Outreach activities: the Brazilian Experience *(we have tried pretty much everything...)*

*Mariana Tavares de Araujo, Secretary of Economic Law*

ICN 9th Annual Conference 2010 – Istanbul, Turkey
What is the most cost effective type of activity?

*It depends...*

- Who is your audience?
- What is your message?
- Is your message attractive?
- Don’t other government agencies need “awareness” too?
- Press releases, more press releases and even more press releases! Simple & cheap!
- I get by with a little help from my friends… what have other ICN members done lately?
- Do you visit your website from time to time? What does it look like?
- Sometimes less is more...
Launch of Mr. Fair and E-tool “Click here to tip us” (anonymous)
Release of brochures on different aspects of the fight against cartels

- Fuel Retail
- Bid-rigging
- Leniency
- Trade associations
“Invitation for Leniency”

- Letter sent to presidents of 1,000 companies in Brazil, enclosing the Leniency Program brochure, and detailing Brazil’s Leniency Program (winner-takes all approach)
Anti-Cartel Day created by President Lula in 2008
National Anti-Cartel Campaign at airports

- 2-3 day Campaign in 2008 & 2009
- ~1 million brochures on the Leniency Program handed out in airports around 5 different regions
- Campaign targeted ~1.5 million people, significant part being mid-level and high-level executives
- Main goal was to destabilize cartels attracting new candidates to SDE’s Leniency Program
- In 2009 we took advantage of “Children’s day” and distributed comic books as well
- Massive media coverage
National Anti-Cartel Campaign at airports - 2008

“Wanna report a cartel? Ask me how!”
National Anti-Cartel Campaign at airports - 2009
Nationwide marketing campaigns

“A Constant Need for Awareness – October 8th, Anticartel Enforcement Day” / “Cartel is a crime”
Nationwide marketing campaigns (airports, weekly magazines & postal cards)

“Companies that participate in cartel get dirty”
Release of a comic book for kids

Turma da Mônica
O Cartel da Limonada

Limonada Gelada

Limonada Gelada
Focus on fighting bid-rigging

- Mechanism for online reporting of suspicious behavior by procurement agents who use ComprasNet, the federal government’s electronic procurement platform
- Preparation of manuals, charts and other materials for procurement officials about bid rigging (available online)
- Massive distribution of these materials throughout the country by mail
- Outreach events, both general and customized for important public purchasers
Thank you!
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