

Strengthening Integrity through Communication

Innovation in promoting the benefit and value of reports

Bálint Horváth
Head of Department
Communication and Relations
State Audit Office of Hungary
&
Szabolcs Gergely
Auditor

Prezi

Transparency of SAO

Our reports are reader-friendly and clear to all citizens.

Why should we change our communication method?

- All SAO reports are disclosed to the public.
- Via the news portal we continuously inform those interested about our work and results.
- Thus we ensure the transparency of our organisation and the publicity of our activities at a high level.

Prezi

izens.

Why should we change our communication method?

The goal is to make our results and activities well-known

so

We have to deliver clearly understandable information and publish it as soon as possible

to do this

We need a fresh, novel approach, as it is not possible to stretch the existing organizational frames.

pub
acti
leve



Prezi

Aims



- To be the primary source of our own news
- To give up-to-date, reliable information
- To set a good example for other public institutions
- To enhance transparency
- To create an effective and economical way to prevent corruption.



Considering the relevance and opportunities of online communication, we operate a News Portal next to our official homepage since 2011 and also launched its english, german and french version recently. Also has the President of the SAO his own homepage.


The process of publication

cor
Ne
hor
lau
and
Also
SAC


How to provide first-hand information?

Departments, experts and auditors publish their news individually within their competencies. They cover the whole process themselves (writing, editing, taking photos).



Society can follow up the making of the reports from planning to utilisation, which helps strengthening the transparency of the operation of the institution.

Authors sign the articles and also indicate the name of the department they work for.



Training the employees Know How



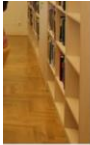
- How to handle the news portal (technical background)
- How to choose the right information or event
- How to write and edit news

Results: News items

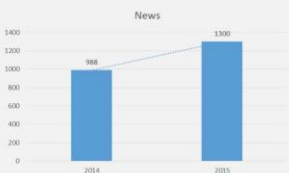
- We gave administrative rights to 27% of our employees.
- Out of our 600 employees more than 161 are allowed to upload content.




The number of news items increased significantly



2014: 988
2015: 1300



The number of news items increased significantly

We wanted to know the auditees' experiences

Our aim was:

- to show the outcomes of the audits
- to follow up recommendations
- to get feedback
- to increase transparency
- to support efficiency



Interview with József Csóti





Value and Benefits Interviews

What's this?
video interviews published on the news portal

With whom?
representatives of the audited entities

When we did it?
few months after the disclosure of the reports






Life of an audit on the news portal

Audit on 30 institutions of higher education

59 news about the audit process

17 news about the report

38 news about value and benefits

5 news about scientific conferences

118 news
(11th Nov 2013 – 20th Nov 2015)





Topics where the audit/report appeared

Follow up at certain institutions

Conciliation with the auditee

Publishing the report

Press conference

Start/finish of the audit on the spot

News about the utilisation

Summary about the SAO's annual activity

Parliamentarian committee discussions

Presenting the audit findings and recommendations in the parliament

Presenting the audit findings in related scientific conferences

Conclusions

By using this new tool of communication we are able to:

- Publish more news, pictures and videos,
- Emphasize the importance, the values and benefits of the auditors' activities,
- Decrease the distance between the organization and citizens,
- Increase the reputation of the SAO further,
- Provide a reliable reference point for the press, for members of the parliament and for professionals.

Furthermore SAO's reports on statements has a retentive effect.

All the public food users will be aware that sooner or later SAO will audit them, therefore this is a very effective and economical way to prevent corruption.

Organization

Furthermore SAO's reports on statements has a retentive effect.

All the public fund users will be aware that sooner or later SAO will audit them, therefore this is a very effective and economical way to prevent corruption.

• Pr
pc
m
ar

Evaluation and Assessment on international level

Objectives

1. Provide a comprehensive and credible overview
2. Analyse and evaluate
3. Provide an overview of the external and internal factors shaping our communication.
4. Contribute to the development and optimisation of processes

Methodology

An International Good Practice:
INTOSAI PMF

The
1. Phase -
2. Phase
A
2 meeting
15
16
100 doc
1000 pages of c

The Process

1. Phase - Self Evaluation
2. Phase -Peer Review

Activites

- 2 meeting & field work sessions
- 11 presentations
- 16 Interview I/O
- 100 documents evaluated
- 1000 pages of communication materials assessed

First Results

Highlights from the working paper of the SAI of Lithuania:

- The way how SAO presents the audit results to the National Assembly is innovative.
- The representatives of the National Assembly expressed a high level of trust in the way of SAO.
- The institution is in the right track in the area of communication with the National Assembly.
- In order to reach the holistic effective communication SAO might consider the development of communication activities with audited and legal entities.



oly.

Thank you for your kind attention!



STATE AUDIT
OFFICE OF HUNGARY