HELLENIC REPUBLIC

From Awareness to Action: Strengthening Public Integrity Through Social Engagement

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IAACA Knowledge Nexus Webinar Series
Impacts of Corruption Education on Social Culture
How Education Builds a Culture That Resists Corruption

NTA at a Glance



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Building an Integrity Ecosystem





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NTA Strategy for Building Integrity

To Citizen

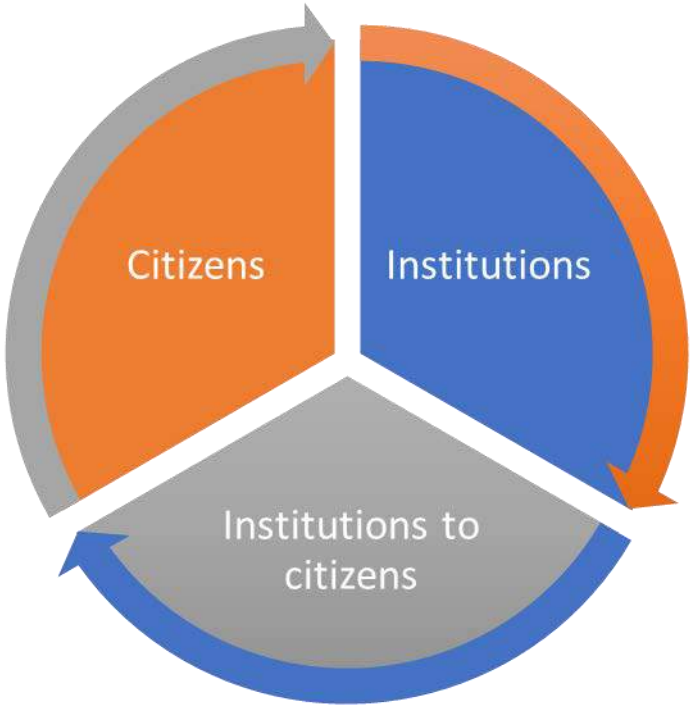
RAISING AWARENESS
- NTA branding campaign
- Newsletters, Promos, Podcasts
- Social media
- Accessibility for people with disabilities

ENGAGING IN PRACTICE
- Actions for sports integrity
- Interactive workshops
- Multiple communication channels

INTEGRATING ETHICAL VALUES
- Student contest “Leaders of Integrity”
- Training on ethical dilemmas for students & civil servants

NTA

with



To Institutions

RAISING AWARENESS
- Conferences & webinars
- Anti-corruption training events

ENGAGING IN PRACTICE
- Embedding integrity into new legislation
- Key reforms implementation
- Targeted anticorruption & Risk Management strategies
- Engagement with high risk sector
- Code of Conduct & Code of Ethics
- Auditors & advisors certification
- Integration of good practices

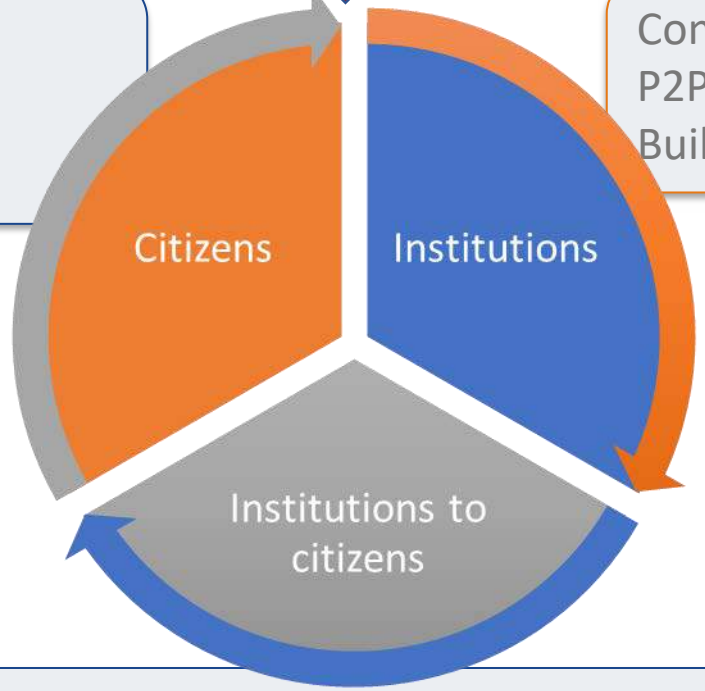
INTEGRATING ETHICAL VALUES
- Internal audit support
- Integrity advisors support
- Training design based on Integrity

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Fostering cooperation & mutual trust

NTA with

Engaging Civil Society
Personalized answers to citizen
Whistleblowing protection
Awarding Integrity



Consultation & mutual planning
P2P dissemination of good practices
Building Networks

Promoting accountability and open data actions
Providing expertise to institutions on integrity initiatives

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1st stage: Raising Awareness Initiatives

NTA's Awareness Initiatives



Media Campaigns

TV, radio, and digital outreach



Regional Events

Workshops and local engagement



Promotional Materials

Printed and digital awareness tools



Integrity Forum

Annual event on Anti-Corruption Day



Podcast Series

Accessible discussions on integrity topics

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TV Spot- 2025 Raise Awareness Campaign:
"National Transparency Authority – Source of Integrity – Bridge of Trust"



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2nd stage: Engaging in Practice

Thessaloniki International Fair

Workshops, Discussions & Engagement
with Citizens, Students & Professionals



NTA Social Media Engagement

+9.3% +4.2% +21.2% +16.2% +25.8%

Growing Engagement
& Building Trust

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3rd stage: Integrating ethical values



https://studentcompetition.aead.gr/en/



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Measuring the Impact of NTA's Initiatives



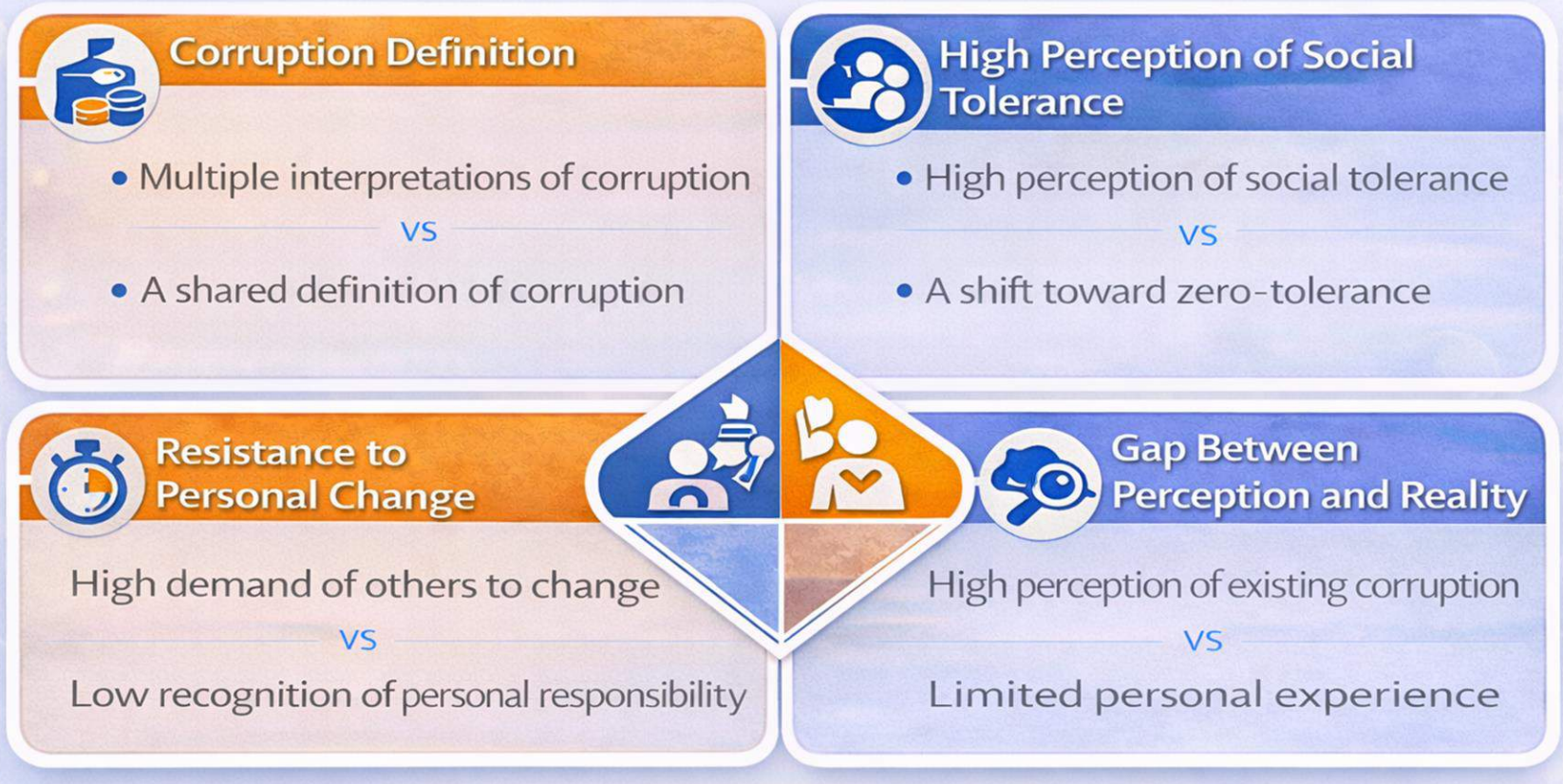
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Key Highlights & Actions



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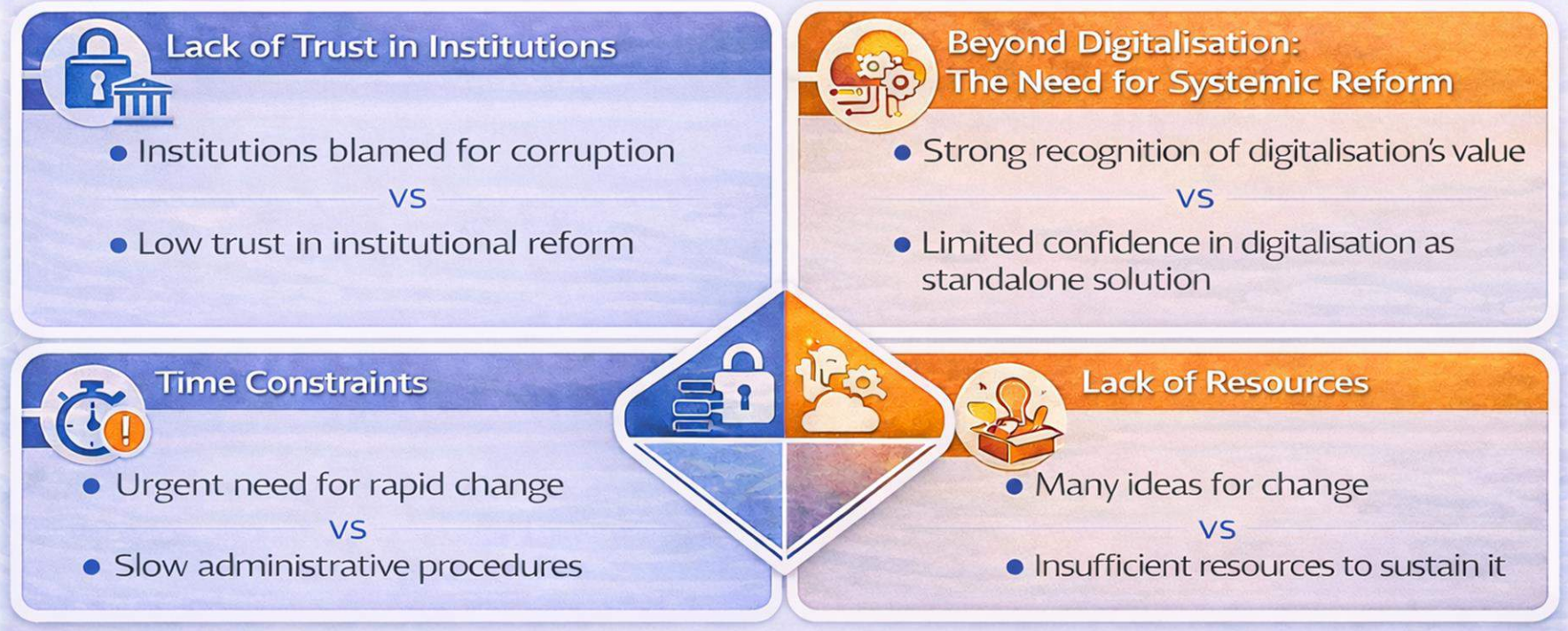
Challenges



*Based on public opinion surveys

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Challenges



*Based on public opinion surveys

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Building a Culture of Integrity

Building integrity requires continuous effort between institutions and society.

"When integrity becomes culture, corruption cannot survive."



Thank you for your attention!

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