

The OLAF Anti-Fraud Communicators' Network (OAFCN)

45th COCOLAF meeting
Brussels, 22 May 2014



The OLAF Anti-Fraud Communicators' Network (OAFCN)

- ❑ Since its creation in 2001, the OAFCN is an **Information and Communication** link between
 - ❖ OLAF Spokesperson and Head of Communication Unit
 - ❖ spokespersons & persons responsible for public relations/communication in the national investigative services with which OLAF cooperates in the Member States (i.e. Customs, Police, Financial/Criminal Police, AFCOS, Prosecutor's Offices, Ministry of Finance/Interior)
 - ❖ Europol, Eurojust, DG Taxud

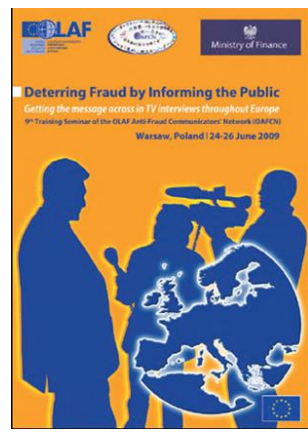
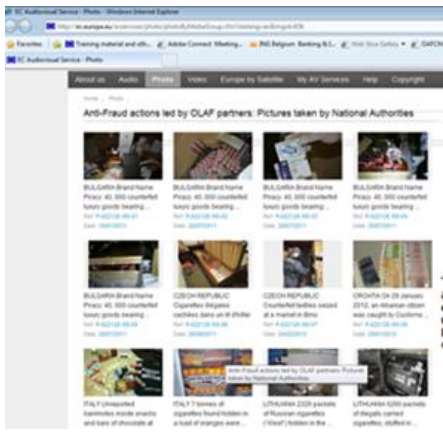
- ❑ **OAFCN Objectives**
 - ❖ EXTERNAL COMMUNICATION
 - Communication activities to strengthen the fight against fraud and corruption → deterring fraud by informing the public
 - Information = prevention: raise citizens' awareness about what OLAF and its partners are doing at national/EU level to protect the EU budget (their money!)

 - ❖ INTERNAL COMMUNICATION
 - Learning from each other's best practices in communication & media activities about anti-fraud issues → added value to the work done at national level

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❑ OAFCN Activities

- ❖ Regular meetings for coordination/exchange of best practices
- ❖ Training seminars on communication tools and strategies
- ❖ Briefings for journalists in the Member States
- ❖ Joint media coverage on operational activities (i.e. Joint Customs Operations)
- ❖ Joint communication campaigns (i.e. OLAF Annual Report)
- ❖ Annual Action Plan
- ❖ Image bank ("the power of pictures")
- ❖ OAFCN Extranet: internal platform with secure access through the European Commission Authentication Service (ECAS)



OAFCN Action Plan for 2014

1. Briefing for journalists
2. Image bank (EC Mediathèque)
3. JCO specific media campaign
4. Joint Press Releases
5. Social media





http://ec.europa.eu/anti_fraud/media-corner/anti-fraud-communicators-network/index_en.htm



3 February 2015

6





Contacts

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OAFCN on OLAF website: http://ec.europa.eu/anti_fraud/olaf-oafcnc/