# HOW BULGARIAN NATIONAL AUDIT OFFICE ASSESSES THE IMPACT OF ITS WORK – METHODS

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WGEPPP Annual Meeting Bern, 09.10.202

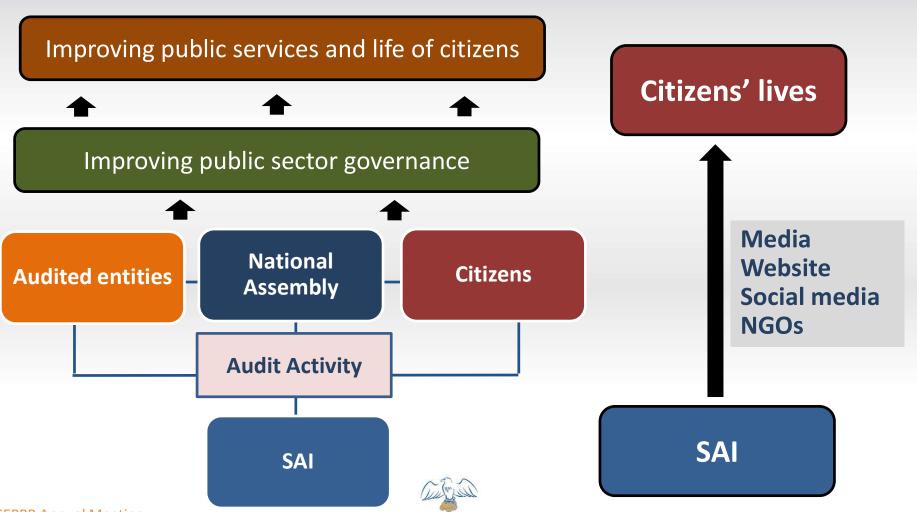


# With focus on following methods:

- 1. Monitoring on media coverage
- 2. Follow-up
- 3. Sociological studies
- 4. Analyses of the NGO



#### **HOW SAI MAKES DIFFERENCE TO THE LIVES OF CITIZENS**



WGEPPP Annual Meeting Bern, 09.10.2023

www.bulnao.government.bg

#### PRESS RELEASE OF THE AUDIT REPORT

PR experts

**Audit Team** 



Working together to achieve:

- ✓ Understandable language of the message
- ✓ Right messages main findings and conclusions
- ✓ Facts and numbers from the audit report
- ✓ Answer additional questions



#### Submission of Press releases to media

When publishing a report with serious violations and weaknesses identified

When publishing a report on an important and significant topic for the society

When publishing a summary report with trends and conclusions for an activity of a horizontal nature or for a separate sector

When publishing audit reports on the income and expenditure of political parties and election campaigns

When announcing the annual audit programme

When accepting a group of audit reports for a certain period and specific conclusions

When sending audit reports to the Prosecutor's office or publishing audit reports for which proceedings have been concluded

When publishing reports on implementation of recommendations



# Additional materials and actions in support of the press release

#### Information materials

Additional explanations of journalists



Short videos on social networks only for reports on a publicly significant topic

Proactive media engagement

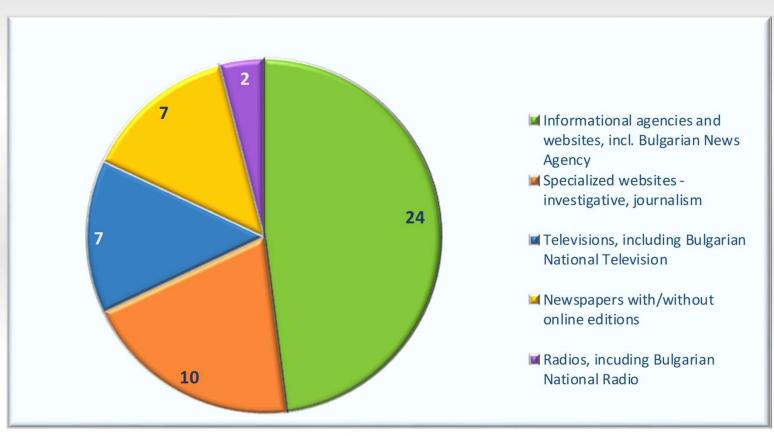
**Infographics** 

Proactive media engagement



#### **MAJOR MEDIA WHOSE REACTION IS BEING FOLLOWED**

(about 50 in number)





# Degree of coverage of press releases according to the information in them (relatively in percentages)

Press releases on a very significant public topic and with high public expectations

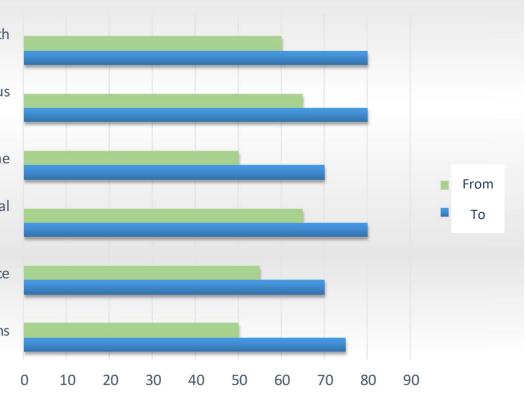
Press releases about an audited entity with serious violations found

Press releases for the annual audit programme

Press releases on audit reports of the annual financial statements of political parties

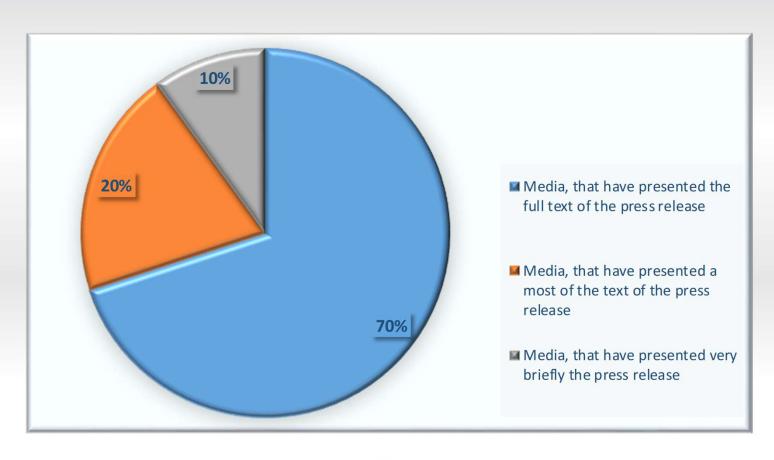
Press releases about reports given to the prosecutor's office

Press releases for the results of elections campaigns



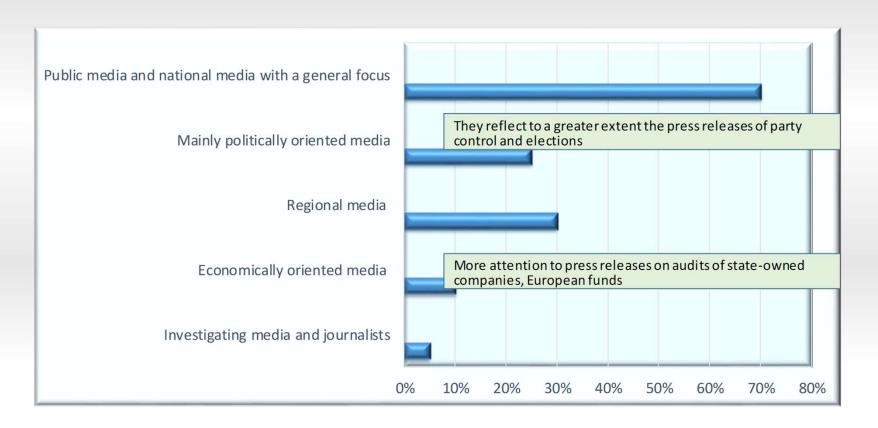


# Degree of coverage of press releases by volume - information sites and online publications





# Coverage of the BNAO activities by various types of media





# Follow –up media coverage of a particular audit report press releases

In 1-2 major Reports in the central and Interviews in morning other newscast (including electronic media if blocks of the main In 2 to 7 main TVs online) on the subject with the topic is very televisions and shows the part of the press release important Follow-up monitoring of the topic and additional In informational Separate articles on the In 1-2 leading publications on websites - it varies subject editions informational websites in the coming days or months Commenting or mentioning It varies depending the topic by representatives In 1-2 leading on the significance Participation in radio blocks of institutions, NGOs, etc. in editions of the topic the media

# The interview - selection of topic, media and television broadcasting

#### **Selection of topic:**

- ✓ Image interview on the occasion of professional holiday, end and beginning of the year, reporting period
- ✓ Initiated by a specific topic with the inclusion of additional subtopics
- ✓ Just on one topic

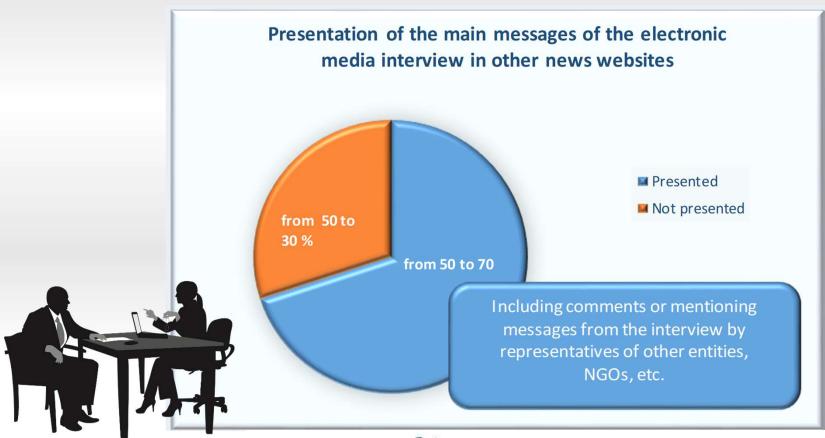


# Selection of media and type of broadcasting:

- ✓ Participation in main media printed media (online edition), information agency
- ✓ Participation in a morning or evening journalistic block on television
- ✓ Participation in an electronic media studio
- ✓ Participation in a less popular media - if there is interest and if appropriate
- ✓ Participation in a specialized media



### **Expectations and observations from interviews**





### **BNAO Follow-up objectives**

- 1. To ascertain whether the audited entity has undertaken actions to implement the recommendations and to what extent;
- 2. To ensure that the implementation of recommendations is monitored in an effective and efficient manner;
- 3. To perform a systematic review and analysis of the recommendations in different areas;
- 4. To assess the impact of the BNAO's work;
- 5. To undertake actions to promptly notify the relevant authorities in case of non-compliance.



#### **FOLLOW-UP METHODS**

**Entry in the Register of recommendations** 

Notification by the audited entity for the actions undertaken to implement the recommendations

On the basis of the information from the audited entity:

- it is assumed that the recommendations are implemented or
- a new audit is assigned

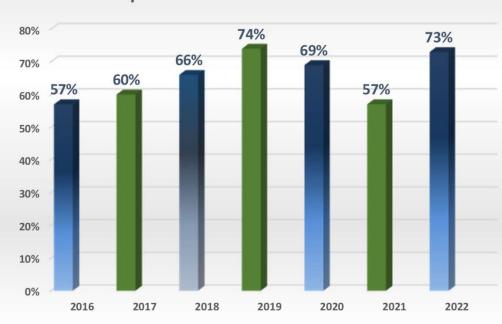
Follow-up audit, including second and third follow-up audit, if needed (follow-up report)

Report with proposals to the Parliament, Council of Ministers or Municipal Council in case of non fulfillment

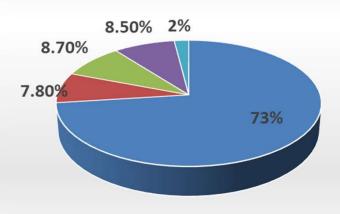


# **Implemented recommendations**

#### Implemented BNAO recommendations



# Level of implementation of the BNAO recommendations for 2022





■ Partially Implemented

■ In a process of implementation

■ Non-implemented

■ Not subject to implementation



#### **OTHER MONITORING METHODS**

BNAO evaluates the effect of the audit tasks after the audit has been completed also through:

Self
Assessment of the audit team



and



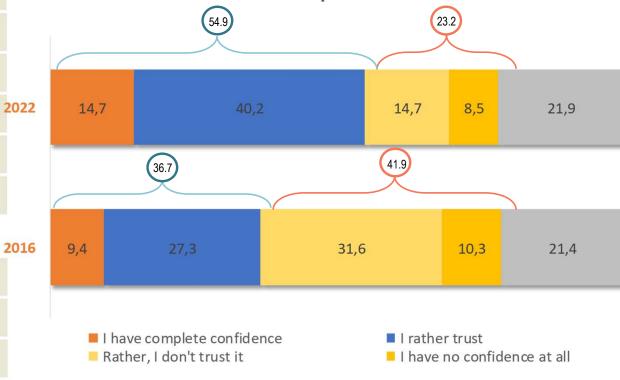




# TRUST IN THE BNAO AUDITS (%)

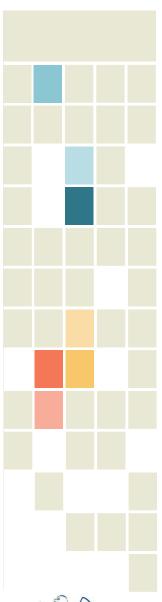


To what extent do you trust the audits that the National Audit Office performs?









# AWARENESS OF THE BNAO COMMUNICATION MESSAGES (%)



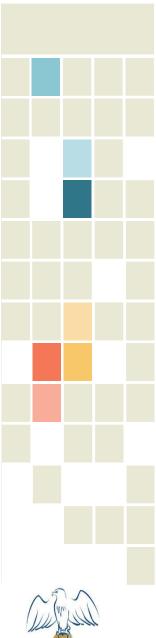
# On what occasion have you heard the naming of the Bulgarian National Audit Office?

2022

Presentation of BNAO audit results	26,6
Regarding political parties and the reporting of their finances	26,3
Public Procurements	13,0
Elections	11,6
Interviews with its representatives	10,5
can not specify a concrete occasion, I have heard in gerneral	30,5







### **EXPECTATIONS TO THE BNAO(%)**



# What are your expectations to the BNAO for achieving more added value and trust in its work?

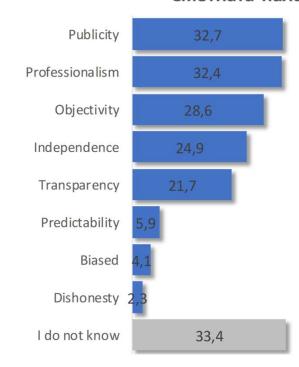
To publish the results of its activity more 44,8 frequently To proivde assurance that our money is not 38,7 being misused To impose greater sanctions for the illegal use of the budget To impose significant sanctions for inefficient use of the budge To work in partnership with other control 22,8 authorities To make recommendations to the audited entities To work in partnership with international organizations To include citizens in its audits Without any opinion, I can not decide 26,1



# ОБЩЕСТВЕНИЯТ ОБРАЗ НА СМЕТНАТА ПАЛАТА (%)



# С кои от следните характеристики свързвате дейността на Сметната палата?



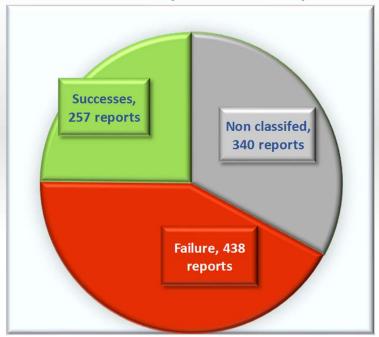


### NGO - monitoring of the publicity of the audit activity

The Institute of Market Economy carries out a regular review of the BNAO audit reports - "Successes and failures of the Bulgarian governments"

In the period 1998-2020, 7 analyzes were carried out, the last one covering 1035 audit reports.

#### **Classification by number of reports**



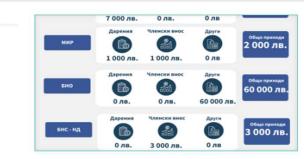
# Classification according to the amount of expenses (EURO BILLIONS)





### NGO - monitoring of the publicity of the audit activity

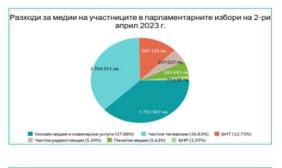
**Institute for the Development of the Public Environment -** examines the controls that the Audit Office exercises over the financing of parties and elections



Публикувано от 👤 Институт за развитие на публичната среда

Приходите на партиите през 2022 г.

В последните няколко години темата за партийната субсидия съвсем се изгуби от политическото говорене. Изглежда, [...]



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Кампанията за изборите от 2-ри април струва 6.2 млн. лв. на партиите

В публичния регистър на Сметната палата вече са публикувани финансовите отчети на формациите – 21 [...]

руктура на приходите на коалициите, регистрирани за участие в избор за народни представители на 2 април 2023 г.

1 183 499 гв.

1 3 6 6 22 7.

1 3 7 3 3 9 г.

2 7 6 2 1 5 7 гв.

2 Собствени средства на поитическите гаргии, участващи в коалицията (64.8%).

2 Дерения (прирочени и неподрижен) (2 7 2 4 3 %).

2 Средства на коалицията (64.8 %).

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#### Партиите събраха над 7 млн. лева за изборите на 2-ри април

След поредните парламентарни избори, проведени на 2-ри април 2023 г., и след дълги преговори найнакрая [...]

08.08.2023

24.06.2023

14 06 2023

# **Publicity Awards**

2011



2017







# Thank you for the attention!

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