



EAG COMMUNICATIONS STRATEGY

2010

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1. INTRODUCTION

The Eurasian Group on combating money laundering and financing of terrorism (EAG) is a FATF style regional group.

Strategic importance of the information and communication campaign is conditioned by the following factors:

- the need to increase the level of influence of EAG activities on creating conditions to ensure security and transparency of national economies and integration of the regional states into the international financial system;
- the need to increase effectiveness of national AML/CFT systems in EAG member states;
- activating and widening EAG cooperation with FATF, regional groups and other international institutions involved in global processes of anti money laundering/combating financing of terrorism (AML/CFT).

CAMPAIGN GOALS

- strengthening EAG and FATF authority, as well as the authority of its international and regional partners and donors promoting formation and development of AML/CFT system in Eurasia.
- increasing effectiveness of the cooperation between the state and private sectors within national AML/CFT systems;
- mobilizing wide public support for EAG activities, as well as activities of national systems' bodies and structures of EAG member states;

CAMPAIGN OBJECTIVES

- strengthening AML/CFT national systems' role in the EAG member states to ensure economic security and transparency in Eurasian region;
- increasing awareness of national governments, civil and private sector of the EAG's role in global AML/CFT process;
- strengthening authority and reputation of the FATF, EAG and other international and regional organizations involved in global AML/CFT process;
- forming experts community in the Eurasian region.

TARGET AUDIENCES

1. National governments and government bodies of the EAG member states and observers;
2. Partner organizations at the international and regional levels;

3. Reporting entities (private and public sector);
4. Expert community (financial experts, representatives of scientific and development circles, specialized institutions of higher learning and other experts involved in processes of financial and economic security;
5. Mass media.

ANALYSIS OF EAG EXISTING IMAGE

THE EXPERTS ENQUIRY we organized shows in order that the image of Eurasian Group is accepted in a different way by different target audiences. The Inquiry suggests lack of awareness of the organization's structure and its strands of activity.

The analysis has also discovered the non-realized expert and analytic potential of EAG. The expert mission of the Group shall be accompanied by a more large-scale explanatory work among subjects of the private sector and the informational motivation for market players to take part in the process of developing AML/CFT system.

The main peculiarity of the Group positioning lies in the political sphere of relationships between EAG member states, which preconditions the need for coordination of external information at the domestic level.

EAG POSITIONING

The most advantageous positioning for EAG is its **presentation as an institution, which takes part in ensuring financial security within the historically formed interstate space of the Eurasian region, through the formation of national AML/CFT systems and implementation of unified standards in compliance with FATF requirements.**

With all that, the thesis of a safe economic space suggests reduced business risks, improved investment climate, creation of favorable preconditions for integration of national economies into the global system and reduced social strain through leveling of threats related to funding criminal activities and terrorism.

2. CONCEPT

2.1. DIRECTIONS OF EAG IMAGE BUILDING POSITIONING AND THEME LINES OF THE INFORMATION CAMPAIGN

Direction of EAG image building positioning	Goal and objectives	Theme lines	Instruments of the information campaign
<p>1. “EAG as the representative of public interests of Eurasian region countries in the field of economic security within the FATF family”</p>	<p>Goal — increased FATF and EAG renown and authority based on the following activities:</p> <ul style="list-style-type: none"> ▪ popularization of information on FATF and EAG direct activities, its social importance, overcoming indefinite nature of ideas concerning EAG strategy, developing an understanding of AML/CFT system within society; ▪ focusing attention on the international status of EAG activities, its membership in the group of respected institutions (such as FATF, World Bank etc.). <p>Objectives:</p> <ul style="list-style-type: none"> ▪ explaining the role of FATF and EAG and its objectives in the part of ensuring macroeconomic stability of the 	<p>EAG strategy:</p> <ul style="list-style-type: none"> ➤ Principles of EAG work as an international group, advantages of integration-based forms of interstate cooperation. ➤ Cooperation of all interested parties as the mandatory requirement to ensure effectiveness of AML/CFT activities. ➤ EAG as the originator of unified projects for member states of the Eurasian Group. <p>Cooperation with FATF and its regional groups of the same type (RGCF):</p> <ul style="list-style-type: none"> ➤ Highlighting EAG activities within the framework of FATF activities and its cooperation with other RGCF, experience of EAG member states in applying FATF standards. <p>Results of EAG activities:</p> <ul style="list-style-type: none"> ➤ Improved effectiveness of AML/CFT national systems as a way to build a civilized global community and the consequence of the influence exerted by the Group’s activities on 	<ul style="list-style-type: none"> • Publishing news and analytic materials concerning EAG unmediated activities (typology, country risk assessments, current legislation, etc.) in mass media • Information materials (brochures and bulletins) on EAG activities • Highlighting EAG, FATF and RGCF events in mass media • EAG site contents • Publishing EAG Annual Reports

	<p>region, reducing terrorist threat, improving transparency of financial systems, reducing risks and improving investment climate;</p> <ul style="list-style-type: none"> ▪ creating positive image for financial systems of EAG member states, with the task of their further integration into the global economic system. <p>Target audience:</p> <ul style="list-style-type: none"> ▪ Government circles of EAG member states ▪ Departments and institutions involved in AML/CFT activities (law enforcement and regulatory authorities and others) ▪ International organizations 	<p>economic and social stability of every single state as well as the Eurasian region as a whole.</p> <ul style="list-style-type: none"> ➤ EAG public products (results of mutual estimations, typology research, educational modules, information and image-building projects, etc.). <p>Internal structure and cooperation with Group members:</p> <ul style="list-style-type: none"> ➤ Development of cooperation between member states and observer states. ➤ EAG events with participation of other international organizations in the Eurasian region. ➤ Potential for EAG expansion: prospective new member states. 	<ul style="list-style-type: none"> • Releasing EAG image-building promos • Souvenir items
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Direction of EAG image building positioning	Goal, objectives	Theme lines	Instruments of the information campaign
<p>2. “EAG as the qualified expert in the field of counteraction to violations of law in the sphere of financial and economic security”</p>	<p>Goal — forming AML/CFT experts’ community in the Eurasian region.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ positioning of the EAG as an independent international expert and analytical organization; ▪ forming experts’ community for overcoming the image of the EAG as a narrowly specialized institution; ▪ forming EAG experts pool for developing EAG analytical and research products; ▪ Expanded cooperation with the private sector by organizing an open information policy of EAG, activating inquiries in the field of consultancy. <p>Target audience:</p> <ul style="list-style-type: none"> ▪ Private sector (regulated organization) ▪ Expert community ▪ International organizations 	<p>➤ EAG as the expert in the field of AML/CFT and related topics (financial security, law-enforcement activities, migration policy, etc.), in particular:</p> <ul style="list-style-type: none"> ▪ Study of trends in the field of financial crime with the use of new technologies: revealing and restraint of crimes in the field of finance connected with the use of e-payments; ▪ Revealing risks of financial fraud with the use of foreign trade operations; ▪ International cooperation in the system of counteraction to criminal money laundering through off-shore areas (presentation of its principles); ▪ Counteraction to narcotic profits laundering; ▪ Struggle against criminal money laundering as an element of fighting corruption; ▪ Cooperation with international associations with the purpose to countercheck the threat of terrorism. ▪ Others 	<ul style="list-style-type: none"> • Joint interviews in mass media, discussions with experts (scientists, social activists, publicists and others) • Special thematic projects in mass media • Publishing an information bulletin • Conferences and panel discussions with experts • Participation in publishing special thematic supplements to business papers • Organizing complex thematic research • Work in the blogosphere

Direction of EAG image building positioning	Goal, objectives	Theme lines	Instruments of the information campaign
<p>5. “EAG as the subject of public interest of Eurasian regions’ in the field of economic security within the FATF family”</p>	<p>Goal — improved social status of EAG — increased FATF and EAG renown and authority based on the following activities:</p> <p>Substantial objectives:</p> <ul style="list-style-type: none"> Positioning EAG as an institution, which activities are aimed at reducing financial crime and ensuring economic security; Forming EAG as an information space of AML/CFT system within society; <p>Target audience:</p> <ul style="list-style-type: none"> Expert community Public at large <p>Objectives:</p> <ul style="list-style-type: none"> explaining the role of FATF and EAG and its objectives in the part of ensuring macroeconomic stability of the region, reducing terrorist threat, improving transparency of financial systems, reducing risks and improving investment 	<p>EAG as one of the key initiators of attracting public attention to issues of increasing security and transparency of the regional financial systems</p> <p>EAG strategy:</p> <ul style="list-style-type: none"> Principles of EAG work as an international group, advantages of integration-based forms of interstate cooperation Undermining financial basis of terrorism; cooperation of all interested parties as the mandatory requirement to ensure effectiveness of AML/CFT activities. Focusing public attention on ML/FT risks <p>EAG as the originator of unified projects for member states of the Eurasian Group.</p> <p>Cooperation with FATF and its regional groups of the same type (RGCFT):</p> <ul style="list-style-type: none"> Highlighting EAG activities within the framework of FATF activities and its cooperation with other RGCFT, experience of EAG member states in applying FATF standards. <p>Results of EAG activities:</p> <ul style="list-style-type: none"> Improved effectiveness of AML/CFT national systems as a way to build a civilized global community and the consequence of the influence exerted by the Group’s activities on economic and social stability of every single state as well as the Eurasian region as a whole. 	<ul style="list-style-type: none"> Joint publicity Publishing news and analytical materials concerning EAG activities (studies, typology, government affairs, social activities, etc.) in mass media Information special projects (press and bulletins) on EAG activities Informational Highlighting EAG, FATF and RGCFT events in mass media EAG interactive Expert comments
	<ul style="list-style-type: none"> explaining the role of FATF and EAG and its objectives in the part of ensuring macroeconomic stability of the region, reducing terrorist threat, improving transparency of financial systems, reducing risks and improving investment 	<ul style="list-style-type: none"> Improved effectiveness of AML/CFT national systems as a way to build a civilized global community and the consequence of the influence exerted by the Group’s activities on economic and social stability of every single state as well as the Eurasian region as a whole. 	<ul style="list-style-type: none"> Publishing EAG Annual Reports Releasing EAG image-building promos

	<p>climate;</p> <ul style="list-style-type: none"> ▪ creating positive image for financial systems of EAG member states, with the task of their further integration into the global economic system. <p>Target audience:</p> <ul style="list-style-type: none"> ▪ Government circles of EAG member states ▪ Departments and institutions involved in AML/CFT activities (law enforcement and regulatory authorities and others) ▪ International organizations 	<ul style="list-style-type: none"> ➤ EAG public products (results of mutual estimations, typology research, educational modules, information and image-building projects, etc.). <p>Internal structure and cooperation with Group members:</p> <ul style="list-style-type: none"> ➤ Development of cooperation between member states and observer states. ➤ EAG events with participation of other international organizations in the Eurasian region. ➤ Potential for EAG expansion: prospective new member states. 	<ul style="list-style-type: none"> • Souvenir items
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<p>2. “EAG as the qualified expert in the field of counteraction to violations of law in the sphere of financial and economic security”</p>	<p>Goal — forming AML/CFT experts’ community in the Eurasian region.</p> <p>Objectives:</p> <ul style="list-style-type: none"> ▪ positioning of the EAG as an independent international expert and analytical organization; ▪ forming experts’ community for overcoming the image of the EAG as a narrowly specialized institution; ▪ forming EAG experts pool for developing EAG analytical and research products; ▪ Expanded cooperation with the private sector by organizing an open information policy of EAG, activating inquiries in the field of consultancy. <p>Target audience:</p> <ul style="list-style-type: none"> ▪ Private sector (regulated organization) ▪ Expert community ▪ International organizations 	<p>➤ EAG as the expert in the field of AML/CFT and related topics (financial security, law-enforcement activities, migration policy, etc.), in particular:</p> <ul style="list-style-type: none"> ▪ Study of trends in the field of financial crime with the use of new technologies: revealing and restraint of crimes in the field of finance connected with the use of e-payments; ▪ Revealing risks of financial fraud with the use of foreign trade operations; ▪ International cooperation in the system of counteraction to criminal money laundering through off-shore areas (presentation of its principles); ▪ Counteraction to narcotic profits laundering; ▪ Struggle against criminal money laundering as an element of fighting corruption; ▪ Cooperation with international associations with the purpose to countercheck the threat of terrorism. ▪ Others 	<ul style="list-style-type: none"> • Joint interviews in mass media, discussions with experts (scientists, social activists, publicists and others) • Special thematic projects in mass media • Publishing an information bulletin • Conferences and panel discussions with experts • Participation in publishing special thematic supplements to business papers • Organizing complex thematic research • Work in the blogosphere

Direction of EAG image building positioning	Goal and objectives	Theme lines	Instruments of the information campaign
<p>3. "EAG as the subject of ensuring stability and transparency of public interests of Eurasian region countries in the field of economic security within the FATF family"</p>	<p>Goal — improved social status of EAG. Goal — increased FATF and EAG renown and authority based on the following activities:</p> <ul style="list-style-type: none"> ▪ Positioning EAG as an institution which activities are aimed at reducing financial crime and ensuring economic security, its social importance, overcoming indefinite nature of ideas concerning EAG ▪ Strategy, developing an understanding of AML/CFT system within society; <p>Target audience:</p> <ul style="list-style-type: none"> ▪ Expert community ▪ International status of EAG activities, its membership in the group of respected institutions (such as FATF, World Bank etc.). <p>Objectives:</p> <ul style="list-style-type: none"> ▪ explaining the role of FATF and EAG and its objectives in the part of ensuring macroeconomic stability of the region, reducing terrorist threat, improving transparency of financial systems, reducing risks and improving investment 	<p>EAG strategy:</p> <ul style="list-style-type: none"> ➢ EAG as one of the key initiators of attracting public attention to issues of increasing security and transparency of the regional financial systems ➢ Principles of EAG work as of integration-based forms of interstate cooperation ➢ Combating money laundering and ➢ Cooperating on a global basis of terrorism coordination of joint efforts by the Eurasian region AML/CFT activities. ➢ EAG is the originator of ML/CFT projects for member states of the Eurasian Group. <p>Cooperation with FATF and its regional groups of the same type (RGCFT):</p> <ul style="list-style-type: none"> ➢ Highlighting EAG activities within the framework of FATF activities and its cooperation with other RGCFT, experience of EAG member states in applying FATF standards. <p>Results of EAG activities:</p> <ul style="list-style-type: none"> ➢ Improved effectiveness of AML/CFT national systems as a way to build a civilized global community and the consequence of the influence exerted by the Group's activities on economic and social stability of every single state as well as the Eurasian region as a whole. ➢ EAG public products (results of mutual 	<ul style="list-style-type: none"> • Joint publicity • Publishing news and events in mass media with analytic materials concerning EAG participation of EAG and experts (typology, (scientists, country risk assessments, government officials, social activists and others) • Information thematic special materials (brochures and bulletins) in mass media • Informational projects in mass media • Highlighting EAG, highlighting of FATF and RGCFT events with EAG participation • EAG interactive • EAG site contents expert community
		<ul style="list-style-type: none"> ➢ Improved effectiveness of AML/CFT national systems as a way to build a civilized global community and the consequence of the influence exerted by the Group's activities on economic and social stability of every single state as well as the Eurasian region as a whole. ➢ EAG public products (results of mutual 	<ul style="list-style-type: none"> • Publishing EAG Annual Reports • Releasing EAG image-building promos

	<p>climate;</p> <ul style="list-style-type: none"> ▪ creating positive image for financial systems of EAG member states, with the task of their further integration into the global economic system. <p>Target audience:</p> <ul style="list-style-type: none"> ▪ Government circles of EAG member states ▪ Departments and institutions involved in AML/CFT activities (law enforcement and regulatory authorities and others) ▪ International organizations 	<p>estimations, typology research, educational modules, information and image-building projects, etc.).</p> <p>Internal structure and cooperation with Group members:</p> <ul style="list-style-type: none"> ➤ Development of cooperation between member states and observer states. ➤ EAG events with participation of other international organizations in the Eurasian region. ➤ Potential for EAG expansion: prospective new member states. 	<ul style="list-style-type: none"> • Souvenir items
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Direction of EAG image building positioning	Goal, objectives	Theme lines	Instruments of the information campaign
<p>3. “EAG as the subject of ensuring stability and transparency of economies in the Eurasian region”</p>	<p>Goal — improved social status of EAG.</p> <p>Substantial objectives:</p> <ul style="list-style-type: none"> ▪ Positioning EAG as an institution, which activities are aimed at reducing financial crime and ensuring economic security; ▪ Forming EAG public information space. <p>Target audience:</p> <ul style="list-style-type: none"> ▪ Expert community ▪ Public at large 	<ul style="list-style-type: none"> ➤ EAG as one of the key initiators of attracting public attention to issues of increasing security and transparency of the regional financial systems. ➤ Combating money laundering and undermining financial basis of terrorism: coordination of joint efforts by members of the Eurasian region. ➤ Focusing public attention on ML/FT risks. 	<ul style="list-style-type: none"> • Joint publicity events in mass media with participation of EAG and experts (scientists, government officials, social activists and others) • Thematic special projects in mass media • Informational highlighting of events with EAG participation • EAG interactive expert community

2.2. IDEOLOGICAL COUNTER-POSITIONING: MEETING POSSIBLE IMAGE THREATS

Possible image threats	Repulsion strategy	Themes	Instruments
<p>“EAG is a useless structure without clear aims”</p>	<ul style="list-style-type: none"> • Abstain from direct dispute • Defense by comments from third parties 	<ul style="list-style-type: none"> • Its international status does not allow EAG to rely non-professional judgments. • Endeavors of EAG to take an active position in the international stage excludes non-transparency in its work. • Groundlessness and lack of evidentiary support for such statements. • Appealing to experience and professionalism and the authority of key FATF speakers and other organizations. 	<ul style="list-style-type: none"> • Analytic articles • Interviews in mass media • Participation in conferences and panel discussion (together with private sector) • Press conferences
<p>“EAG is creating obstacles for successful development of the private sector”</p>	<ul style="list-style-type: none"> • Large-scale attraction of private sector to participation in EAG work (consultations, training, panel discussions and conferences, forming expert clubs, participation in image building clubs, research projects, articles and comments) • Contradiction on the part of the private sector and member states • Evaluation of approaches and principles implemented by EAG in cooperation with other 	<ul style="list-style-type: none"> • Respect of law as the basis for functioning of a civilized society. • Integration of the national business in the global economy is only possible when transparency, stability and steadiness of business processes are ensured, which is exactly the purpose of FATF and EAG activities. • The approach propagated by EAG allows modern companies to minimize reputation risks. The principles declared by EAG have been dictated by world standards and are already applied actively in many countries. • In a modern society, it is impossible to run 	<ul style="list-style-type: none"> • Work in blogosphere (placing posts and comments in related forums) • Analytic materials in mass media (publications highlighting social and economic topics) • Organizing conferences for the business

Possible image threats	Repulsion strategy	Themes	Instruments
	international organizations	one's business successfully without realizing the social accountability of business for economic security.	community
Ratings of financial sphere transparency in EAG member states demonstrate low effectiveness of EAG activities	<ul style="list-style-type: none"> Argumentative contradiction, inviting speakers from foreign countries and experts from international organizations which are not EAG member states Attracting comments by specialists of rating agencies 	<ul style="list-style-type: none"> EAG is a rather young institution, which has nevertheless achieved considerable results within such a short period of time, but it is only the beginning of a long road. The Eurasian region is characterized by rather serious differences in the level of social and economic development of various states; the legal framework in a number of these states has been formed not too long ago, but their adherence to AML/CFT standards allows them to develop comprehensively their national systems and facilitate their integration in the global economic security processes. The relative and conventional nature of current ratings. 	<ul style="list-style-type: none"> Participation in events organized for rating agencies Analytic reviews Participation in panel discussions

3. PROGRAM

3.1. DIRECTIONS OF WORK WITH MASS MEDIA

Themes of publications	Key messages	Instruments of public activity
DIRECTION 1. “EAG AS THE REPRESENTATIVE OF PUBLIC INTERESTS OF EURASIAN REGION COUNTRIES IN THE FIELD OF ECONOMIC SECURITY WITHIN THE FATF FAMILY”		
FATF standards	FATF is the organization to set standards for anti money laundering and terrorism funding (AML/CTF) at the international level. To protect the global financial system from ML/TF risks and facilitate ensured compliance of national governments with international AML/CTF standards, FATF cooperates with the states for the elimination of defects that pose risks to the global financial system.	<ul style="list-style-type: none"> • Analytic articles • Speakers’ comments • Expert comments
Plenary meetings of EAG member states, workgroup activities	Information about the EAG activities as a member of the FATF family: <ul style="list-style-type: none"> • development of legislation and regulation measures for private sector activities; • integration of the regional countries into global AML/CFT processes; • conclusions of mutual evaluations; • results of EAG key projects. 	<ul style="list-style-type: none"> • Press releases • Press publications • Speeches given at events • Comments by co-chairmen of EAG workgroups • Expert comments on EAG activities

Themes of publications	Key messages	Instruments of public activity
<p>Participation of EAG experts in external public events (conferences, workshops)</p>	<ul style="list-style-type: none"> • Practical results of cooperation with the host party. 	<ul style="list-style-type: none"> • Press releases • Analytic reviews and articles • Expert comments and speeches • Presentation of results of expert survey and research, organized within the framework of planned events
<p>Integration into the global economy</p>	<ul style="list-style-type: none"> • Harmonization of economies in the countries of the Eurasian region (financial infrastructure, foreign trade relations, regulation of financial markets) provides conditions to improve transparency and security of economy. • Development of economic ties between EAG member states with other countries promotes integration in the global AML/CFT system. • The goal of EAG – ensuring development of AML/CFT systems in the countries of Eurasian region (country ratings) — the achievement of EAG. • Monitoring of international transactions creates the necessary conditions for protection of market participants from being involved into criminal schemes. • Development of practical recommendations for business on establishing financial relationships in countries with increased ML/TF risk. 	<ul style="list-style-type: none"> • Publications and comments by EAG experts • Thematic analytic special projects in mass media

Themes of publications	Key messages	Instruments of public activity
Admission of new states and organizations as members and observers	<p>EAG activities are of high demand, which is justified by the expanding circle of its member states and observers. Widening the sphere of EAG influence increases the status of this association.</p>	<ul style="list-style-type: none"> • Press releases • Expert comments on the emerging role of EAG • Speeches given by representatives of EAG member states and observers on their work within the Group • Comments by private sector experts on EAG activities and role in improving transparency of financial systems.
Participation in FATF activities and in activities of FATF-style regional groups	<ul style="list-style-type: none"> • Collaboration of the EAG with FATF and other FSRBs • General conclusions of activities organized and plans for development of cooperation • Integration of EAG into the world's financial structure 	<ul style="list-style-type: none"> • Press releases • Expert comments and interviews • Highlighting events
Participation in the work of international institutions in the region	<ul style="list-style-type: none"> • The role of EAG in the region through horizontal relations with other international institutions. • Conclusions of joint events and their importance for regional AML/TF systems. 	<ul style="list-style-type: none"> • Press releases • Expert comments and interviews • Highlighting events • Analytic articles • Research and sociological surveys

Themes of publications	Key messages	Instruments of public activity
DIRECTION 2. “EAG AS THE QUALIFIED EXPERT IN THE FIELD OF COUNTERACTION TO VIOLATIONS OF THE LAW IN THE SPHERE OF FINANCIAL AND ECONOMIC SECURITY”		
Risk-oriented approach	<p>The role of EAG in developing a system of risk management means ensuring the opportunity for government agencies to re-adjust swiftly and concentrate on the sectors of economy that are characterized with higher risks:</p> <ul style="list-style-type: none"> • Explaining the essence of the notion of “risk-oriented approach”; • highlighting best practice. 	<ul style="list-style-type: none"> • Analytic articles with speakers’ comments • Participation of experts in public events, including those for representatives of the private sector • Publication and comments on typology reports by FATF, EAG and other RGCFT
Typologies	<p>The role of typologies in the process of improving effectiveness in revealing money laundering schemes and terrorism funding:</p> <ul style="list-style-type: none"> • Typologies receive great attention in activities of FATF and all FATF-style regional groups; • Typologies are the main methodology instruments in the sphere of AML/CTF for both regulatory bodies and private sector institutions • Within the framework of EAG activities for typology research, workshops in typology research are organized and publication of money laundering and terrorism funding typology collections is performed. 	<ul style="list-style-type: none"> • Analytical articles • Expert comments and interviews • Typology reports with comments adapted for media format • EAG Internet website (EAG Unified Information Space)
Mutual evaluations of EAG member states	<p>Stating the position of EAG responsibility for the situation in its member states, for example:</p> <ul style="list-style-type: none"> • Influence of results of mutual evaluations on political and economic situation in these states, including foreign trade relations with Eurasian 	<ul style="list-style-type: none"> • Press releases • Analytic articles with expert comments

Themes of publications	Key messages	Instruments of public activity
	<p>region states and other countries;</p> <ul style="list-style-type: none"> • Recommendations developed to improve national AML/CFT systems; • Improving the level of awareness on goals and objectives of the global and national AML/CFT systems and on participation of particular states in AML/CFT international processes, as based on results of evaluations • forecasts and further steps of the countries in the sphere of improving AML/CFT system (in the light of expert recommendations based on conclusions results). 	
<p>Consulting with the private sector</p>	<p>Cooperation with the private sector suggests the implementation of complex instruments aimed at management of ML/TF risks for business structures, including as follows:</p> <ul style="list-style-type: none"> • Mechanisms for sharing experience between government structures and the private sector in the filed of revealing and minimizing risks; • analysis of the current situation, determining the most problematic issues and formulating recommendations for effective application of FATF standards and improved performance of financial monitoring processes; • organizing the framework for discussion of legislative initiatives. 	<ul style="list-style-type: none"> • Press releases • Comments by EAG experts • Comments by private sector experts • Results of research and expert surveys • Public events in the form of consulting forums, conferences, workshops and their highlighting • Informational promos • EAG expert community

Themes of publications	Key messages	Instruments of public activity
Financial markets and investment activity	<ul style="list-style-type: none"> • EAG is an independent expert with its own objective evaluation of development and improving legislation in the field of financial market regulation. • Increasing transparency rating of financial spheres in EAG member states as the basis for ensuring growth of investment appeal of national economies. 	<ul style="list-style-type: none"> • Analytic articles • Expert comments • Expert research and surveys
Business ethics	<ul style="list-style-type: none"> • EAG calls for shifting business priorities from receiving profits “at any cost” to evaluation of reputation risks and stability in the long-term prospects. • EAG calls for responsibility in business, defining problem issues (corruption, drug sale, financing terrorism, etc.) as the sphere for special attention on the part of the business community. 	<ul style="list-style-type: none"> • Publications in socio-political press with comments by EAG speakers • Articles and comments by EAG experts in banking and other specialized mass media • Promo videos • Thematic special projects in mass media (for example, “Historical sketches on financial crimes” and others)

Themes of publications	Key messages	Instruments of public activity
DIRECTION 3. “EAG AS THE SUBJECT OF ENSURING STABILITY AND TRANSPARENCY OF ECONOMIES IN THE EURASIAN REGION”		
Social and economic stability of member states	<ul style="list-style-type: none"> • The activity to ensure transparency of financial flows in the region facilitates effective migration policy of the states within the Eurasian community. • EAG facilitates development of trade and economic relations in the Eurasian region. • EAG work in the sphere of creation and improvement of AML/CFT systems exerts a direct influence on reducing crime rate and improved stability of national economies in the countries of this region. 	<ul style="list-style-type: none"> • Analytic articles • Expert comments • Promo videos
Offshore areas	<ul style="list-style-type: none"> • EAG warns of potential danger to business in offshore areas by evaluating ML/TF country risks. • Based on its analytic work, EAG provides practical recommendations for private sector organizations as to their work in offshore areas. 	<ul style="list-style-type: none"> • Offshore area ratings from the viewpoint of ML/TF risks • Analytic articles; • Speakers' comments
Corruption	<ul style="list-style-type: none"> • Analyze interconnection between money laundering and corruption. 	<ul style="list-style-type: none"> • Analytic articles • Speakers' comments
Terrorism	<ul style="list-style-type: none"> • Undermining of financial and economic basis of terrorism is an important sphere for cooperation of international associations in the Eurasian region and beyond its borders. • Typologies and risks of financing terrorism are studied for timely revealing and preventing of crimes. 	<ul style="list-style-type: none"> • Analytic articles • Expert comments • Practical cases

Themes of publications	Key messages	Instruments of public activity
Drug trafficking	<ul style="list-style-type: none"> • EAG makes its contribution into cooperation with international structures aimed at identifying and blocking illicit cash flows from drug trafficking. • Schemes and risks of drug sale money laundering are analyzed. 	<ul style="list-style-type: none"> • Analytic articles • Expert comments
Internet banking and e-payments	<ul style="list-style-type: none"> • Schemes making use of e-payments for criminal purposes are studied with consideration of AML/CFT standards. Results of such research work are communicated to regulatory authorities and the private sector. • Based on the analysis of tendencies in the sphere of e-payments relevant to AML/CFT, specialized legislation for this sphere is developed along with recommendations for financial institutions on minimizing risks. 	<ul style="list-style-type: none"> • Analytic articles • Expert comments • Thematic studies and special projects in mass media • Conferences, panel discussions, consultations with the private sector
International research	<ul style="list-style-type: none"> • Attracting leading regional experts and members of scientific circles to receive more accurate practical results and developments in research work on various strands of AML/CFT activities. 	<ul style="list-style-type: none"> • Analytic reviews • Expert comments • EAG expert community (EAG Unified Information Space)
Cash transactions	<ul style="list-style-type: none"> • Based on the study of schemes and tendencies in laundering criminal money by way of cash flow of monetary resources, approaches for risk management are developed 	<ul style="list-style-type: none"> • Analytic articles • Publications and comments by EAG experts

3.2. CONCEPTS FOR WORK WITH THE EXPERT COMMUNITY

CONCEPT FOR WORK WITH EAG EXPERTS

BRIEF DESCRIPTION, GOALS AND OBJECTIVES

The expert community of the Eurasian Group on combating money laundering and financing of terrorism (EAG) is the site providing specialists working in the field of public administration, financial monitoring and financial security, law, banking technologies, analysts, lawyers, scientists and others with the opportunity to unite their efforts to increase effectiveness of measures applied in the sphere of combating money laundering and financing of terrorism in the Eurasian region.

The purposes for creating EAG expert community are as follows:

- Forming a positive image of international and regional structures involved in AML/CFT global processes.
- Attracting additional intellectual resources to develop the information realm in the field of AML/CFT.
- Distribution of best practice.

The objectives for creating EAG expert community are as follows:

- Uniting experts who represent EAG member states and creating conditions for development of all-round professional contacts and ties between members of the community.
- Involving experts into the work of regional FATF-style groups (RGCTF), including ensuring their cooperation with EAG on issues of developing effective measures in the field of anti money laundering.
- Supplying club members with information on activities of RGCTF, FATF, MONEYVAL, conclusions of plenary meetings and RGCTF official events.

DIRECTIONS OF WORK IN FORMING THE EXPERT COMMUNITY

1. Interactive cooperation

Interactive cooperation between EAG and experts suggests creation and support of a specialized section at www.eurasiangroup.org/ru. Filling in the form placed on the website allows experts an opportunity to enter the circle of specialists cooperating with EAG.

Registration at the website allows experts to:

- Receive exclusive information on AML/CFT system in the countries of the Eurasian region;
- Have access to contact details of other experts working in this field;
- Enjoy top priority in receiving information on events, competitions, collections of essays prepared for publication, etc.;
- Apply for participation in EAG events;
- Receive EAG information materials regularly by way of email;
- Participate in EAG surveys and research, as well as involve other experts to work within their analytic and research projects;
- Other.

2. Direct interaction of EAG with members of the expert community

It is suggested to perform direct interaction between EAG specialists with members of the expert community in the following formats:

- organizing specialized events (conferences, workshops, panel discussions) for members of the expert community;
- participation of EAG representatives in events initiated by other institutions (conferences, forums, symposiums, workshops, round table discussions).

3. Informing expert community through mass media

Mediated cooperation with the expert community suggests informing experts on EAG activities and includes as follows:

- publication of EAG information issues
- placing analytic and information materials in specialized publications;
- placing comments on issues relevant to applied activities of EAG;
- placing specialized information on websites highlighting these issues;
- work in blogosphere.

4. EAG INFORMATION PRODUCTS

- ❖ Informational publications by EAG (monthly EAG bulletin, brochures and publications on main lines of its activity, publishing results of research and expert surveys, thematic supplements in mass media, etc.)
- ❖ EAG Annual Report
- ❖ Results of EAG typology research (abridged and adapted for media format)
- ❖ Collections of summarizing documents issued by results of EAG events (workshops, conferences, etc.)
- ❖ Recommendations issued by results of consultations with private sector, best practices in application of various measures for AML/CFT purposes
- ❖ Video promos on objectives, strands and practical results of EAG activities oriented on its partners, institutions of private sector and the public at large
- ❖ Consolidated legislation library of EAG member states at the Internet portal (Unified Information Space of EAG)
- ❖ Information materials (press releases, analytic publications, interviews, etc.)

5. EAG PUBLIC FIGURES

EAG REPRESENTATIVE	TOPICS COMMENTED
EAG Chairman	Strategic issues concerning development of EAG activities, international cooperation, policy documents
Deputy EAG Chairman	Operational matters of EAG activities, current activities
EAG Executive Secretary	Current EAG activities, cooperation with partners, activities of Workgroups, EAG procedures and methodology. Participation in public events (conferences, forums, consultations with private sector, etc.) <i>To prevent a conflict of interests, EAG representatives do not comment on current situation in member states of the Group, except for public announcements on conclusions of events and similar documents</i>
Co-chairmen of EAG Working groups	Issues and directions within competence of Workgroups
FIU heads and heads of the EAG member-state delegations	Situation in member states and various aspects in EAG – member state cooperation