



**12<sup>th</sup> training seminar of the OLAF Anti-Fraud Communicators' Network (OAFCN)**

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

SOUTH  
AMERICA

AFRICA

ATLANTIC  
OCEAN

22 – 24 April 2013 Rome, Italy

INDIAN



Brigadier General Vito Augelli Guardia di Finanza Headquarters' Vth U  
Communication and External Relations

**Combatting fraud by educating with new  
communication tools : Guardia di Finanza's  
"Action Plan for 2013"**

**EXTERNAL CONTEXT**

**GLOBAL CRISIS**

**LACK OF TRUST**

*UNEMPLOYMENT*





## What is GDF?

- GDF is a financial-economic Police Force which: **fights** against the most serious and complex financial-economic misconducts regarding both revenues (tax evasion) and expenditures (public spending monitoring activity);
- **safeguards** financial-economic lawfulness to ensure the development of the Country.



WHAT GDF DOES CONCRETELY

AS INSTITUTIONAL COMMUNICATOR?

EVERY YEAR THE Vth UNIT OF  
GDF'S HEADQUARTERS  
THINKS ABOUT A CONCRETE  
COMMUNICATIVE STRATEGY

TO EFFECTIVELY DIFFUSE THE INSTITUTIONAL MESSAGE AMONG

2011



2012

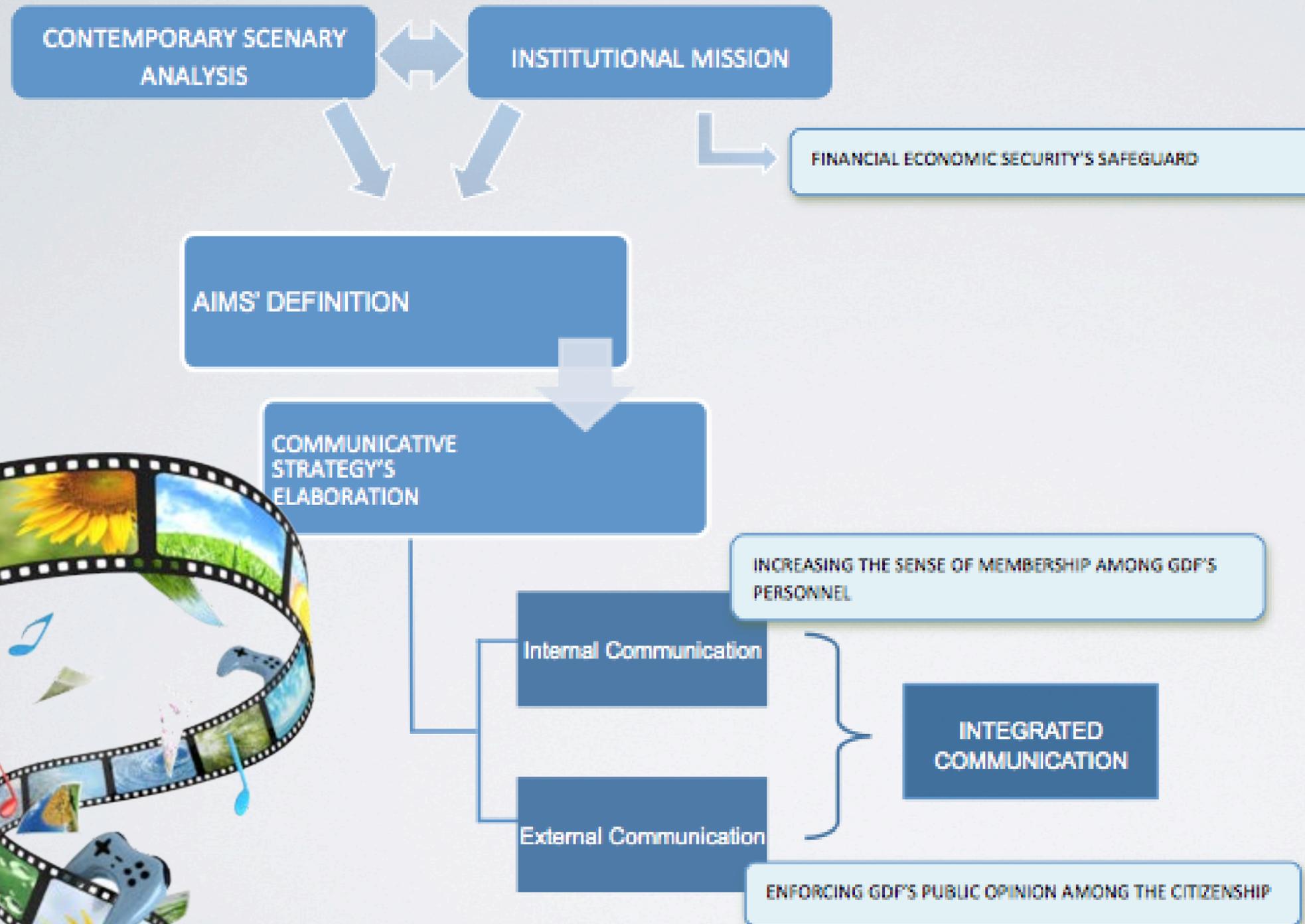


2013



# HOW? COMMUNICATION

# ACTION PLAN



# COMMUNICATION

# ACTION PLAN

1

## OBJECTIVES

every single officer's involvement

coherence with the institutional tasks

spread of the "financial-economic security" concept

diffusion of the message "legality is worthwhile!"

improvement of the awareness of the institutional role among the public opinion

## LEGALITY'S TOPIC

2

central  
for a fair society

3

## FIGHT AGAINST ILLEGALITY

inadequacy of a repressive solution,  
need for an ethic and cultural  
approach



# COMMUNICATION

## ACTION PLAN : 3 different ways



Diffusion, among GDF's personnel, of Guardia di Finanza's cultural and personal heritage (**internal communication**)

Diffusion of economic legality's idea, enforcing GDF's reliability among the Citizenship as unavoidable institution for fiscal equity and social cohesion and security (**external communication**)

Coordination between the different communicative strategies (internal and external) by coherently and effectively conveying the most interesting institutional messages (**integrated communication**)

# INTERNAL COMMUNICATION

*Internal communication is based on the circulation on the information regarding the working processes among the staff, by making it join the projects and the activities of the Institution*

- strengthening of the Institution's image
- consolidation of the capability to work in team
- transmission of the sense of attention towards the personnel
- reduction of the internal communication's complexity focusing the attention on the institutional features and outputs

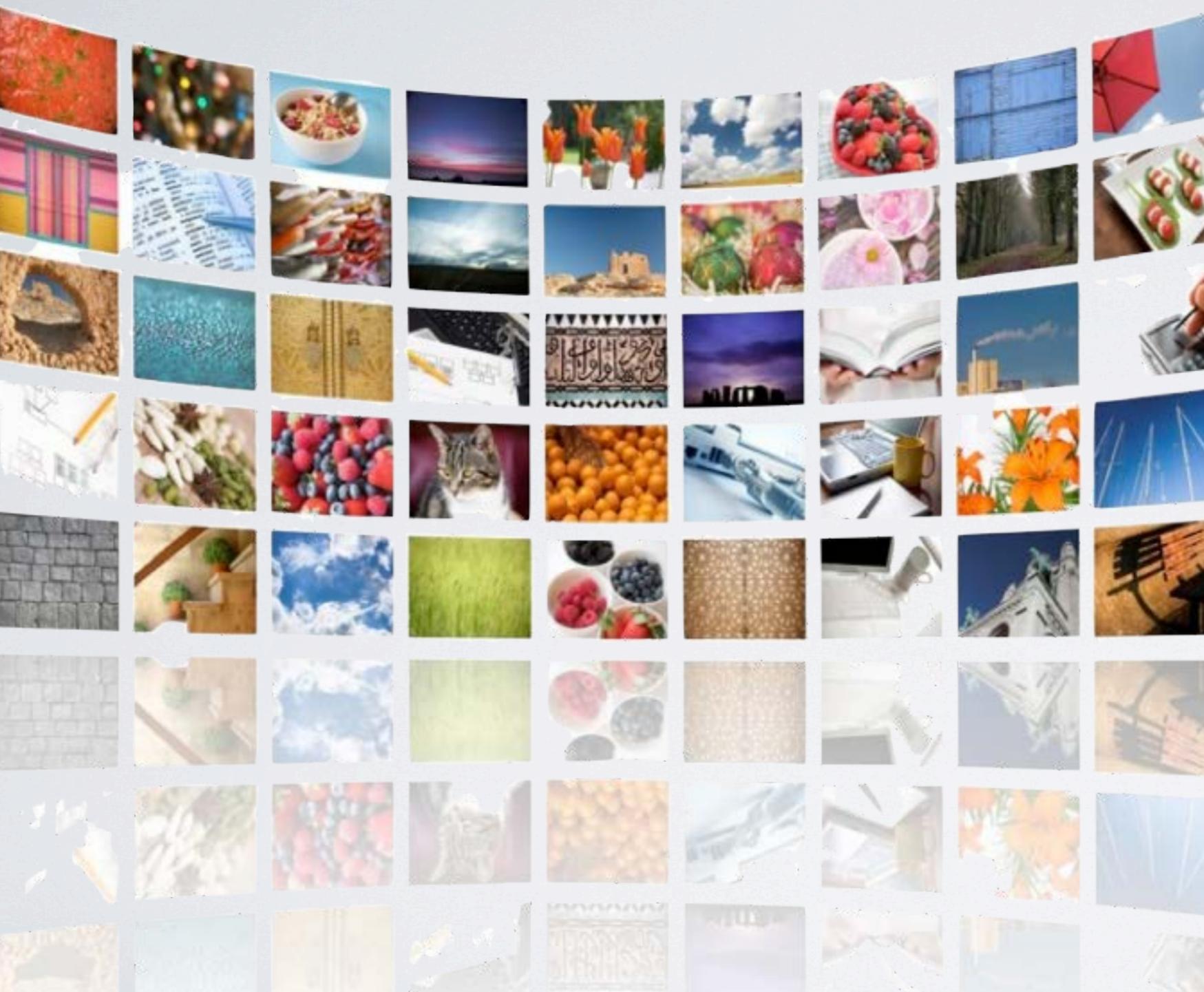
## AIMS

## ACTIVITIES

- intranet website (IRIDE,GDFNET)
- monthly magazine «Il Finanziere», professional training fortnightly « La Rivista»
- ceremonial's meetings
- personnel's aid and ease : family unit's rejoining - young people project – duty's victims - baby coupons – school grants – sanitary assistance



# EXTERNAL COMMUNICATION



## Multimedia

- ✓ *GDF Internet Site [www.gdf.gov.it](http://www.gdf.gov.it)*
- ✓ *Virtual Alpine Rescue*
- ✓ *i-GDF 3.0 new release*



## Relations with Massmedia

- ✓ *Press Network III Project– Winter/Summer Media Campaigns*
- ✓ *Salastampagdf.it Project*
- ✓ *GDF's image enforcement among european media*



## External relations

- ✓ Participation to exhibitions, trade shows, festivals
- ✓ *Corporate identity*
- ✓ Itinerant exhibition: "The true and the false"
- ✓ Military Band
- ✓ *Merchandising*



## Editorial Production

- ✓ "Il Finanziere"
- ✓ "Il Panorama Tributario e Professionale"
- ✓ "Rivista della Guardia di Finanza"
- ✓ "Rapporto Annuale"
- ✓ "Calendario Storico della Guardia di Finanza"



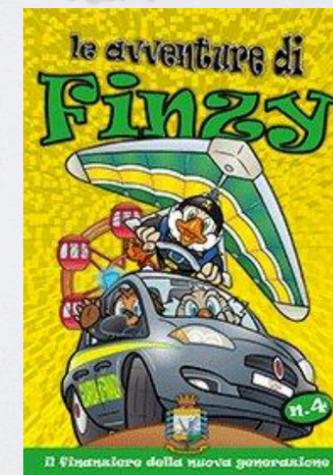
## Public Relations

- ✓ Public Relations Office
- ✓ *Call and Contact Center*
- ✓ Certified e-mail
- ✓ Online open competitive exams



## GDF and young people

- ✓ "Education to lawfulness" Project
- ✓ "Young People" Project
- ✓ *Finzy 4*
- ✓ You Tube Channel
- ✓ "Fiamme Gialle" sports groups



# MIUR AGREEMENT PROTOCOL

## BETWEEN THE MINISTRY OF EDUCATION AND GDF



- as far as the Italian subject «Citizenship and Constitution» is concerned, 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





## “TOGETHER FOR LEGALITY”

- Guardia di Finanza and MIUR have recently announced the contest “Together for legality” for 2012 to 2013;
- *students will be made aware of economical legality’s social ad educational value. Furthermore they’ll have the possibility to express themselves through multimedia essays. The best ones will receive a prize consisting in a stay at one of GDF’s infrastructures.*

## Meetings between students and Guardia di Finanza's Officers



Among the most appreciated Institutions **Eurispes' Annual Report mentions** that of **Guardia di Finanza** which keeps maintaining a general consent degree of **71%**, increased by 8 percentage points if compared with 2011.





THANK YOU **FOR THE ATTENTION**