

# YOUNG LIONS 2021

DIGITAL|MARKETING|MEDIA|PR|PRINT  
#FROMGOODTOGREAT

## Brief | DIGITAL



### Background

Oživení is a non-governmental organisation that supports active citizens and whistleblowers. It has offered a free legal consultancy centre since 2011, runs a secure reporting mechanism GlobaLeaks since 2015 and in 2020 started a new comprehensive web page [www.piskamfauly.cz](http://www.piskamfauly.cz) to inform the public and potential whistleblowers of their rights and the process of reporting.

In 2020, Oživení published new research\* into the public perception of whistleblowers in the Czech Republic. Two thousand people were asked how they felt about whistleblowers if they had themselves witnessed wrongdoing at work and, if so, whether they had reported it. The study wanted to uncover the main reasons people were discouraged from raising concerns.

Most respondents (71%) said that they were not familiar with the term 'whistleblower.' Younger and more educated people were more likely to know the word itself, perhaps thanks to a better knowledge of the English language. Once the term had been explained to participants, the majority (56%) reported that they felt mostly positive emotions towards whistleblowers. Only a very small minority (3%) said that they were angered by whistleblowing - a key finding for establishing an effective public education and advocacy campaign.

**The year 2020 in the Czech Republic brought several causes where whistleblowers played a crucial role. One of these dealt with the lack of protective gear at the beginning of the pandemic, the other dealt with the toxic pollution of the river Bečva, to name the most significant ones.**

Whistleblowing is associated primarily with the fight against corruption, but research suggests that support for whistleblowers is higher in cases involving matters of public health or environmental protection. The EU Directive aims not only at effective protection of whistleblowers but also emphasises the importance of follow-up. Whistleblower needs to be informed on what is going on with his/her report. Otherwise, the whistleblower loses confidence in the whole system and will never report any wrongdoing again.

### Challenge

**Being a whistleblower is not easy. As much as whistleblowers are vital to society, speaking up is hard.** They provide us with information about serious wrongdoing in the public interest.

Whistleblowers and their families often face harsh repercussions and, in some cases, even persecution. We consider whistleblowing as a kind of freedom of expression. It's the right to speak up and to dissent

from wrongdoing. If we want society to get better, we need to be ok with people speaking up when there is serious wrongdoing.

## Target audience

### Primary

Employees, employers, active citizens,... Anyone at all levels of the public and private sectors who is considering to become a whistleblower. First of all, they need to know that there is a chance to speak up and to make an anonymous report while being protected from retaliation as a whistleblower.

### Secondary

Public: increase the public awareness of whistleblowers in the Czech Republic. It is right to speak up and to dissent from wrongdoing. We need to protect these brave people.

## Campaign Objective

- Increase the public awareness of whistleblowers in the Czech Republic (from 71% do not know the term whistleblower to 50% to know it well).
- Increase the number of daily visitors to website [www.piskamfauly.cz](http://www.piskamfauly.cz) by 15%
- Ten direct contacts = questions/month at <https://www.piskamfauly.cz/duverne-konzultace> create a clear communication about the effective protection of whistleblowers as one of the main goals of Czech NGO Oživení

## Key message

Whistleblowers are vital to society, but they often face harsh repercussions and, in some cases, even persecution. They need to be protected.

We support potential and future whistleblowers to get clear and quick information: how to make a report, what is going on with his/her report and what else is necessary to know (to make a "good" decision before reporting).

## Tone of voice

Calm but confident. Active – Bold – Approachable.

The tonality should emphasise the expertise and experience of the Czech NGO Oživení founded in 1997. It also might be explained with humour and stories (both positive and negative, with social impact).

We want to be informative, understandable, and positively focusing on the benefits and best practices how are whistleblowers perceived in the Czech Republic and the EU.

## Budget

50.000 – 100.000 CZK (production + media)

## Other useful info

\*Behavio, Research Agency: Quantitative research Whistleblowing, 2020 - [https://www.oziveni.cz/wp-content/uploads/2021/01/v4-Whistleblowing\\_EN.pdf](https://www.oziveni.cz/wp-content/uploads/2021/01/v4-Whistleblowing_EN.pdf)

<https://whistleblowingnetwork.org/Our-Work/Spotlight/Stories/Whistleblowers-may-become-the-new-heroes-in-the-Cz>

Czech&Slovak Leaders Magazine: Interview with Dr. Suelette Dreyfus, "Whistleblowing is an emerging human right" - [https://www.czechleaders.com/interviews/suelette-dreyfus?utm\\_campaign=shareaholic&utm\\_medium=linkedin&utm\\_source=socialnetwork](https://www.czechleaders.com/interviews/suelette-dreyfus?utm_campaign=shareaholic&utm_medium=linkedin&utm_source=socialnetwork)

Video "Europeans' Views on Whistleblowers", Youtube, Blueprint for Free Speech - <https://www.youtube.com/watch?v=GD6DDjbmPvE>

Whistleblowing International Network - <https://whistleblowingnetwork.org/Home>

Progress report on transposition of the EU Directive, ARE EU GOVERNMENTS TAKING WHISTLEBLOWER PROTECTION SERIOUSLY? - [https://www.oziveni.cz/wp-content/uploads/2021/03/2021\\_EUGovernmentsWhistleblowerProtection\\_English-1.pdf](https://www.oziveni.cz/wp-content/uploads/2021/03/2021_EUGovernmentsWhistleblowerProtection_English-1.pdf)  
blog [www.piskamfauly.cz](http://www.piskamfauly.cz) - Protection of Whistleblowers in Slovakia, - <https://www.piskamfauly.cz/blog/protection-of-whistleblowers-in-slovakia-is-a-hot-potato-passed-between-authorities>

### **Oživení channels**

Website- <https://www.oziveni.cz/en/>

Facebook page - <https://www.facebook.com/Oziveni.cz>

Twitter - <https://twitter.com/oziveni>

LinkedIn page - <https://www.linkedin.com/company/oživení-z-s/>

Facebook Oživení is currently the primary social channel. A separate profile for Piskamfauly.cz has been set up but has not been active for the last three years. Please consider whether and how to consolidate Facebook presence.

Pískám fauly Facebook profile - <https://www.facebook.com/kazdymuzepiskatfauly>

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