

# Youth seek integrity in daily life

Ho Chi Minh City – January 31, 2015, nearly 300 participants lived the unforgettable “Integrity Festival Night”, witnessing the competition between six best teams in the Integrity Me finale. Alternatively, 6 teams revealed their “secrets” used to conquer challenges of the contest – using communication strategy to bring the concept of integrity closer to people, in particular the youth.

**The “no money” champion: Belief still surrounds us**



*After getting the last ticket to the finale, team T0F made an impressive break-through and became the champion*

Team T0F with the project Integrity Journey won the hearts of all the judges and participants with the message “Integrity comes from the belief inside us – that good things do exist. T0F dreams of helping people to find the belief living inside them”.

Thinking that no one uses money to “buy” belief, T0F had set for themselves an additional challenge of implementing the

project with no money at all. Their results amazed all the audience: the Integrity Journey website had collected 120 true stories of integrity from youths throughout of the countries and their Facebook Page received 2041 likes.

## The way ahead of 6 integrity projects

*“The results of the contest have shown that we can join hands to build a better society with integrity in Vietnam, starting by acting integrity as individuals, particularly by youth. We will continue to support excellent ideas of youth, and we hope for further cooperation with them in future campaigns of TT.”*

*Ms. Dao Thi Nga, Executive Director of Towards Transparency (TT)*

In the finale, each team took turns to present sustainable development plans of their projects after the contest. Unsurprisingly, all teams had thoughtful plans in place.



Winning the third prize, team The Heat with the project iSaiGon was also selected for the award of the media judges. *“All members of the team are really devoted and we can expect actual and concrete changes made by such project as iSaigon in*

*near future*", said journalist Khai Don, representative of the media judges.



Three girls from team MEseeME (second prize) with the Integrity seeding project decided to continue by focusing on promoting integrity in career path – one of the most concerned topics among young people.

## **The first Integrity Festival ever in Vietnam**



Integrity Festival Night welcomed youths from all over the nation, from Hai Phong, Ha Noi, Ho Chi Minh City to Binh

Duong, Can Tho, Ca Mau. Together, youth shared fresh and energetic air of the night: they met up, communicated and made wishes of integrity to hang on the peach and apricot trees – the two iconic trees for the upcoming Lunar New Year in Vietnam.

Read more about the Integrity Me communications contest.

Learn more about TT's youth engagement activities.

**List of 6 projects:**

<b>Team</b>	<b>Project</b>	<b>Coach</b>	<b>Prize</b>
T0F	Integrity Journey	Nguyen Hai Trieu	First Prize
MEseeME	Integrity Seeding	Thien Bao	Second Prize
The Heat	iSaigon	Tran Thi Hao	Third Prize + Media Award
MAG	Save your child	Nguyen Tien Huy	Style Prize
Zage	Intecity	Nguyen Thi Linh Thao	Team Prize
Vân	Green book campaign	Huynh Phuoc Nghia	Prospect Prize