Korea 2020: The 19th IACC Partnership brief

About the IACC series

The International Anti-Corruption Conference (IACC) is the world’s premier global forum that brings together heads of state, civil society, the private sector and more to tackle the increasingly sophisticated challenges posed by corruption. Established in 1983, the IACC takes place usually every two years in a different region of the world, and hosts from 800 to 2000 participants from over 135 countries worldwide.

The IACC advances the anti-corruption agenda by raising awareness and stimulating debate. It fosters networking, cross-fertilisation and the global exchange of experience that are indispensable for effective advocacy and action, on a global and national level. The conferences also promotes international cooperation among government, civil society, the private sector, and citizens by providing the opportunity for face-to-face dialogue and direct liaison between representatives from the agencies and organisations taking part.

For the 19th edition of the IACC to take place in Seoul, Korea from the 2nd to 5th June 2020 our hosts, the Anti-Corruption and Civil Rights Commission (ACRC), the IACC Series and Transparency International are inviting a reduced number of like-minded countries to join the Conference as 19th IACC partner countries.

The 19th IACC partner countries provide a financial contribution supporting key components of the Conference preparation and running and in doing so help to ensure the excellent standards for what the IACC Series are known. Conference partners support help to ensure a truly international agenda and participation by helping high level experts, activists and younger generations from less developed countries to attend as well as support the running and growth of the IACC Game Changers initiatives.

A brief of the IACC Game Changer Initiatives can be found in Annex 1. A detailed report on the Social media Analysis of the 18th IACC can be found in Annex 2.
The partner categories for the 19th IACC are one-time contributions and set as follows:

Main Partners – €200,000 and above
Partners – €100,000 – €199,999
Supporters – €50,000 – €99,999

The IACC Partners benefits are:

Main Partners Contribution: Min. 200,000 Euros

- Participation in the 19th IACC agenda design
- 1 high level plenary speaking slot with global leaders
- 10 complimentary passes to attend the IACC
- 3 minute video spotlight featured on the IACC and TI media tools
- Interview feature on IACC News (distributed to over 10,000 readers)
- Main Partner’s logo on IACC News (distributed monthly to over 10,000 readers)
- Weekly mention through IACC social media tools
- Main Partner’s logo and name in IACC workshop rooms and plenary sessions
- 4 m2 exhibition space at conference high traffic area
- Main partner’s profile, logo and name on the IACC website
- Main Partner’s logo and name on the invitations to press conferences, gala dinner and cultural events
- Main Partner’s logo and name in the printed conference agenda
- Main Partner’s logo and name in the pocket-size conference venue map
- Main Partner’s logo and name in the pocket-size map, specially designed for the conference
- Main Partner’s logo and name in the daily conference newspaper
- Main Partner’s logo and name on all promotional materials
- Main Partner’s logo and name on the partner’s banner located at the registration area

Partners Contribution: Min. 100,000 Euros

- Five complimentary passes to attend the IACC
- 4 m2 exhibition space at conference high traffic area
- Partner’s profile, logo and name on the IACC website
- Partner’s logo and name in the printed conference agenda
- Partner’s logo and name in the pocket-size conference venue map
- Partner’s logo and name in the pocket-size map specially designed for the conference
- Partner’s logo and name in the daily conference newspaper
- Partner’s logo and name on partner’s banner located at the registration area

Supporters Contribution: 50,000 Euros

- Special feature in IACC News on your organisation’s commitment to the IACCC
- Your organisation’s name and logo featured on the IACC website
- Your organisation’s logo featured in all Game Changers Initiatives related communications
Annex 1: The IACC Game Changers Initiatives

The financial support goes a long way towards the sustainability of the conferences and effective follow-up of its main outputs. It is also vital for the continuity of the IACC initiatives and special projects. Working with young and experienced journalists, social entrepreneurs, supporting game-changing technology, exploring the use of documentaries and film for advocacy in the fight against corruption, the IACC is an innovative and all-round continuous engagement platform. It is a platform that connects, builds up and supports networks, which make tangible contributions to our overall agenda, as well as engaging new actors in our work.

Recognising the key role of civil society, particularly younger generations, women, innovators, journalists and others have in providing solutions against corruption, the IACC Series designed in 2010 a global convening platform that hosts a number of initiatives. Under the umbrella concept of anti-corruption game changers the IACC continues to grow and strengthen its Young Journalist Initiative, the Social Entrepreneurs for Transparency, the Journalists 4 Transparency and most recently it launched the Films 4 Transparency anti-corruption film festival.

To pursue this mission and to continue to support connecting and empowering people that are changing the rules of the game, since 2010 every agenda of the IACC includes a special track called Game Changers for Transparency.

The purpose of this track is to bring people from all walks of life and share their experience by answering one simple question: How are you changing the rules of the game against corruption?

Under the motto ‘Mobilise, Support, Connect’, people participating in the ‘Game Changers for Transparency’ sessions are invited to showcase new initiatives that have had a positive impact on fighting corruption, and to become part of a peer-to-peer learning exchange network to convene at each IACC and share stories of change between conferences. All tactics, efforts and projects under this track will be featured and shared on our upcoming Game Changers platform.

The IACC Game Changers Global Initiatives

The Films 4 Transparency anti-corruption film festival

Cinema and audio-visual media have undoubtedly become the most effective tool to raise awareness, report injustices, promote advocacy and to move the audience’s sensitivity, weaving bridges for small and large actions alike. Aware of this power, the IACC Series enjoy long standing partnership with international power houses like the renowned ECOCINEMA travelling film festival and the BRITDOC Foundation to produce FILMS 4 TRANSPARENCY – The Anti-Corruption Film Festival.

With a carefully curated international program that is both critical, proactive, relevant and newsworthy, FILMS 4 TRANSPARENCY operates as an amplifier to the issues tackled during the IACC, presenting proposals and experiences on the fight against corruption, and showcasing alternatives for a fairer, more equitable world while offering the audience the opportunity to dialogue with experts, directors and producers.

In Denmark in 2018 through 28 screenings in three venues, FILMS 4 TRANSPARENCY opened both eyes and hearts of the conference participants and the more than 2,000 people who enjoyed the screenings to the corruption challenges faced in other countries and in an international scale.
Some success indicators of the festival are:

- Number of film directors, producers, actors of the movies that were screened: 20
- Number of venues: 3 of which 2 were outside the conference venue (theatre and University venue) and 1 inside the IACC Convention centre
- Number of people reached in the outside venues: over 2,000
- Number of people reached in the convention centre: around 1,000
- Number of films screened: 28 from 10 different countries

We aim to grow the Films for Transparency Festival (F4T) over the years and as central part of the agenda in the next IACCs.
The Fair Play music against corruption competition concert

The impact of corruption at a local level cannot be accurately understood by only using traditional measures like reports or indicators. At the same time traditional top down empowerment strategies cannot be regarded as one solution fits all. People around the world express the impact of corruption and share a message of hope and unity in many ways. Music is one of the most powerful ways. Because of this, the IACC Series teamed up with the Fair Play Global Music Competition.

**Fair Play** is an awareness-raising program and network building effort to connect socially conscious artists and citizens worldwide through a global competition for original songs by young bands (18-35 years) on the theme of corruption.

The top 3 winning bands for the 2018 global competition joined the 18th IACC to perform their winning songs at renowned venue, VEGA, in Copenhagen, Denmark on 23 of October 2018. The bands from around the world also joined the IACC sessions giving them a unique opportunity to be known and to connect with civil society and experts from all over the world.

The following artists and bands played during the Fair Play concert:

![Fair Play Concert](image_url)

**Fair Play Headliner: Hip-hop legend yasiin**

Legendary hip-hop icon and activist **yasiin bey** (formerly known as **Mos Def**)

**Artist name: Faith Mussa**

**Winning song:** Don’t Run Away

**Country:** Malawi

Malawian afro-soul one-man-band **Faith Mussa**, who has taken his socially engaged musical outlook around the world, from TEDxLilongwe to Glastonbury 2017. He is known locally for campaigning against corruption and other social ills.

Faith performs "Don't run away". People talk about Malawi, the Warm Heart of Africa, but sometimes we don’t realise that corruption is killing us. This is a cry by Malawi: "do you really love me, like you claim"?

Faith is a musician and teacher. He is described as Malawi’s only ‘One Man Band’, combining new technology with traditional Malawian vibes. He comes from a family of musicians, and began playing
hand-made gallon guitars at the age of 10. He aims to use his music to speak for the rights of disadvantaged children.

To watch the winning song video played on live stage at the 18th IACC in Denmark please go to https://www.facebook.com/anticorruptionmusic/videos/246844602666607/

To watch the official video please go here: https://www.youtube.com/watch?v=w-Mq5GTW-Dg

Group name: Rain in Sahara

Winning song: Black Water

Country: India

Rain in Sahara, an Indian hip-hop fusion trio who received critical acclaim for their breakthrough music video ‘Black Water’, a recent Gold Medal winner at the Indian Music Video Awards. It tackles issues of corruption, inequality and environmental damage.

Tucked away in the Indian corner near the Himalayas bordering Bhutan and China, Rain in Sahara was born in the sweltering Indian heat of late 2016 in Guwahati, Assam. Driven by a desire to spread positive conscious music with a message along the principles of social justice, equality, freedom and respect, Spanish-American producer and multi-instrumentalist Lain joined forces with multi-lingual rappers Rocky Glock and Sikdar to create the hip-hop outfit Rain in Sahara.

Fusing a wide range of elements and instrumentation into their hip-hop sound from numerous genres such as electronica, rock, Latin music and even Indian and western classical music, Rain in Sahara bring their individual struggles and experiences to their music writing about what they see in their daily lives.

To watch the winning song video played at the 18th IACC in Denmark on live stage please go to https://www.facebook.com/anticorruptionmusic/videos/306047593551611/

To watch the official video please go here: https://youtu.be/-s6DLN8w7hU

Group name: Haga Que pase

Winning song: Juntos Ganamos

Country: Colombia

Colombian band Haga Que Pase is a group from the south west of Colombia. In their music they invite reflection on everyday situations, the popular classes and indigenous peoples, their struggle and resilience in search of dignity, freedom and lasting peace. Leaving an inspiring positive message for those living through difficult political conditions and listen to it.

Their "hip hop de pueblo" proposes the meeting between urban music and music that comes from the villages, his staging is a journey full of color, which travels through different atmospheres: drawing, interpreting and playing with music and theater.

In 2014 they release their first album with 10 songs, entitled "Música pa'l barrio" and in 2016 they return to surprise the public with their singles "Pueblo" (tribute to Villa Rica - Cauca) and 2017 "Lantana" (campaign against violence) of genre).
To watch the winning song video played at the 18th IACC in Denmark on live stage please go to https://www.facebook.com/anticorruptionmusic/videos/314743872455401/

To watch the official video please go here https://youtu.be/F7ylmotPU4A

**Artist name: Fair Play ambassador NASSEMAN**

**Country:** Liberia

Rabbie Nassrallah, aka Nasseman, hails from Liberia on the West African coast. Born in 1979 to a Lebanese father and Liberian mother, Rabbie grew up in Liberia's bustling capital, Monrovia. As a young man, he witnessed the devastation of Liberia's 1989 - 2003 civil war, a period which helped to shape his strong sense of social justice.

Nasseman music is widely popular in Liberia. Coming to the IACC exposed his music to people of more than 130 countries. His videos are seen by upwards of 4 thousand people and his fan page in Facebook is close to 10 thousand fans.

To watch his performance on live stage at the 18th IACC in Denmark please go to: https://www.facebook.com/anticorruptionmusic/videos/1985320391765280/

**The Young Journalists network and the Journalists 4 Transparency**

Since 2010 the IACC Series have been growing its global network of Young Journalists. At each edition of the IACC we call for applications for new Young Journalists to come to the IACC, cover the conference, interview experts, produce multimedia pieces as well actively engage in social media. To date more than 60 Young journalists from around the world form part of our network.

During the 18th IACC 26 Young Journalists from countries ranging from Chile to Fiji worked together on 22 published thematic features ranging from multi-media interviews, print, blog and opinion pieces to cover the sessions and stories behind people fighting corruption at the 18th IACC.

The Journalist from Transparency network continues to work together; the most recent follow up feature published is the investigation in collaboration with NBC news, 100Reporters and the Young Journalist Sally Hayden. To learn more please go here: UN Refugee Agency reopens corruption investigation in Ugandan camp. At least 2 cross-border investigations will be published in 2020. You can see the previous cross border investigations in the Journalists 4 Transparency dedicated website: www.j4t.org

You can see the latest work of the Young Journalists here: http://iaccseries.org/blog/
Annex 2: 18th IACC Social Media Analysis

The hashtag #18IACC on Twitter

The hashtag #18IACC has been the one articulating the whole conversation on social media, especially on Twitter where most of the conversation happened. In total, more than 12,000 tweets were published with the hashtag #18IACC. From the 2 October to the 26 February, the hashtag has generated the following results on Twitter. See the complete hashtag report here.

#18IACC was mentioned by very important accounts on Twitter such the World Bank or the UNPD, which created massive impact and awareness for both the conference and the anti-corruption topic.
Most influential users using our hashtag include:

- 18IACC on Instagram

TI-S account was the main source of contents with the hashtag #18IACC but along with other participants, we have generated 170 posts that contain the hashtag.

**18IACC on Instagram**

- Number of posts made with the hashtag: 177
- Likes on 18IACC content related: 2000+
- Impressions of TI content about 18IACC: 245K+
- Instagram Stories created: 40
- Average views on Average per story: 480
**18IACC on Facebook**

Facebook remains a secondary channel for the IACC, but we also have published many content here that goes from the agenda of the conference, to the articles published by the YJs and awareness of other activities such as the Films4Transparency and Fair Play. Although secondary for content, Facebook remain the main channel to create and promote events.

- **12 Posts**
- **71,000+ People Reached**
- **+1,600 Interactions**

**18IACC on LinkedIn**

We published IACC related content numerous times before, during and after the conference on TI’s LinkedIn channel, where we have over 40,000 fans.

- **8 Posts**
- **170 Shares**
- **55,000+ Impressions**
- **1,000+ Likes**
- **900 Clicks**
- **To content**