



HELLENIC REPUBLIC

From Awareness to Action: Strengthening Public Integrity Through Social Engagement

Mrs. Dionysia Tsopela

General Directorate of Raising Awareness & Community Relations

dionysia.tsopela@aead.gr

Mrs. Marina Spyratou

Directorate of Strategic Planning & Behavioral Analyses

marina.spyratou@aead.gr

NTA at a Glance

National Transparency Authority



Established

Law 4622/2019



Status

Independent Authority
Administrative & financial autonomy



Jurisdiction

Nationwide mandate
Competence across the entire public sector

Three Pillars – Operational Focus



Detection

- Systemic and report-driven audits
- Strengthen internal audits
- Support corrective measures



Prevention

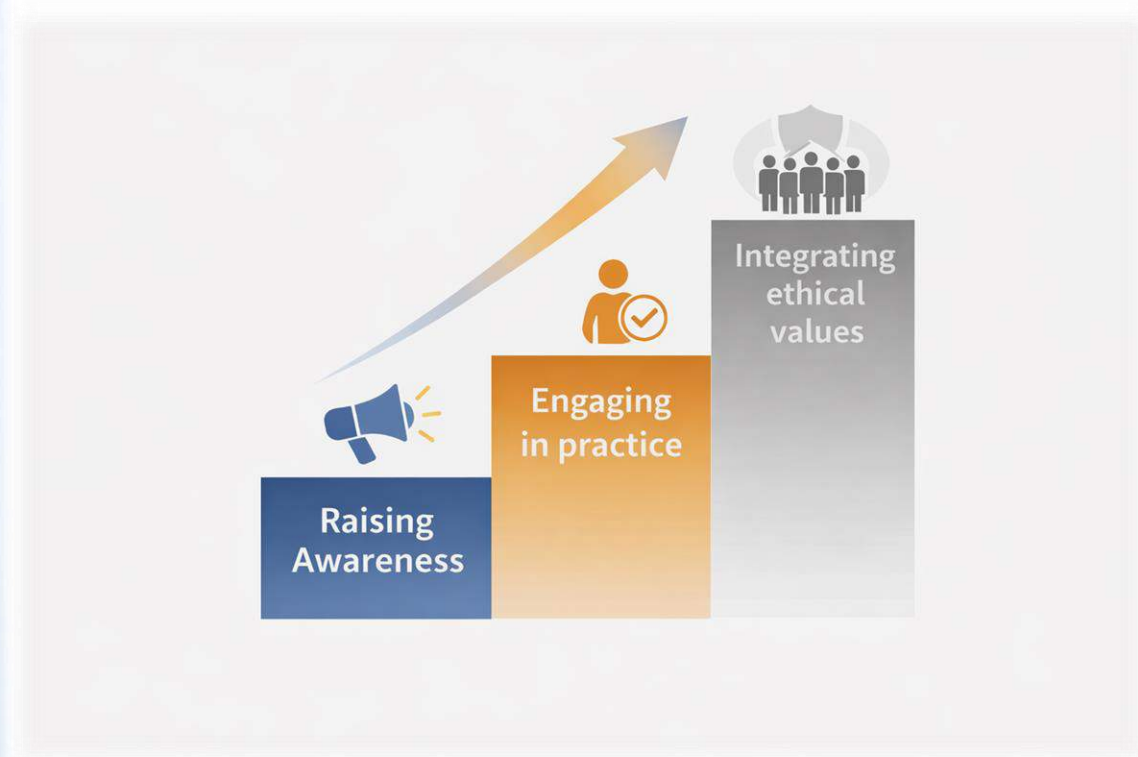
- Fraud and corruption risk management
- Sectoral anti-corruption strategies
- Institutional Strengthening



Raising Awareness

- Engage stakeholders & citizens
- Promote public integrity
- Education & outreach campaigns

Building an Integrity Ecosystem



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

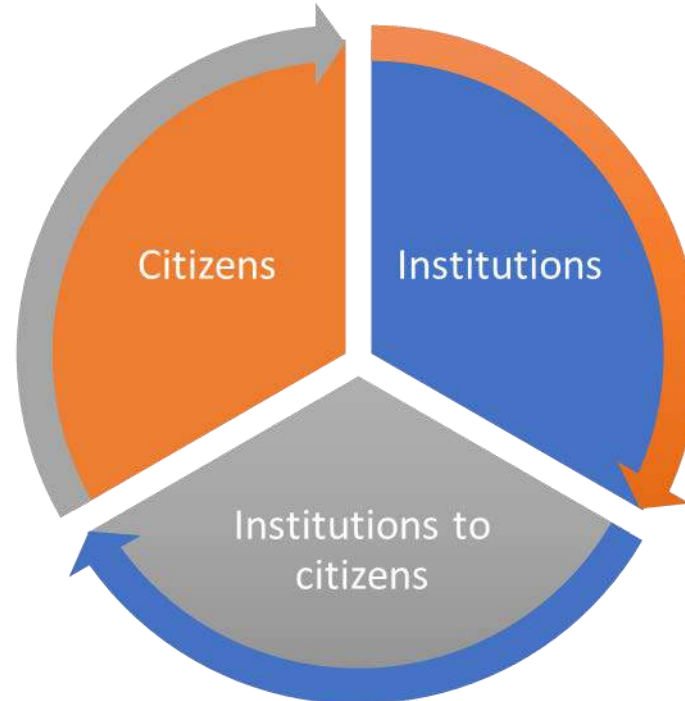
INTEGRATING ETHICAL VALUES

- 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



Fostering cooperation & mutual trust

**NTA
with**



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

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



2nd stage: Engaging in Practice

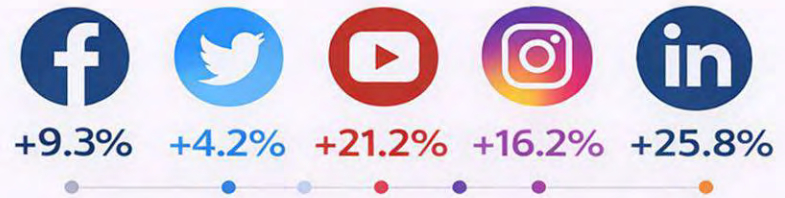
Thessaloniki International Fair



Workshops, Discussions & Engagement
with Citizens, Students & Professionals



NTA Social Media Engagement



Growing Engagement
& Building Trust



3rd stage: Integrating ethical values



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

Youth-Oriented Initiatives



TEDx Event

Discussing Transparency through Real-Life Experiences



School Visits

Visits to and from the National Transparency Authority



Educational Material with OECD

Resources for teachers in collaboration with the OECD



Developing Videos for Students

Content for elementary, middle, and high school students

Measuring the Impact of NTA's Initiatives

Evaluating Awareness & Engagement Efforts

Key indicators used by the NTA to evaluate the effectiveness of our awareness and engagement efforts.



Key Highlights & Actions



POLICY & GOVERNANCE



NACAP 2022–2025
completion (over 85% completed)



NACAP 2026–2030
design based on CRA



Risk Management Network
establishment



8 Integrity Advisors
appointed



Operation of NTA's Forensic Laboratory for digital and financial evidence analysis



AWARENESS & PUBLIC ENGAGEMENT



2 national TV campaigns
to raise awareness



87 awareness events
with 25,000 participants



3 national student creativity competitions with 5,000+ participants



5th Integrity Forum – youth and integrity culture



45 newsletters disseminated



CAPACITY BUILDING & OUTREACH



3 public opinion surveys
on corruption awareness



306 videos on NTA's YouTube channel



589 certified
Internal advisors

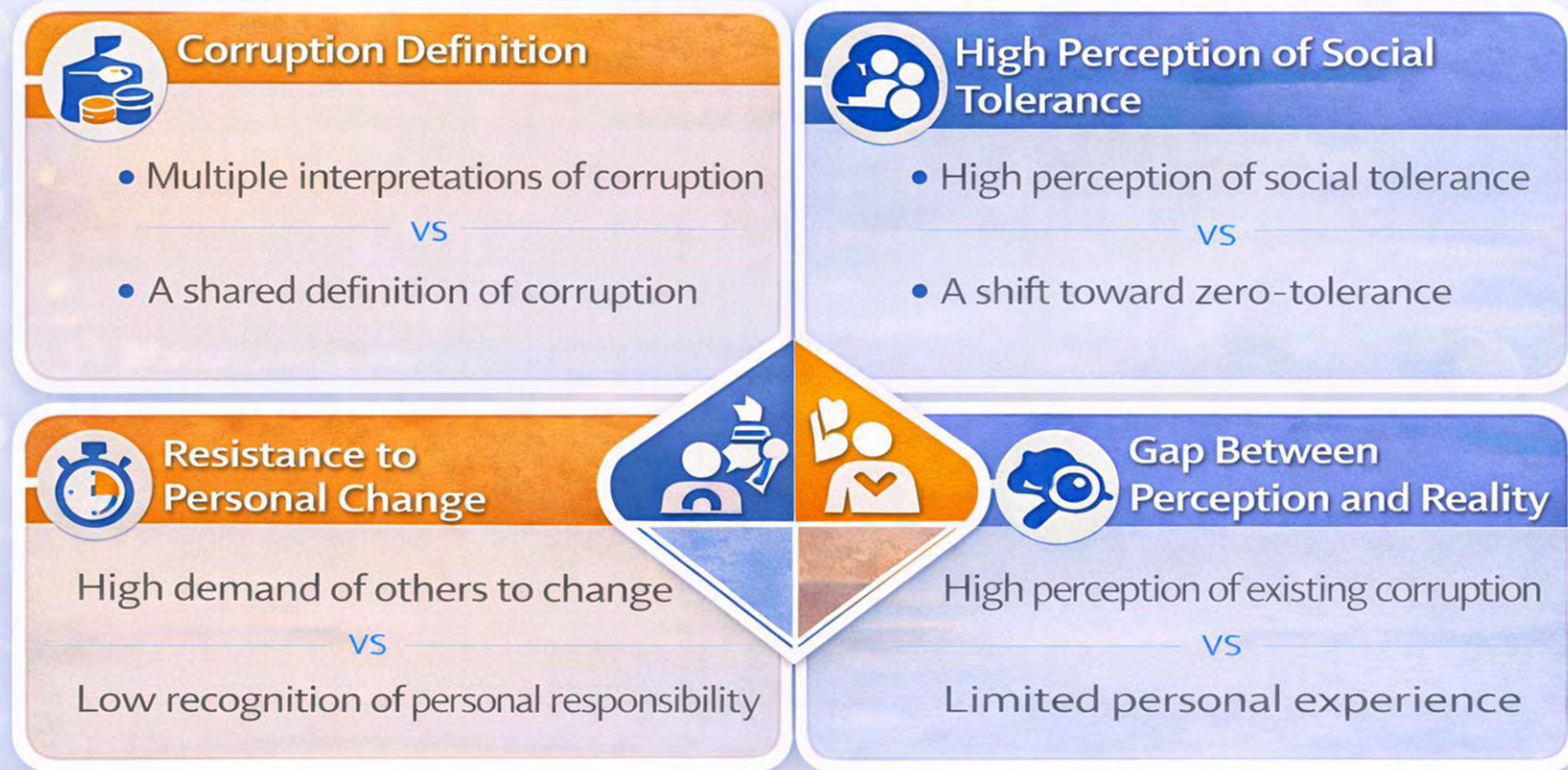


75 certified
Risk Managers



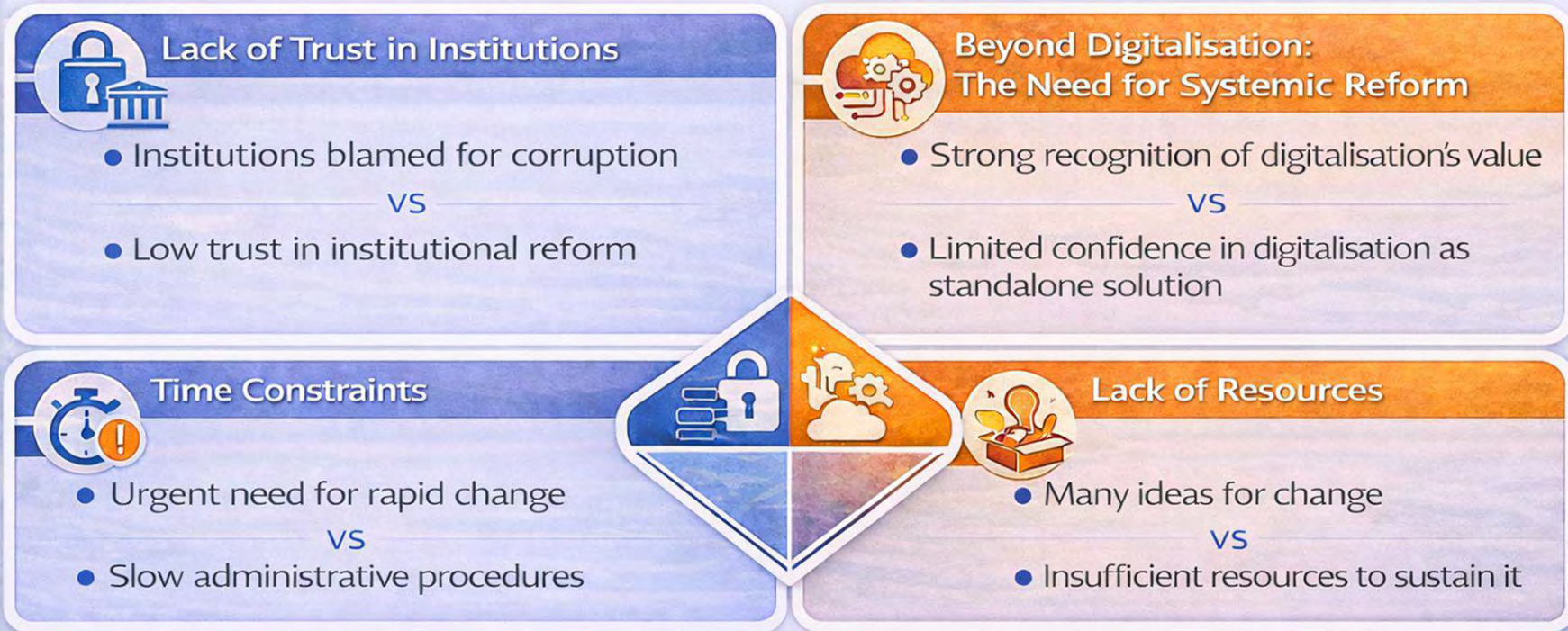
More than 150 training
seminars on integrity and accountability

Challenges



**Based on public opinion surveys*

Challenges



**Based on public opinion surveys*

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!

Mrs. Marina Spyratou
Directorate of Strategic
Planning & Behavioral Analyses
marina.spyratou@aead.gr

Mrs. Dionysia Tsopele
General Directorate of Raising
Awareness & Community Relations
dionysia.tsopele@aead.gr



Stay in Contact With Us:



 aead.gr/en/

 [@nattransparauth](https://www.facebook.com/nattransparauth)

 [@nationaltransparencyauthority](https://www.instagram.com/nationaltransparencyauthority)

 [@nattransparauth](https://twitter.com/nattransparauth)

 [@hellenic-nta](https://www.linkedin.com/company/hellenic-nta)