



REPUBLIC OF DJIBOUTI

UNITY - EQUALITY - PEACE



REPORT

ON THE NATIONAL ANTI-CORRUPTION
AWARENESS CAMPAIGN

AUGUST 2024

**TOGETHER,
LET'S FIGHT
AGAINST
CORRUPTION**



NATIONAL ANTI-CORRUPTION COMMISSION
الهيئة الوطنية لمكافحة الفساد

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Introduction



In a global context where corruption is widespread and affects the political, economic and social spheres of almost every country, engaging young people in the fight against this issue has become essential. Whether through favoritism, embezzlement or bribery, corruption weakens institutions and undermines sustainable development.

Its consequences are severe: it diminishes the quality of life of citizens, deepens inequalities and slows progress, particularly in developing countries such as Djibouti.

Worldwide studies show that corruption costs trillions of dollars every year, directly harming access to essential services such as education, healthcare and economic development. The countries most affected are often those with weak governance systems, which makes it difficult to implement effective anti-corruption policies.

Young people, who represent the future of these nations, are often the most impacted. They are both victims and witnesses of the long-term effects of corruption on their professional opportunities and their overall prospects.

In response to this alarming reality, the **National Independent Commission for the Prevention and Fight against Corruption (CNIPLC)** in Djibouti has taken action by launching a nationwide awareness campaign. Rooted in a commitment to good governance, the initiative aims to raise awareness among young people about the devastating impact of corruption, while collecting their testimonies and suggestions through a participatory approach.

The CNIPLC adopted an innovative strategy by mobilizing well-known youth influencers to bring the issue into the public conversation. The communication plan relied on social media and digital platforms, powerful tools to reach a wide audience, especially young people, who are among the most affected by corruption and its consequences on employment and future opportunities. The campaign pursued a twofold ambition: first, to raise awareness among young people about the impact of corruption in education, health and economic development; and second, to gather their ideas and recommendations to help align public policies with the expectations of the younger generation.

The outcomes of this awareness campaign led to a significant shift among young people, who developed a sharper understanding of how corruption threatens their future. Their feedback expressed a strong desire for concrete actions. They shared innovative ideas and recommendations to improve transparency and integrity within public institutions.

This movement also strengthened the connection young people feel with development goals, imagining a Djibouti that could become a model of good governance, fairness and prosperity. That vision became a source of motivation and engagement for their future involvement.

It is now essential for policymakers to take these voices and proposals into account. By integrating the aspirations of young people into public policy, Djibouti can move toward a more transparent and equitable future aligned with the development ideals they hope to see emerge.

This report outlines the objectives, deployment and preliminary results of the campaign, while highlighting the challenges faced and the opportunities to enhance future awareness initiatives.



1. Justice, Education, Development :

The stakes of the fight against corruption

This report aims to highlight the initiatives undertaken by the National Independent Commission for the Prevention and Fight against Corruption (CNIPLC) of Djibouti through an in-depth analysis of the traffic data from the website sensibilisation-cniplc.gouv.dj. It focuses on three core themes that the CNIPLC seeks to promote in order to eradicate corruption and support transparent and equitable national development. Each theme addresses a key societal challenge and forms part of a broader national effort for reform and awareness-raising.

The campaign is structured around three main themes, each emphasizing a crucial dimension of the fight against corruption:

1. Justice and Corruption

The first theme explores the challenges related to corruption within the judicial system, a fundamental pillar of democracy and good governance. The CNIPLC stresses the importance of ensuring the independence and integrity of judicial institutions to strengthen citizens' trust in legal decisions and guarantee that justice is delivered fairly, without external influence.

2. Education and Corruption

The second theme focuses on how corruption can undermine the education sector, which is vital for the country's future. Education is a powerful driver of growth, and it is essential that the resources dedicated to this sector be managed transparently and equitably. The CNIPLC highlights the need for an education system free from misconduct and favoritism so that every Djiboutian child has access to quality education and equal opportunities.

3. National Development Hindered by Corruption

The third theme analyzes the negative impact of corruption on Djibouti's economic growth and social progress. Misuse of public resources and corrupt practices across the public and private sectors are major obstacles to development. The CNIPLC calls for a collective mobilization to eliminate these practices, allowing Djibouti to build its development on solid, transparent foundations and to guarantee a prosperous future for upcoming generations.

These themes are central to the awareness campaign, each one aiming to inform, engage and inspire young people to take part in the fight against corruption for a better future.

Recognizing the importance of involving youth in this national effort, the CNIPLC leveraged the influence of social media to reach a wide audience, particularly younger generations. Several influencers were invited to promote these themes on their platforms with the goal of reaching both national and international audiences. Carefully selected, these influencers represent Djibouti's dynamic and committed youth. Their involvement amplified the campaign's visibility, engaging a broader and more diverse community. Through this strategy, the CNIPLC successfully reached individuals across the world, especially within the Djiboutian diaspora, helping spark a collective awareness.

Through this report, we aim not only to present the actions undertaken, but also to lay the groundwork for deeper reflection on the measures needed to eradicate corruption while fostering a sustainable, inclusive and transparent environment for Djibouti's development.

2. Awareness Platform CNIPLC

STOP CORRUPTION CNIPLC

NATIONAL ANTI-CORRUPTION COMMISSION
الهيئة الوطنية لمكافحة الفساد

TOGETHER AGAINST CORRUPTION

Explore our vision of a corruption-free Djibouti through inspiring weekly videos hosted by local influencers.

Access the micro-interviews

Access the videos

Micro-Interviews

Micro-interviews will be conducted for each theme to gather opinions and testimonies, helping deepen the discussion and further raise public awareness.



As part of its national campaign against corruption, the National Independent Commission for the Prevention and Fight against Corruption (CNIPLC) of Djibouti, under the supervision of a team from the National Agency for State Information Systems (ANSIE), developed an innovative digital platform.

Its mission is to engage young people and citizens around key corruption-related issues affecting essential sectors such as education, justice and economic development. Interactive and participatory, the platform educates and raises awareness through engaging content, primarily weekly videos produced by Djiboutian influencers.

These videos, each exploring a different aspect of corruption, encourage reflection and action by offering citizens a space for active participation. Interactions, including votes and comments, are managed through a transparent process that ensures fairness and objectivity.

The core vision of this initiative is twofold: to promote an inclusive digital environment that values transparency and integrity, and to build a community mobilized around the fight against corruption.

The platform stands out through its educational approach, designed to strengthen civic engagement and contribute to the development of informed public policies.

This platform has become a strategic tool for enhancing civic participation in Djibouti, amplifying citizens' voices and fostering a national dialogue on transparency and public ethics.

3. Our influencers on the front line against corruption

During this awareness campaign, we adopted an innovative communication strategy by partnering with key youth influencers in Djibouti. Active on social media and closely connected to young people, they played a central role in spreading the campaign's messages and mobilizing public engagement. Their reach and ability to interact directly with their communities helped us connect with a broad and diverse audience, especially those most affected by corruption's impact on their future. Their involvement made the campaign more accessible and engaging, giving young people a space to express themselves and take part in the national dialogue on good governance.

Presentation of the Influencers

	 Mouss Bileh	  77 K	  1130	  111,4K
	 Amina Mohamed	  2,1 K	  2219	  33,2K
	 Athéna	  5,5 K	  1934	  128,0 K
	 Nxsro	  2,1 K	  215	  31,5 K
	 Dozeh	  4,1 K	  102 K	  3,1 M

4. Justice and Corruption

Theme 1

For a more transparent and fairer justice system



The choice of “Justice and Corruption” as the first theme in our campaign is particularly relevant, as it directly addresses the expectations of society and aligns with the core mission of our institution. This topic reflects our commitment to promoting a fairer and more transparent society by laying the groundwork needed to strengthen public trust. By addressing this issue first, we reaffirm our determination to combat corruption, promote equitable governance and reinforce institutions to ensure a justice system rooted in integrity.

Traffic analysis and campaign impact

During this first phase, direct traffic emerged as the main source of visits to our platform. This may indicate strong visitor loyalty or the effectiveness of our promotional efforts. This trend shows a growing interest in the platform and a rising level of recognition among returning users. At the same time, social media, especially Facebook and Snapchat, played an important role in redirecting users to the site. Their contribution to overall traffic may be

modest, yet their impact remains significant because they help us reach a broad and diverse audience. The variations in engagement on these platforms demonstrate that user activity directly influences the number of daily visits, which has strengthened the platform's visibility and reach.

Role of search engines

Although search engine traffic remains relatively limited, it is important to note that the website: sensibilisation-cniplc.gouv.dj has been searched directly across several platforms. This shows increased recognition of the platform and contributes to its visibility. Alongside our social media efforts, this direct search traffic illustrates a genuine interest from users in our initiative. It reinforces both the platform's visibility and the public profile of the CNIPLC. This confirms the effectiveness of our multi channel strategy, combining social media presence with growing visibility through search engines.





IMPACT

of the campaign
by geographic area

Geographical traffic analysis

The geographical distribution of traffic is a key indicator for adapting our content and communication strategies. Djibouti stands out as the main source of visits, which reflects strong local recognition of the platform and confirms its national relevance.

Visitors from Djibouti represent a significant share, highlighting the importance of tailoring content to local expectations.

At the same time, neighbouring countries such as Somalia and Ethiopia show an increase in traffic, indicating growing interest in the platform and offering promising opportunities for regional expansion.

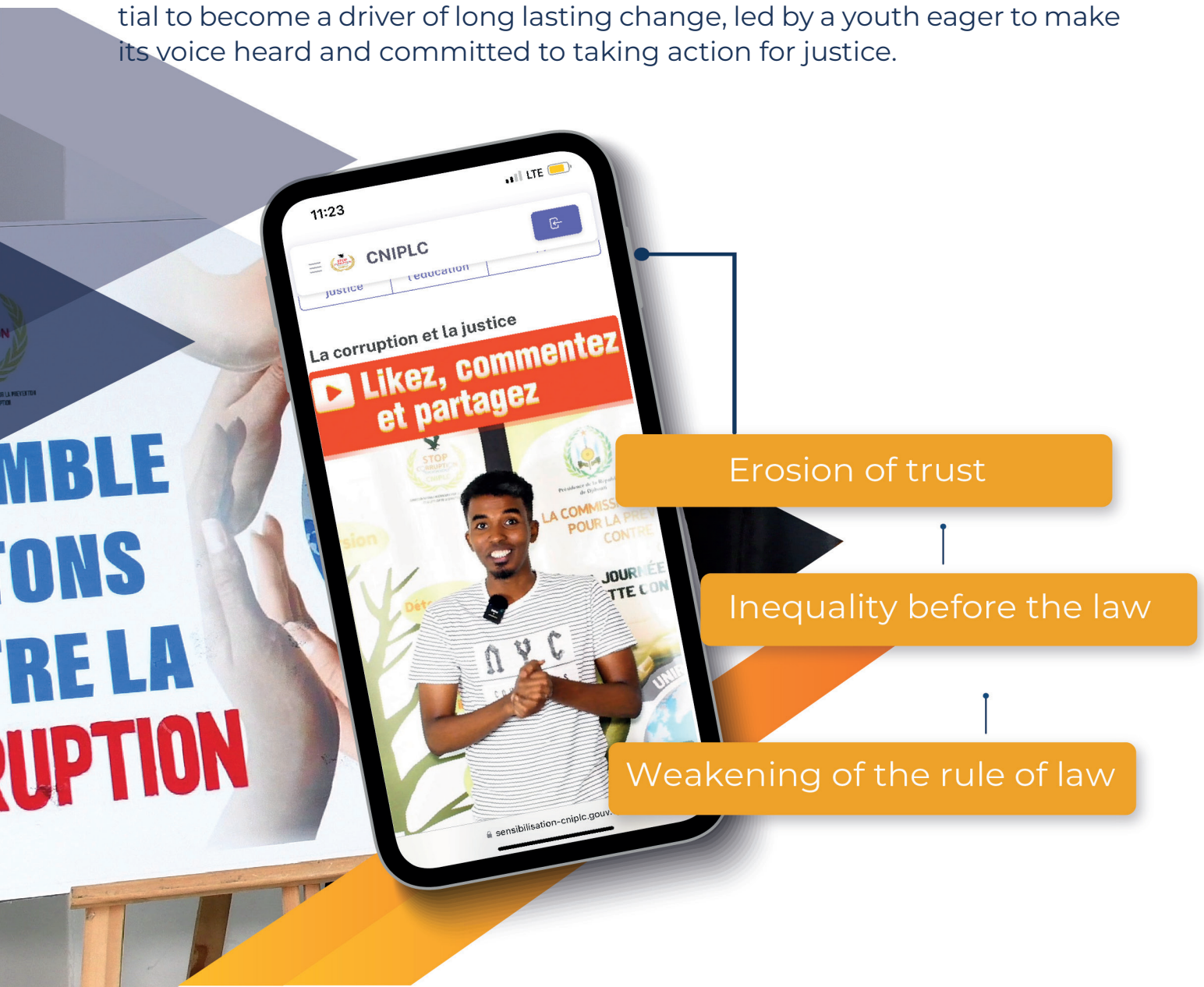
The occasional presence of visitors from Canada suggests engagement from the diaspora or the impact of targeted outreach. This opens new possibilities to extend participation beyond regional borders and strengthen the campaign's visibility at the international level.

Conclusion

The analysis of interactions on the website “*sensibilisation-cniplc.gouv.dj*” revealed a promising dynamic. The strong direct traffic demonstrated growing visitor engagement, showing that the theme “Justice and Corruption” resonated deeply with the audience.

Social media, although not yet fully leveraged, showed remarkable potential for attracting new participants and sparked a vibrant and constructive public conversation. Engagement around this topic was clear. Visitors did not simply observe; they reacted, interacted and mobilized in support of a more transparent and fair future.

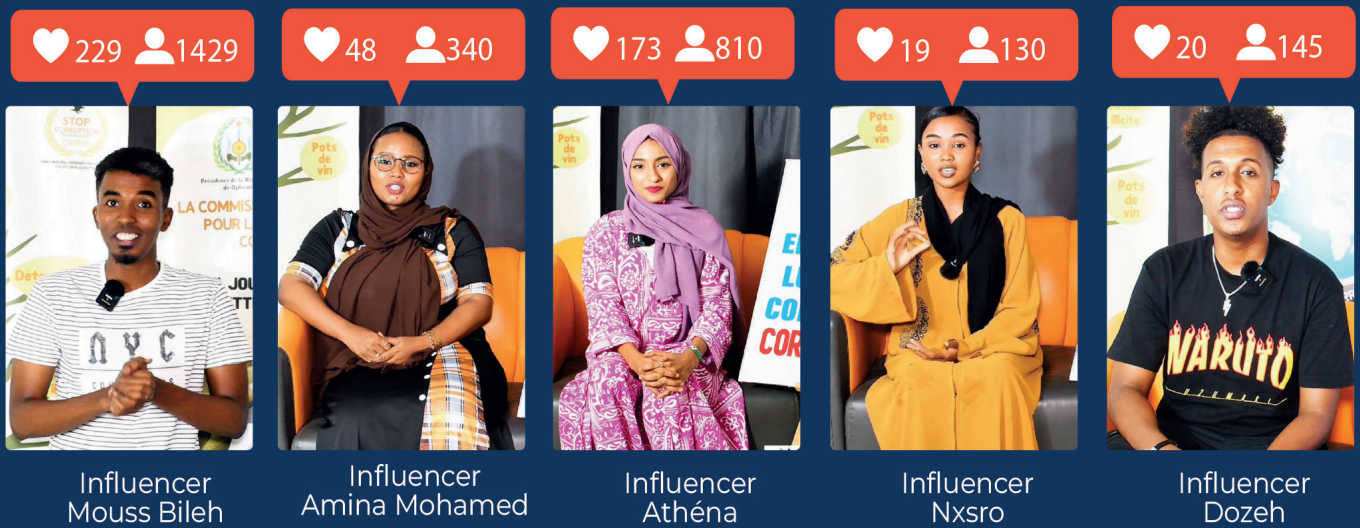
This campaign paved the way for broader mobilisation. With a strengthened communication strategy, the fight against corruption has the potential to become a driver of long lasting change, led by a youth eager to make its voice heard and committed to taking action for justice.



5. Education and Corruption

Theme 2

For a more inclusive and fairer education system



The decision to focus on “Education and Corruption” for the second phase of our awareness campaign is fully aligned with our mission. This theme highlights the harmful impact of corruption on a key sector for the country’s development: education.

By addressing this issue, our aim is to promote transparent management of educational resources, which is essential to guarantee every Djiboutian child access to quality education. This theme reflects our commitment to building the foundations of an education system free from misconduct and favoritism, ultimately contributing to a brighter future for coming generations.

Traffic analysis and campaign impact

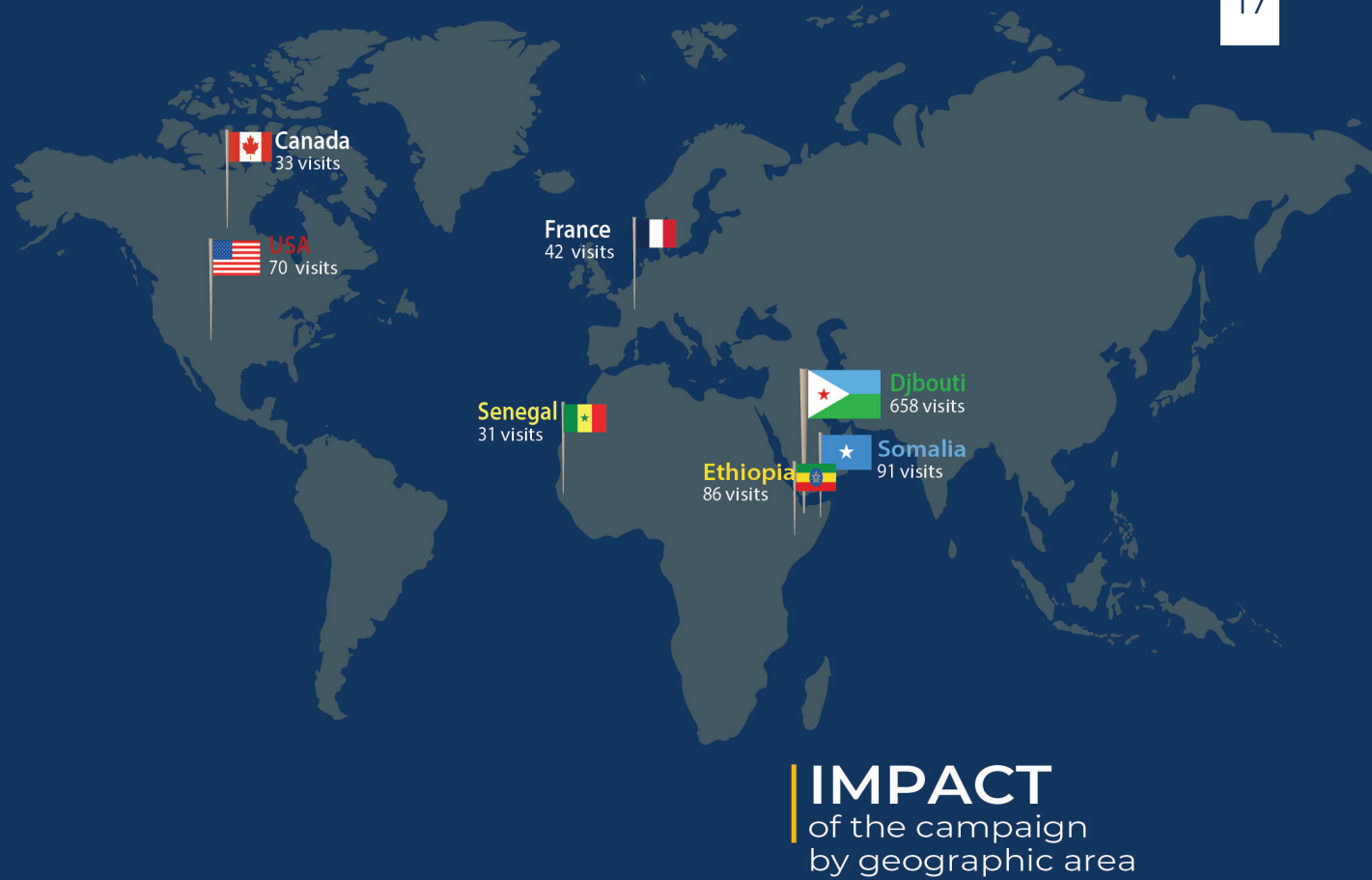
During this second phase, the platform recorded an average of more than 2,854 visitors, a significant figure largely driven by the videos posted by our influencers. These videos made the content more engaging and helped capture the attention of our target audience. The theme “education and

corruption” had a direct impact on this traffic by generating strong interest among users, especially those who felt personally affected by the issue. It also strengthened the visibility and recognition of our awareness campaign. Users showed active interaction with the site, as reflected in the relatively high visit duration and a reasonable bounce rate. These behaviours highlight the growing engagement of visitors and the relevance of the content provided.

Young people in particular expressed themselves widely across digital platforms, denouncing injustices linked to corruption in the education system. Through discussions on scholarships, examinations and academic favoritism, they made it clear that these practices harm their personal development and slow the country’s progress. These conversations were widely shared using hashtags such as *#DjiboutiSansCorruption*, creating a space where young people could voice their concerns freely and propose solutions.

This movement demonstrates the determination of the younger generation, which refuses to remain passive in the face of corruption and is instead ready to play an active role in promoting a more transparent and equitable education system. Their willingness to take action for a fairer society highlights the importance of an effective digital communication strategy, especially by optimizing mobile platforms to better reach this dynamic audience.





Geographical traffic analysis

The geographical analysis of traffic shows that Djibouti remains the main source of visitors to our platform, with a total of 658 users.

Neighbouring countries, namely Somalia and Ethiopia, also represent growing secondary markets, confirming the rising interest in our content within the region.

The diaspora plays an important role as well, with notable engagement from the United States, France and Canada. This reflects the international reach and impact of our campaign.

This diverse geographical distribution highlights the need to adapt our content to meet the expectations of these different audiences while taking advantage of global communication opportunities.

Conclusion

The theme “Education and Corruption” generated a strong reaction from Djiboutian youth, revealing a clear interest and a willingness to take an active role in addressing corrupt practices within the education system. The awareness campaign prompted significant participation on digital platforms, where young people voiced concerns about injustices such as unequal access to scholarships, favoritism during examinations and other forms of corruption that affect their educational journey.

Social media played a central role in this mobilisation, with widespread use of hashtags like *#DjiboutiSansCorruption*, symbolizing a movement calling for more transparency and fairness in the education sector. These exchanges not only highlighted the personal experiences of young people but also led to the emergence of concrete proposals aimed at strengthening the integrity of academic processes.

This momentum reflects a growing sense of civic responsibility, with young people positioning themselves as key actors of change. Their engagement, visible through active participation and sustained interaction, underlines the importance of maintaining awareness efforts while adapting future initiatives to the expectations and concerns expressed by this segment of the population.

This strong youth involvement demonstrates the need for a dynamic and diversified approach to amplify the impact of the awareness campaign. It is essential for relevant institutions to take these insights and aspirations into account and integrate them into educational reform strategies. Doing so will help restore young people’s trust in institutions and ensure fair access to quality education.

Such an approach will support the fight against corruption and help build a more just and transparent society. The mobilisation observed during this campaign shows that young people are ready to contribute meaningfully to national anti-corruption efforts and confirms that they are an indispensable ally in establishing a fairer and more transparent education system.

BLE
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Embezzlement of funds

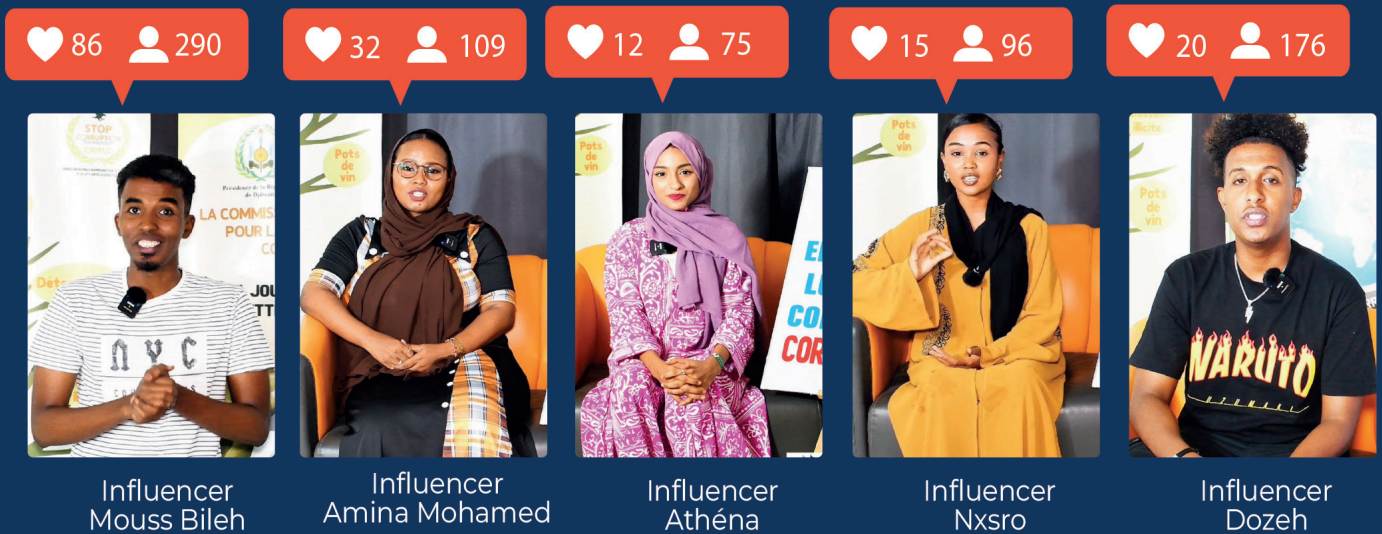
Inequalities in access

Decline in the quality of education

6. Corruption and Development

Theme 3

For sustainable and equitable development



The theme “Development and Corruption” highlights the impact of corruption on Djibouti’s economic growth and social progress. It shows that the inefficient use of resources resulting from corrupt practices is a major obstacle to the country’s development. Including this issue in our awareness campaign is essential to promote more transparent resource management and to encourage sustainable and equitable development.

Traffic analysis and campaign impact

Unlike the first two themes, “Justice and Corruption” and “Education and Corruption”, where direct traffic was predominant, this final theme revealed the importance of indirect traffic. Although the number of direct visits to the platform decreased, social media platforms such as Facebook, TikTok, Instagram and Twitter offered valuable targeting opportunities, helping generate increased visibility through attractive videos and wide sharing.

Djibouti remains the main source of traffic, yet social media had a significant impact, particularly thanks to the involvement of influencers who

captured the attention of the public. Information pages such as Djib Live also played a key role by relaying campaign messages and amplifying their reach.

Although direct traffic declined, the strategic use of social media helped maintain high engagement and considerably broaden the campaign's impact beyond visits to the platform itself. The strength of visually appealing videos and the massive sharing on these networks was essential to reach a wide audience and support public mobilisation around the campaign themes.

Geographical traffic analysis

Regarding geographical data, Djibouti remains the primary source of traffic, followed closely by neighbouring countries such as Somalia and Ethiopia, as well as a major international city. The presence of international visitors reflects the campaign's expanding reach, extending beyond national borders. The Djiboutian diaspora, particularly in the United States, France and Canada, also contributed significantly, underscoring the global dimension of the initiative.

It is noteworthy that the geographical distribution of visitors for the theme "Development and Corruption" is similar to that observed for the previous themes. The number of visitors and the countries involved remain consistent, illustrating the coherence and continuity of our campaign throughout its rollout.

This highlights the importance of tailoring content to various target audiences by offering relevant and accessible information while exploring new opportunities for global communication. The geographical analysis confirms that the targeting strategy used has been effective and shows the need to continue refining it to maximise the impact and reach of future campaigns.

Conclusion

The theme “**Corruption and Development**” revealed a remarkable mobilisation among Djiboutian youth, showing a growing awareness of the harmful consequences of corruption on the country’s socioeconomic development and on their own future prospects.

Through consistent engagement and thoughtful comments, young people expressed a clear desire to see profound structural changes, reaffirming their commitment to fighting a problem that hinders not only their personal growth but also the progress of society as a whole.

Online discussions and exchanges on social media brought forward a coherent and structured narrative focused on the need for greater transparency in public management and the promotion of effective accountability mechanisms.

These young citizens, fully aware of the scale of the challenge, expressed a strong aspiration for a future in which integrity and fairness guide the country’s development. Corruption, seen as a major obstacle to economic and social progress, is widely denounced as a barrier to achieving the sustainable development goals Djibouti seeks to attain.

This youthful determination highlights a collective will to act. Young people are calling for substantial reforms and concrete measures to eliminate fraudulent practices within public and private institutions.

They advocate for development policies that ensure a fair and transparent allocation of resources, emphasizing that only principled governance will allow Djibouti to position itself among prosperous nations aligned with international standards of good governance.

In light of this mobilisation, it is essential for policymakers to listen carefully to the concerns being voiced. The expectations of this generation, which carries a genuine hope for renewal, cannot be overlooked.

Authorities must respond by integrating these concerns into future reforms and adopting public policies that foster an environment conducive to sustainable, equitable and inclusive development.

It is clear that Djibouti's future depends on aligning political decisions with the ideals of justice and social progress championed by this new generation. For young people, the fight against corruption is not only a question of survival, but also a key driver of development, and it must now stand at the heart of national strategies.

Through active collaboration with these young people, who are true agents of change, Djibouti can build a more transparent and prosperous future, fully aligned with the values of integrity and accountability that they passionately defend.



7. Data Analysis

The analysis of the comments highlights several significant trends:



GENERAL AGREEMENT

Most comments show strong support for the ideas expressed by the influencers, with messages of agreement and encouragement.

SHARED ENGAGEMENT

Users rallied around a common hashtag, reflecting a collective willingness to take action against corruption.

EMOTIONAL ENGAGEMENT

The comments carry a strong emotional tone, showing that the message resonated with young people on a personal level.

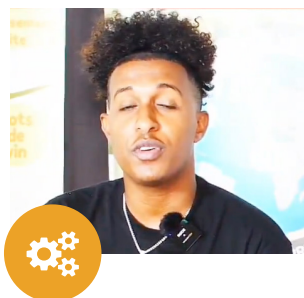


CALL TO ACTION

Many comments called for collective action to fight corruption, highlighting a desire to unite efforts for a better future.

IMPORTANCE OF TRANSPARENCY

Young people emphasized that transparency is essential for building strong democratic institutions and ensuring social justice.



ECONOMIC CONSEQUENCES

Several comments highlighted that corruption slows economic growth and contributes to governmental instability.

SOCIAL IMPACT

Participants noted that corruption undermines social cohesion and weakens the rule of law.

By examining the recurring themes and the emotions expressed in these comments, this analysis aims to identify meaningful trends that can help guide future decisions in public policy and civic engagement.

8. Recommendations

Strengthen mobilisation

To maintain youth engagement in the fight against corruption, it is essential to create spaces for interaction.

Setting up online forums or discussion groups would not only extend conversations on this important topic but also encourage young people to share their ideas and initiatives.

These platforms would serve as a springboard to mobilise young people around concrete actions and reinforce their sense of belonging to a collective movement.

Educate and raise awareness further

It is essential to organise workshops and training sessions focused on integrity and transparency. By involving young leaders and influencers, these sessions will make it possible to share valuable experiences and effective strategies to fight corruption.

These activities will help increase awareness among young people by providing them with the tools they need to become agents of change within their communities.



Evaluation and monitoring

To ensure the long term effectiveness of the campaign, it is essential to establish monitoring indicators. Developing evaluation tools will make it possible to measure the campaign's impact on young people's attitudes toward corruption.

Regular surveys and analysis of social media engagement will provide valuable data to refine strategies and maximise the impact of future initiatives. These evaluation efforts will ensure that young people's voices continue to be heard and integrated into the decision making process.

The feedback shared by young people on social media reflects a clear desire for systemic reform and societal change in response to corruption. The following recommendations are based on this insight

Systemic reform and mindset change

It is essential to initiate a deep systemic reform accompanied by a shift in societal mindset. This involves promoting a culture of integrity that encourages the rejection of corruption as an unacceptable social norm.

Moral education and collective awareness

Introducing an educational module on corruption within school curricula is essential. This initiative aims to raise awareness among young people from an early age about the importance of integrity and the need for collective responsibility in combating corrupt practices.

Strict sanctions

It is crucial to strengthen punitive measures against acts of corruption by adopting a zero tolerance approach. Strict and deterrent sanctions must be applied to ensure real protection of ethical principles.

Use of social media

Young people emphasize the importance of using modern tools, especially social media and platforms such as TikTok, to raise awareness and fight corruption.

They believe that these channels offer powerful potential for spreading impactful messages and mobilising a wide and engaged audience.

Individual behaviour change

The fight against corruption must begin at the individual level. Every citizen needs to engage in self reflection and understand the harmful effects of corruption, both personally and socially.

Transparency and regular audits

Young people are calling for greater transparency in the management of public funds. Regular financial audits must be implemented to detect and sanction misconduct, thereby strengthening citizens' trust in public institutions.

Adequate funding and support

To enable the National Independent Commission for the Prevention of Corruption (CNIPLC) to carry out its mission effectively, it is necessary to strengthen its technical capacities as well as the material and financial resources allocated to it.

These recommendations reflect a clear desire among Djiboutian youth to pursue deep and lasting reforms. Their aspiration for societal transformation emerges in a context where corruption remains a major obstacle to economic and social development. Young people, as future leaders and drivers of change, feel entrusted with a mission: to help build a more transparent and just Djibouti.

Strong moral education stands out as a fundamental pillar in this effort. By integrating modules on integrity and anti corruption practices into school curricula, we can raise awareness from an early age. This approach not only helps young people understand the challenges linked to corruption but also encourages critical thinking and responsible behaviour. By cultivating these values, we prepare a generation capable of resisting corrupt practices and promoting ethical conduct across all sectors of society.

Modern technologies, especially social media, offer powerful tools for rais-

ing awareness and mobilisation. Young people, already familiar with these platforms, can use them to share impactful messages and unite a broad audience around the fight against corruption. Innovative campaigns on platforms such as TikTok can reach millions of young people, creating a collective movement. This strategic use of digital media helps transform the fight against corruption into a popular, accessible and engaging cause.

Adopting these proposals would not only help create a more transparent and equitable environment but also strengthen citizens' trust in institutions. Such progress depends on greater transparency in the management of public funds and the establishment of rigorous oversight mechanisms.

Young people call for regular audits and strict sanctions, which helps build a culture of accountability within public institutions. As a result, this contributes to restoring citizens' confidence in governance, which is essential for sustainable development.

By integrating these recommendations into public policies, Djibouti equips itself with concrete tools to combat corruption. This opens the door to a promising future for generations to come.

A less corrupt system means better economic opportunities, fair access to resources and an improved quality of life. Young people, as agents of change, can envision a future where integrity and social justice prevail, while actively contributing to the construction of a more resilient and prosperous society.

This call for reform from Djiboutian youth is a powerful signal to policymakers. It urges collective awareness and genuine commitment to the fight against corruption, a necessary condition for achieving the ambitions of a modern and dynamic Djibouti.



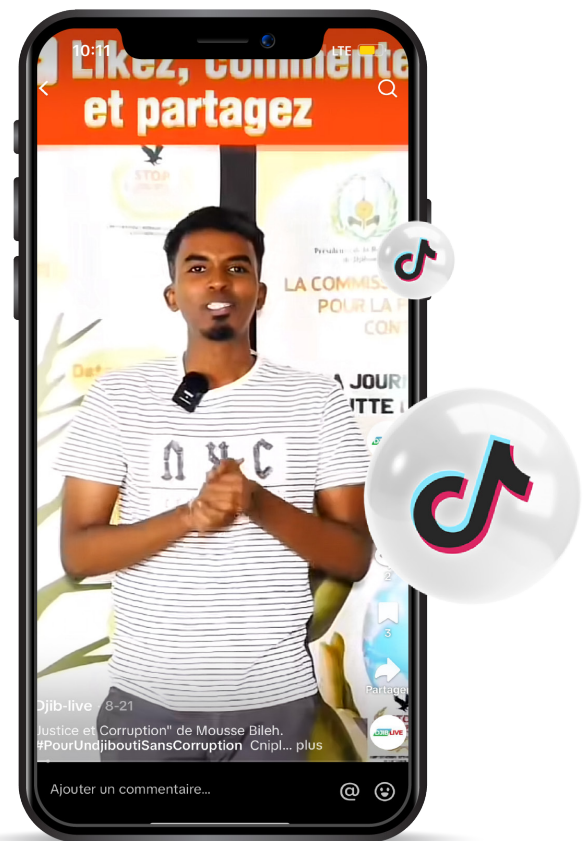
9. A revealing study...

The awareness campaign against corruption led by the National Independent Commission for the Prevention and Fight against Corruption (CNIPLC), through social media and its platform “sensibilisation-cniplc.gouv.dj”, marks an important turning point for Djibouti.

As the first initiative of this scale in the country, it offers a unique opportunity to analyse the evolution of Djibouti’s digital landscape and better understand the social, cultural and technological dynamics shaping this transformation. It stands as a pioneering example of how digital tools can be used to raise awareness among a broad audience in Djibouti.

A strategic choice in favour of digital media

The decision to prioritise an online platform for this awareness campaign reflects a growing recognition of the importance of digital media in modern communication. This strategic choice also highlights a significant shift in citizen behaviour, with more people becoming connected and active online. The diversity of traffic sources, especially the role of social networks such as Facebook and Snapchat, shows that the Djiboutian population is receptive to modern communication channels. By leveraging these platforms, the campaign successfully engaged diverse audiences, demonstrating the relevance of a multichannel approach in a context where internet access is rapidly expanding.



Traffic data analysis

The data shows that direct traffic accounts for the majority of visits to the site. This can be interpreted as a sign of the interest generated by the campaign and the effectiveness of direct promotion. However, the low proportion of traffic coming from search engines highlights a visibility challenge that still needs to be addressed. This finding underscores a key lesson: while digital campaigns are powerful, their success depends on a comprehensive strategy that combines social media outreach, direct access and an optimised presence in search results in order to reach a wider audience.

Geographical reach of the campaign

The geographical distribution of visitors is also revealing. The concentration of traffic in Djibouti, followed by Somalia and Ethiopia, highlights the regional impact of the campaign. This reflects the strong local demand for this type of content and suggests cultural and linguistic proximity between Djibouti and its neighbouring countries. The presence of Canada as an emerging source of traffic may also reflect the interest of the Djiboutian diaspora in national initiatives or their desire to stay informed about developments in their home country.

Challenges and perspectives

This geographical pattern also reveals upcoming challenges. To maximise the impact of future campaigns, it would be wise to develop targeted strategies to better reach regional and international markets. This could include translating content, adapting messages to the realities of neighbouring countries and using media formats suited to specific audiences.

A springboard for future digital initiatives

As the first campaign of its kind, this initiative provides valuable learning for future digital efforts in Djibouti. It shows that the country is entering an era in which digital communication becomes an essential tool for awareness and civic engagement.

The success of this campaign could encourage other government entities as well as the private sector to explore the opportunities offered by digital technologies.

The lessons learned from this pioneering effort should guide the development of more sophisticated and integrated digital strategies capable of reaching and engaging the diverse populations of Djibouti and the region.

In conclusion, this first online awareness campaign in Djibouti has been a success, not only in terms of mobilisation and engagement but also as a major step forward for the development of the country's digital landscape.



STOP CORRUPTION

DISCOVER THE DEVASTATING IMPACTS OF CORRUPTION ON OUR SOCIETY AND OUR ECONOMY



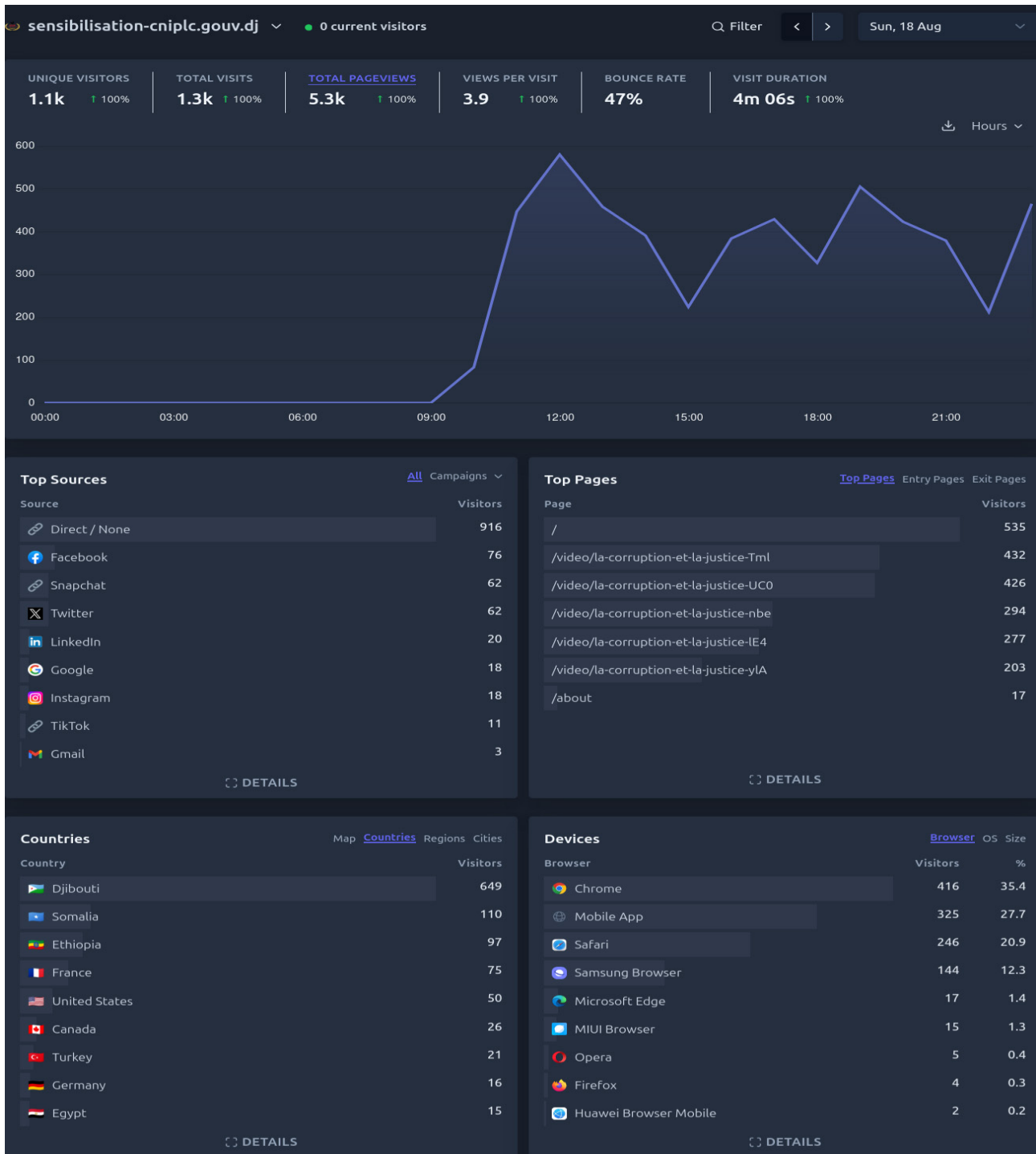
Visit our awareness platform and join the movement

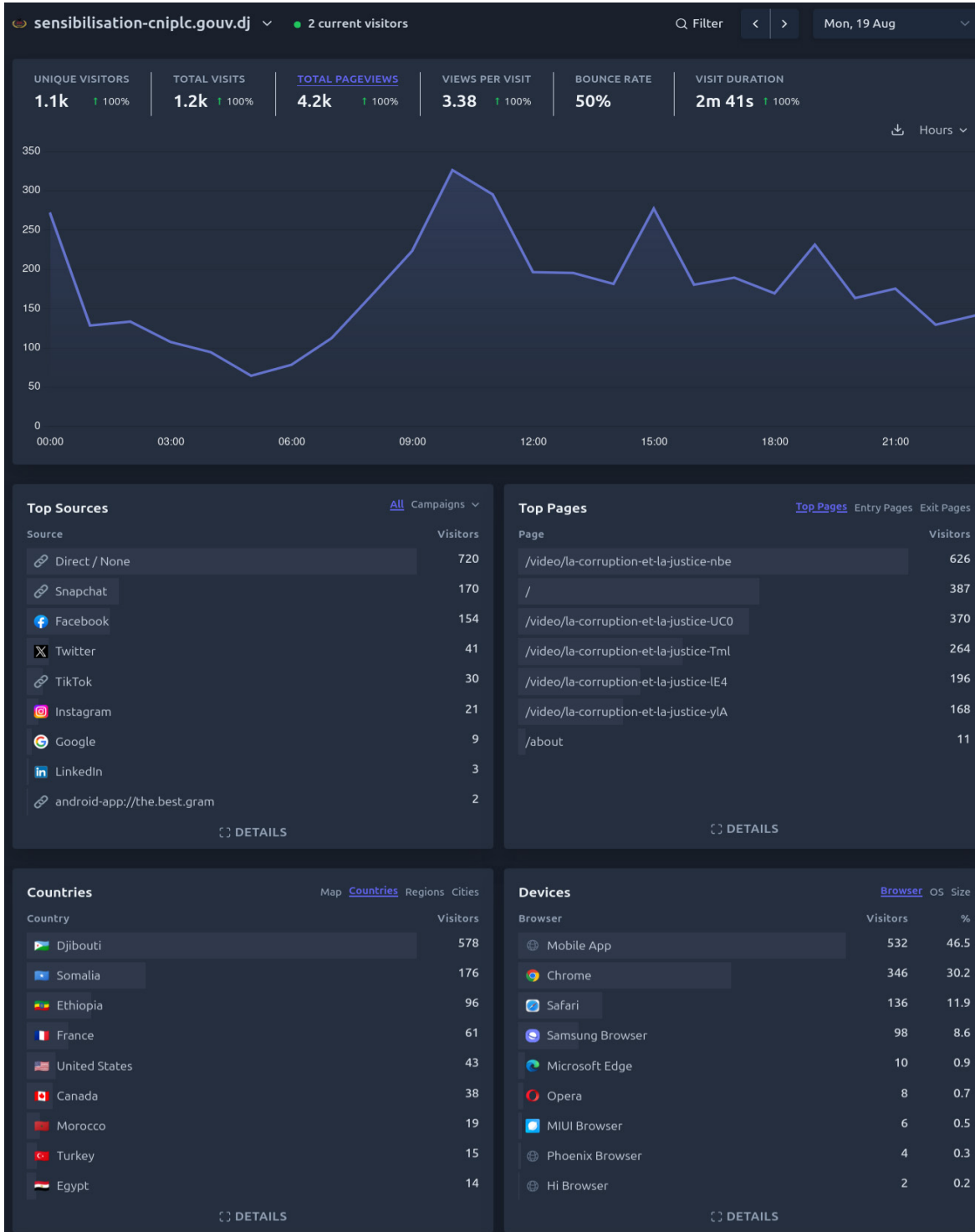


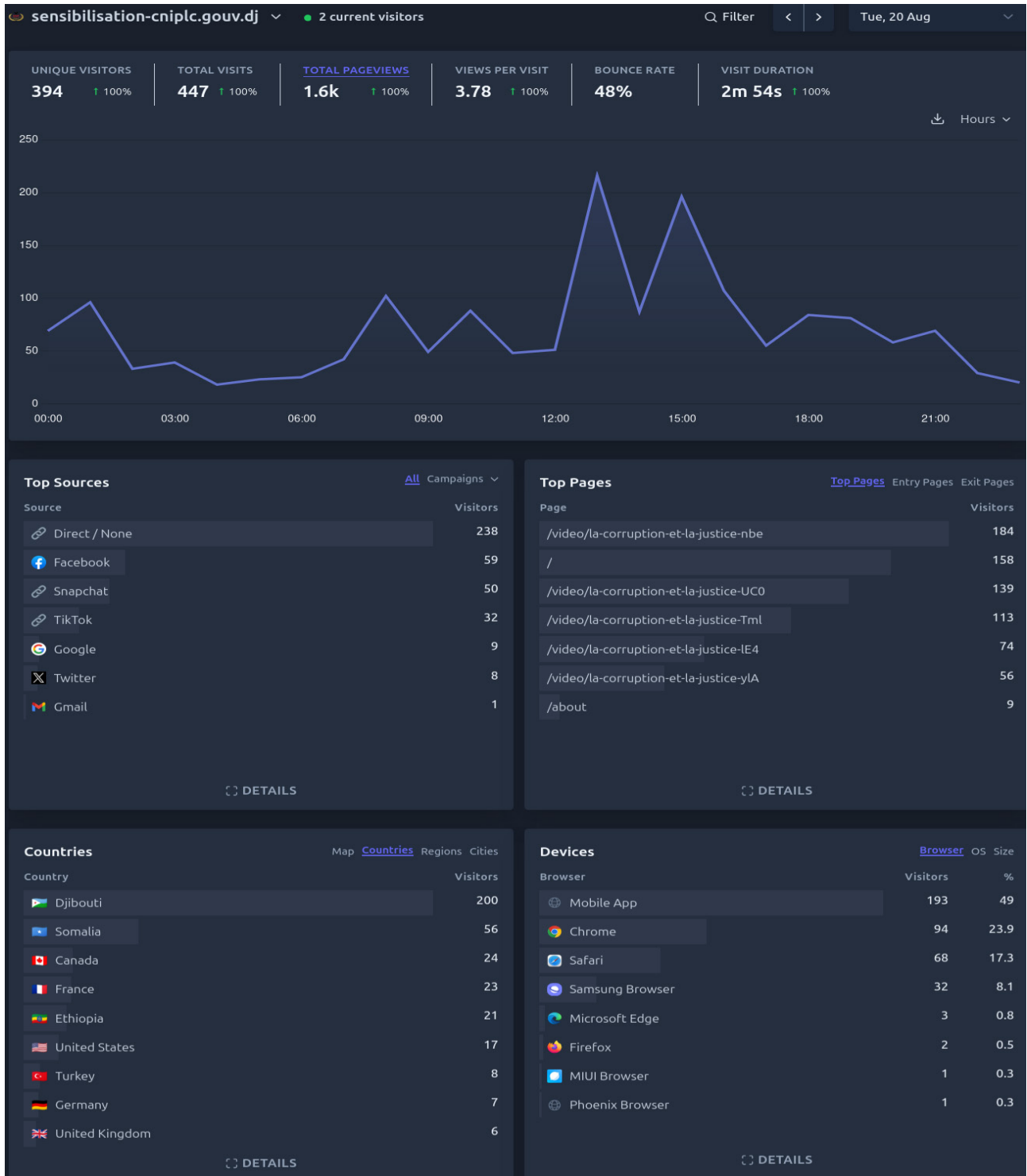
NATIONAL ANTI-CORRUPTION COMMISSION
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10. Annexes

Annexes Justice and Corruption

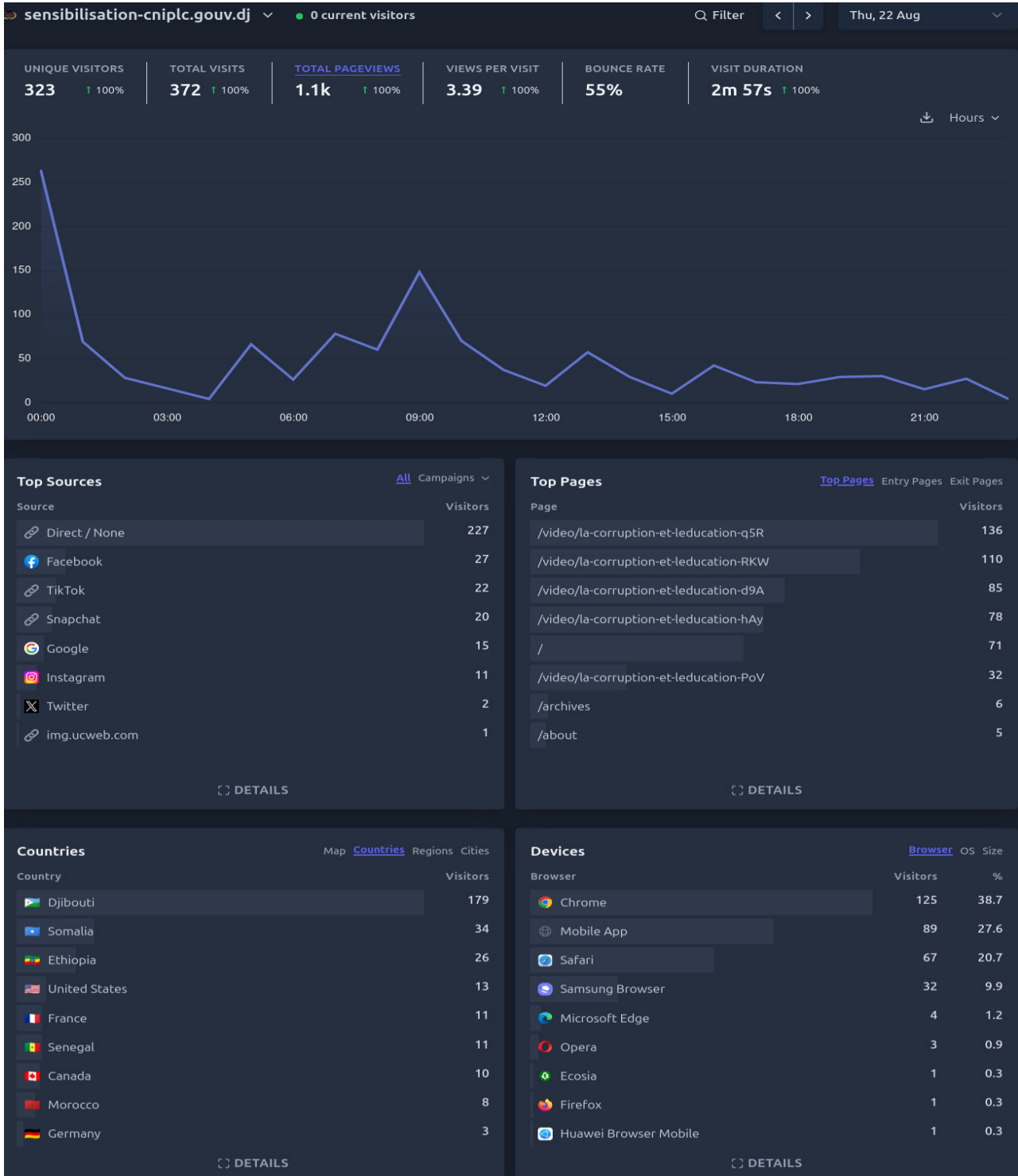


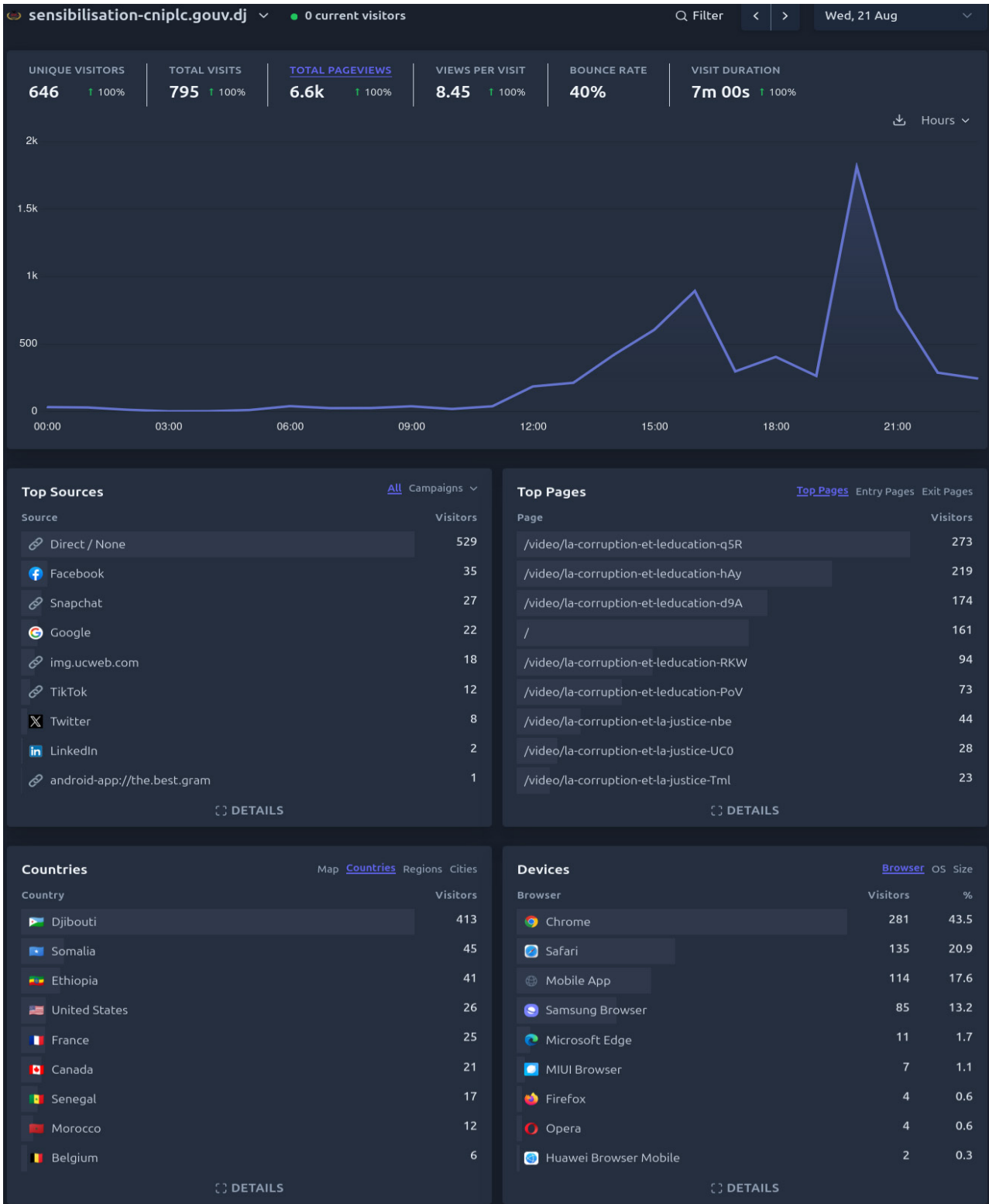


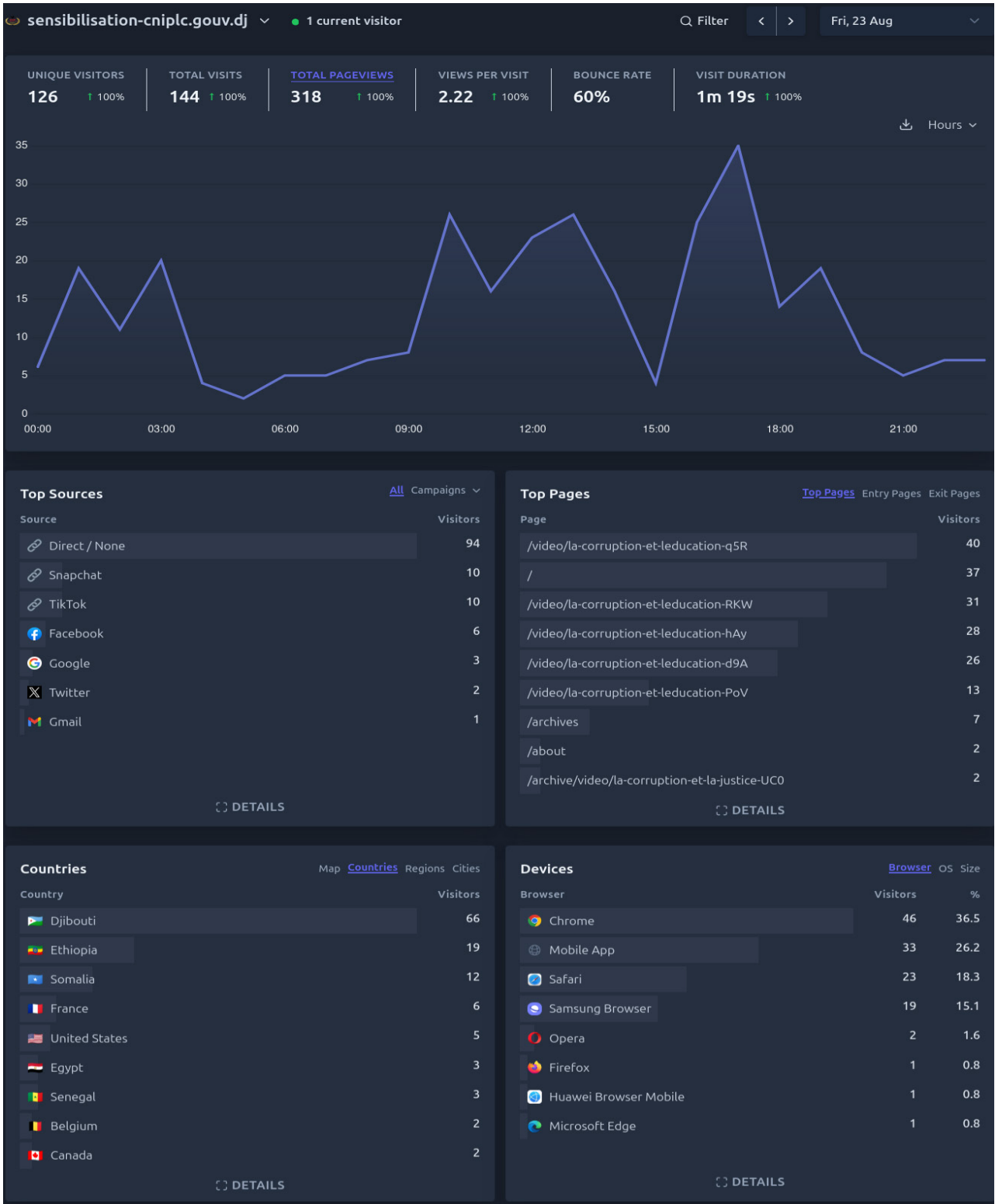


Annexes

Education and Corruption

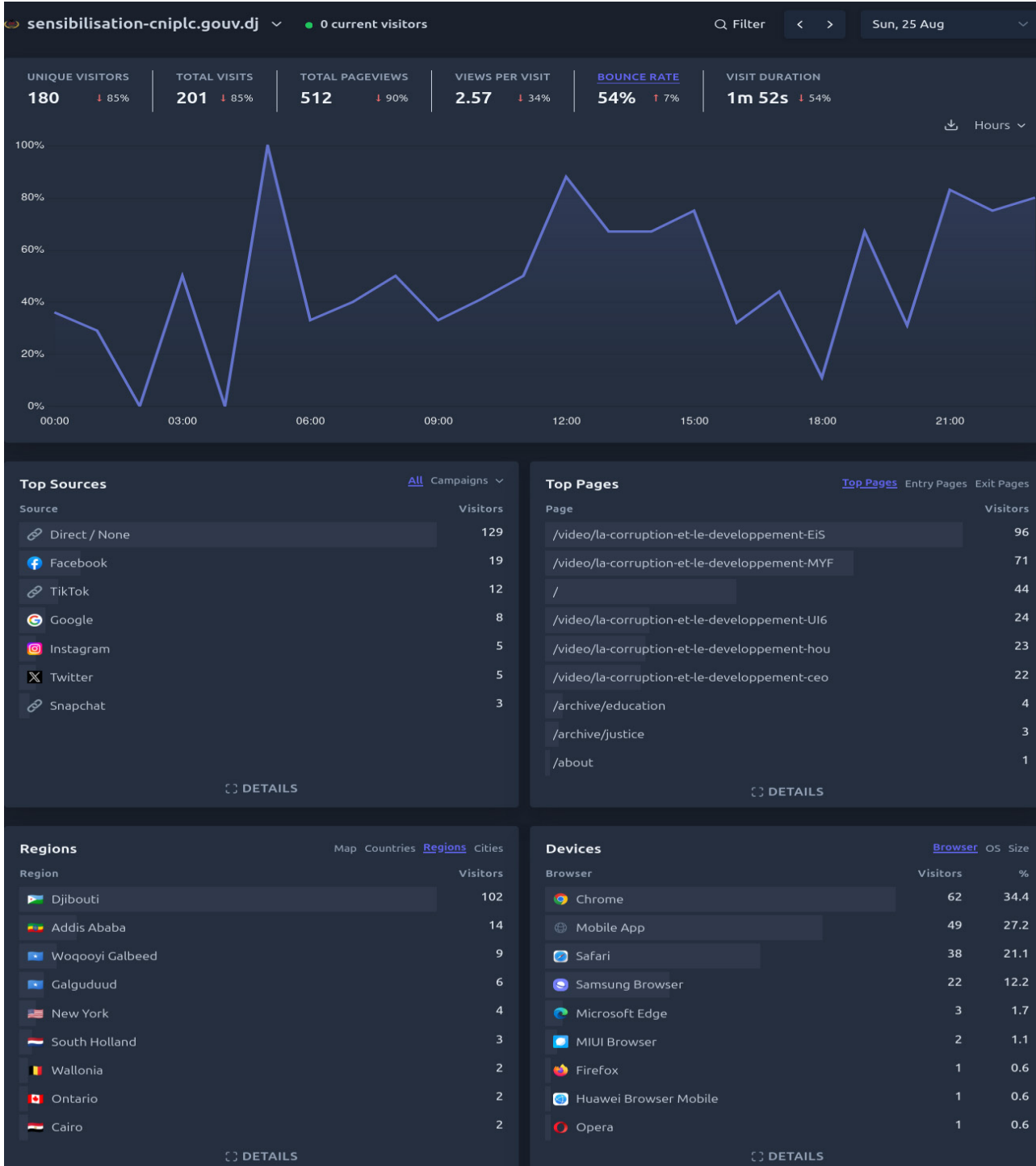


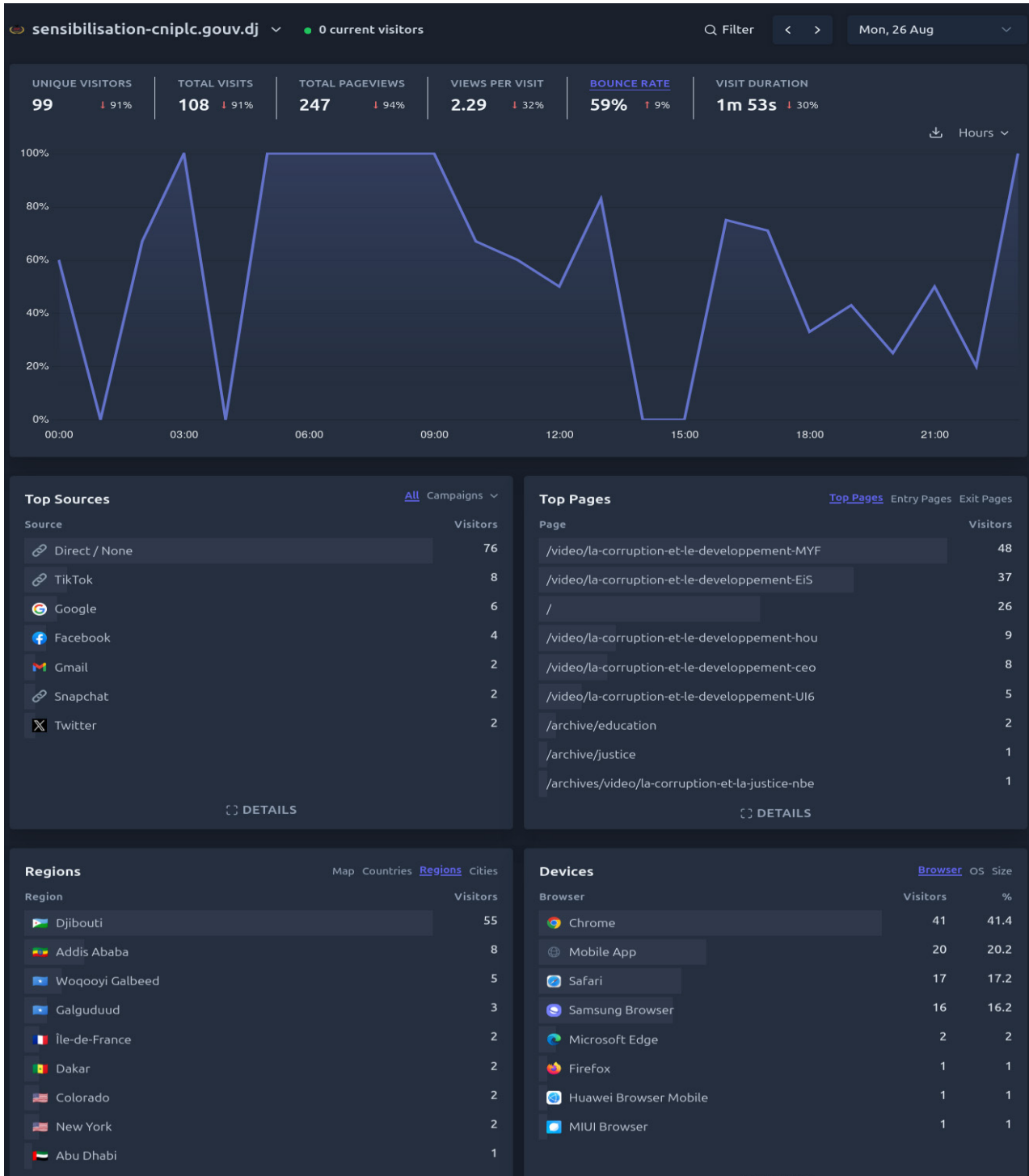


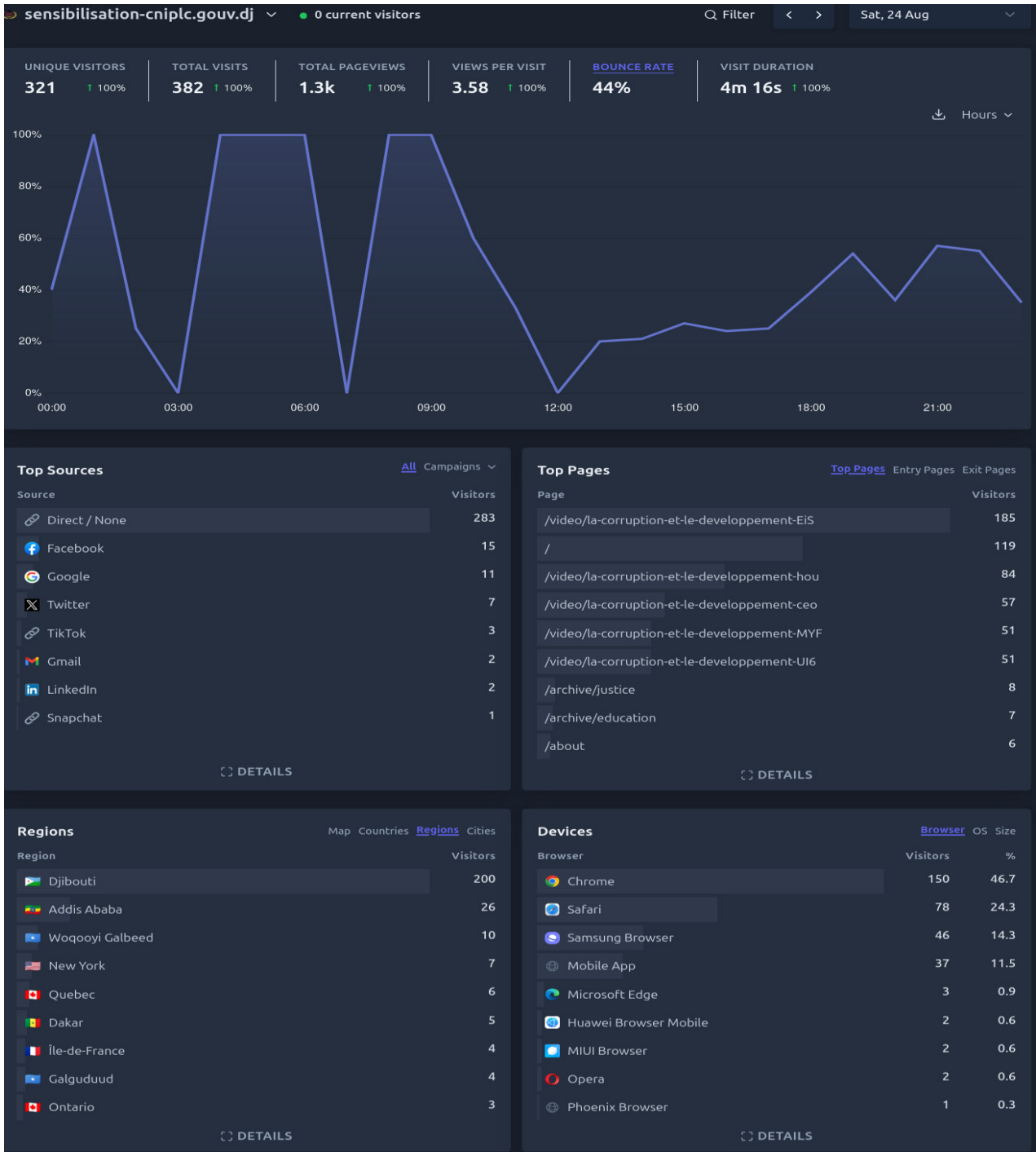


Annexes

Corruption and Development









NATIONAL ANTI-CORRUPTION COMMISSION
الهيئة الوطنية لمكافحة الفساد

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