



Final agenda

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

Organised by OLAF in cooperation with the Guardia di Finanza

Chaired by

Agnes Horvath
Head of OLAF Investigation Training &
Communication Unit

Vito Augelli
Head of Communication and External
Relations Unit – Guardia di Finanza
General Head Quarters

OUTLINE AND OBJECTIVES OF THE SEMINAR

The OLAF Anti-Fraud Communicators' Network (OAFCN)¹ plays a pivotal role in communicating the threat of fraud to the public. This includes the effects of fraudulent activities and the efforts made by national and European investigative authorities to combat them.

The main purpose of the OAFCN is to prevent fraud through a 'free-flow' of information ('prevention is better than cure').

The 12th OAFCN seminar will take place from 22-24 April 2013 in Rome. The theme chosen by OAFCN members is: "Combatting fraud by educating with new communication tools".

The seminar will focus on the use of new communication tools and strategies, including social media, to target anti-fraud messages at different audiences (with an emphasis on young people, i.e. future taxpayers.)

For further information please contact:

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Or

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¹Network created in 2000 by the European Anti-Fraud Office (OLAF), which includes spokespersons, persons responsible for public relations and information officers in OLAF and in the national and international investigative services with which OLAF co-operates in the Member States and at EU level. It forms a part of the external independent communication strategy of OLAF.

PROGRAMME

Monday 22 April 2013

- 19:30 – 21:30 **Registration of participants & welcome reception**
hosted by OLAF
Hotel Boscolo Exedra Roma
Piazza della Repubblica, 47
00185 Rome, Italy
+39 06 489381
<http://exedra-roma.boscolohotels.com/>

Tuesday 23 April 2013

- 9:00 - 9:30 **Registration** (follow-up)
Circolo Villa Spada
Via Castiglione Fiorentino, 50 – 00138 Roma, Italy
- 9:30 - 9:45 Future of the integrated European communication
Saverio Capolupo, Guardia di Finanza General Commander
- 9:45 - 10:00 Introduction to the Seminar
Giovanni Kessler, OLAF Director-General
- 10:00 - 10:15 Combatting fraud by educating with new communication
tools: Guardia di Finanza Action Plan for 2013
Vito Augelli, Guardia di Finanza Spokesperson
- 10:15 - 10:45 How social media can help in the fight against fraud
Dana Manescu, European Commission, DG Communication
- 10:45 - 11:00 Coffee Break
- 11:00 - 11:30 Exploiting cartoons to raise public awareness against fraud
Rudi Miel, LET IT BEE sprl
- 11:30 - 11:45 Using cartoons to instill an institutional message into young
people
Lorenzo Levita, Guardia di Finanza
- 11:45 - 12:15 Educating against fraud: Guardia di Finanza's initiatives
targeted at schools
Gian Luca Berruti, Guardia di Finanza
- 12:15 - 12:30 Traditional and new communication tools
Wolfgang Schmitz & Sylke Zabel, Zollkriminalamt
- 12:30 - 13:30 Working lunch, hosted by OLAF

- 13:30 - 18:00 Workshop Session, facilitated by **Jan Hein Nielsen**
"How to effectively use new communication tools to educate young people on anti-fraud messages"

(Including coffee break)
- 18:00 - 19:30 Return to the hotel and free time
- 19:30 - 20:30 Bus transfer and guided walk around Piazza Venezia
- 20:30 - 22:30 Working dinner, hosted by Guardia di Finanza
"Terrazza del Vittoriano"
Piazza Venezia - 00186 Rome

Wednesday 24 April 2013

- 9:00 - 9:20 Europol's social media platform and examples of how criminals exploit social media
Søren Pedersen, Europol
- 9:20 - 9:30 How social media can help to advertise an EU campaign: DG ENTR campaign against counterfeiting of industrial products
Alessandro Butticé, DG Enterprise and Industry, European Commission and OAFCN Honorary Member
- 9:30 - 9:50 A positive experience of the use of social media
Karin Burger, Dutch Customs
- 9:50 - 10:10 BAK experience in educating young people on anti-corruption
Martina Koger, Federal Bureau of Anti-Corruption (Austria)
- 10:10 - 10:40 New communication tools and projects
Giulia Bruno & Francesca Dominici, Tor Vergata University
- 10:40 - 11:00 Coffee Break
- 11:00 - 11:30 Communication ideas for the OAFCN
Ciro Imparato, La voce.net
- 11:30 - 12:00 Communicating with different target audiences
Luigi Contu, ANSA
- 12:00 - 12:15 OAFCN in action: using new communication tools across Europe
Beatriz Sanz Redrado, OLAF Director - Investigation Support
- 12:15 - 12:30 Guardia di Finanza internal and EU institutional communicators' Networks
Luciano Carta, Guardia di Finanza, Chief of Staff

12:30 - 13:30

Working lunch, hosted by OLAF

End of the working sessions

14:00 - 16:00 **Guided tour** of the Vatican museum, hosted by Guardia di Finanza

End of the training seminar

Interpretation from/into English, Italian and French
will be provided by Guardia di Finanza
The workshop session will be conducted in English only.