

Press Release:

## **Integrity Me - The Communication Contest officially launched**

- ***To encourage young people to start acting with integrity, honesty and responsibility people at the personal level***
- ***To find new and innovative ways to communicate integrity, by engaging the best young communications professionals***

**Hồ Chí Minh City, 14 October 2014**, Towards Transparency (TT) and SAGE launch the communication contest **Integrity Me** for Vietnamese youth aged 18 - 28 who are passionate about and determined to overcome new challenges in communication. Through finding innovative ways and mobilizing young communications professionals, the contest aims to encourage young people to start acting with integrity, honesty and responsibility at the personal level.

TT has coordinated a number of research studies on young people's views on integrity and challenges they face in applying their values in practice. The first edition of *Vietnam Youth Integrity Survey (YIS)* was launched in 2011 and its second edition will be launched later this year. Findings from the 2011 survey showed that young people place strong importance on integrity, but are challenged to apply their values in specific situations, for example when faced with financial or academic pressures.

On an individual level, the consequences of acting without integrity can be small, or even beneficial in the short term. In the long term however, lack of integrity today can have severe consequences for individuals. For the community as a whole, the lack of integrity of its members on a personal level is generally harmful.

Ms. Đào Thị Nga, Executive Director of Towards Transparency, analyzed: *"Integrity, honesty and responsibility are fundamental values of a healthy society. Trust, friendship, partnership and family are grounded on these. Honesty and integrity bring about true knowledge and competency that help individuals grow up confidently in study and career. Personal integrity also contributes to making our society more transparent and fair, our public service more effective and our companies more competitive."* Ms. Đào Thị Nga also added, *"Young people need to be encouraged and rewarded to act with integrity in school, at work and in daily life. Living with integrity will help create and sustain our reputation and success."* The communication contest Integrity Me- Sống Liêm Chính is organized out of these goals.

Integrity Me - Sống Liêm Chính is held nation - wide from 14 October 2014 to 6 February 2015. The Judges are leading experts and academia: Mdm. Tôn Nữ Thị Ninh (Vice President of Vietnam Peace Committee, President of Peace & Development Fund in Ho Chi Minh City, Former Ambassador of Vietnam to European Commission, Former Deputy Head of Foreign Department of the Vietnam National Assembly, Director of Tri Viet Research & Development Centre), Mr.



*Nguyễn Thanh Sơn (Co-Founder and Director of SAGE, General Director of T&A Ogilvy PR), Journalist Tạ Bích Loan, Head of Youth Department - VTV6, Vietnam Television, Ms. Đào Thị Nga (Executive Director of TT), Dr. Đặng Hoàng Giang (Deputy Director of Cecodes)*

Through 3 rounds of the contest, the teams will make proposal, work with the coaches to finalize and implement the plan, and present their communication plans. The contest will find out the champion team (with 3 members) with the prize of 60,000,000 million VND and communications course at SAGE, together with 4 star hotel voucher sponsored by iVIVU. A number of additional prizes will be announced at the finale.

The finale is tentatively going to take place at Youth Center on 6 February 2015. The *Transparency Fair* will be held with the participation of NGOs and youth clubs of universities to create collective voice for topics relevant to life of integrity, honesty and responsibility. Young people are welcome to this open day to join many interesting activities.

Mr. Nguyễn Thanh Sơn, Co-Founder and Director of SAGE said: *“Honesty and integrity are the foundation of the modern communication when each individual plays both roles of the communicator and audience. While the modern communication environment is vibrating and challenging, it is especially important to help the young generation understand and live these values. Through this communication contest with TT, we want to offer the youth practical experiences in modern communication, contributing to a more knowledgeable and sustainable society.”*

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For more detailed information, please visit **integrityme.com** or email to the organisation committee at [imc@towardstransparency.vn](mailto:imc@towardstransparency.vn)

## **MORE INFORMATION**

### **1. Towards Transparency**

Towards Transparency (TT) is a Vietnamese non - profit consultancy company founded in 2008 to contribute to prevention of and fight against corruption.

In March 2009, TT became the official National Contact of Transparency International (TI) - a global movement with more than 100 national chapters worldwide.

Learn more about our work at [www.towardstransparency.vn](http://www.towardstransparency.vn)

### **2. Học viện Thương hiệu và Truyền thông SAGE**

SAGE is a professional training organization in the field of brand development and marketing communications. SAGE is founded by reputed professionals in branding and strategic management in Vietnam. Currently, SAGE has two offices located in Hanoi and Hochiminh City, with approximately 1,000 members in the community.