patterns inside the letters.

Dare to Dream



THANK YOU **FOR THE ATTENTION**