

# Promoting compliance and raising awareness

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# Promoting compliance

- Effective monitoring – law enforcement (stiff sanctions)
- The importance to promote compliance is equally important and should not be underestimated
- Advocating a culture – the authorities has a role to play

# Examples of advocacy

- Web-pages

[http://www.konkurrensverket.se/t/Page\\_6720.aspx](http://www.konkurrensverket.se/t/Page_6720.aspx)

- General information material and Newsletters
- Seminars and advocacy lectures



# Examples of advocacy



- Media - for example films on the youtube

<http://www.youtube.com/watch?v=unJFpbjnKVo&feature=related>

[http://www.youtube.com/watch?v=r99qzC8aHA&feature=player\\_embedded](http://www.youtube.com/watch?v=r99qzC8aHA&feature=player_embedded)

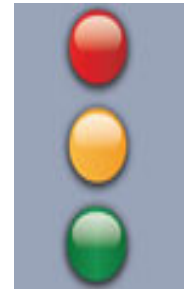
- Newsletters and information campaigns



- Different types of guidelines

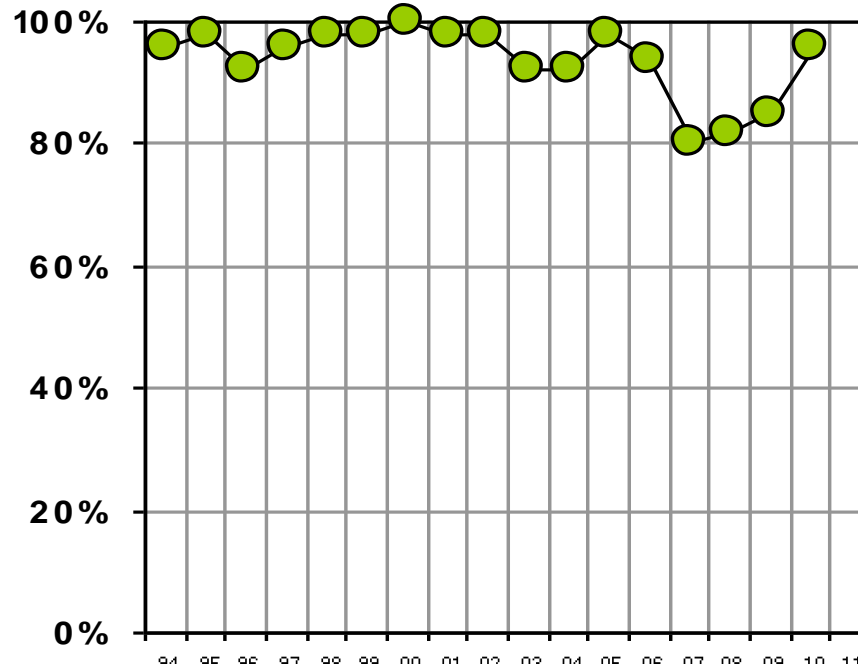
# A Swedish example

- Many trade associations that count a very large number of the companies among their members
- Survey in 2008 – 1/3 of the trade associations engaged in one or more activities that could be forbidden under the competition law
- A web-based interactive tool “Green is for Go”
- The goal was to raise awareness



# Lessoned learned

Annual survey charting of the level of awareness among stakeholders



**Tank you for the attention!**