

ARE YOU READY TO CHANGE THE WORLD?



This project is funded
by the European Union

Breaking the Silence:

*Enhancing the whistleblowing policies and culture in
Western Balkans and Moldova*



REGIONAL
ANTI-CORRUPTION
INITIATIVE

OF COURSE NOT

BUT –

WHAT CAN

YOU CHANGE?

**‘ NOT EVERY
CHANGE NEEDS
TO BE GRAND
OR EVENTFUL ’**

– Daria Brown
writer / mother of 3 / tea drinker

THE BUTTERFLY EFFECT

**CHANGE
WILL HAPPEN
ANYWAY
TAKE IT
OR MAKE IT?**



READY FOR

CHANGE?

**DON'T
SWEAT THE
BIG THINGS**

SMALLER IS BIGGER

- **Come out of your comfort zone**
- **Start small – build momentum and feel like a winner**
- **Citizens better understand and respond to simple messages**
- **Simple campaigns have less opposition and are easier to win**
- **Small changes become a habit – and build bigger change**
- **Celebrate victories – especially the small ones**

**MAGIC
WORDS:**

MAGIC
WORDS:
PASSION

MAGIC

WORDS:

PERSISTENCE

MAGIC
WORDS:
PATIENCE

MAGIC

WORDS:

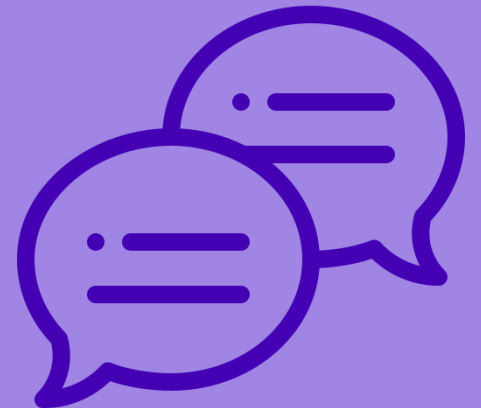
PRIDE

MAGIC

WORDS:

PEACE

MAGIC WORDS AND YOUR MESSAGES



WHICH SAYS ACTION?

“Municipal Officials Discuss Education”

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“Municipal Officials Discuss Education”

“School Quality on Municipal Agenda”

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“Municipal Officials Discuss Education”

“School Quality on Municipal Agenda”

“Parents Invited to Comment on Improving Schools”

WHICH SAYS ACTION?

“Campaign Focuses on the Climate”

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“Campaign Focuses on the Climate”

“Activists Start Climate Campaign”

WHICH SAYS ACTION?

“Campaign Focuses on the Climate”

“Activists Start Climate Campaign”

“What You Can Do Today to Protect the Climate”

WHICH SAYS ACTION?

“Inefficiencies Found in Government”

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“Inefficiencies Found in Government”

“Public Officials to Investigate
Mismanagement”

WHICH SAYS ACTION?

“Inefficiencies Found in Government”

“Public Officials to Investigate Mismanagement”

“Citizens Asked to Report Instances of Inadequate Public Services”



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