

MEANINGFUL  
**YOUTH**

ENGAGEMENT  
IN ANTI-CORRUPTION WORK



Practical Example :

# NATIONAL TRANSPARENCY AUTHORITY GREECE

## Competition: Tomorrow's Leaders of Integrity

The Competition “Integrity Leaders of Tomorrow” is addressed to students, with the main mission of raising awareness within the school community regarding the values of truth, transparency and integrity. The competition allows for the gradual introduction of children - tomorrow's citizens of the country – into a culture of zero tolerance towards corruption. Young participants from all over the country had the opportunity to express themselves creatively (through paintings, collages, posters, videos, written texts, and poems) and to capture in an original way the values of respect, truth, justice, integrity and solidarity.



## Background

In order to foster a culture of integrity among young individuals, the National Transparency Authority (NTA) in Greece took proactive measures by launching a nationwide campaign focused on anti-corruption education for youth. Rather than simply targeting young people through traditional means, NTA opted for a collaborative approach, empowering young individuals to create their own campaign projects centered around anti-corruption, ethics, and integrity in daily life. To attract a wide range of participants, NTA forged partnerships with elementary, middle, and high schools, encouraging them to submit art projects encompassing various mediums such as short films, posters, cartoons, stories, and other creative endeavors. These submissions were then meticulously curated by a competition committee comprised of professionals from diverse fields. NTA frequently collaborates with esteemed entities like the Ministry of Education, international organizations, non-government organizations, and influential figures in the youth community to select the most exceptional projects.

## How the young people contribute

- Annually, the competition receives up to 1000 campaign applications sourced from 6-17 years old in Greece.
- The competition is spread nationally and involved 1978 students in 2023 who produced 1185 art works. The exposure includes social media, national television, and school platforms.
- Increasing trend of young people's involvement in "Tomorrow's Leader of Integrity" validates government assumptions for future investment in Meaningful Youth Engagement.
- For the future, the NTA is planning deeper involvement of young people in contributing to anti-corruption strategy development by including them as members of the NTA's Advisory Board.

## Tomorrow's Leaders of Integrity and the meaningful youth engagement themes

### Diversity and inclusion:

- The application is open to all young elementary and high school students from any background. There is no positive action for minority or disadvantaged groups. There is evidence that there is strong participation of young people from outside the main urban centers.

### Enabling environment:

- The campaign fosters an enabling environment for young people's involvement in the NTA. Through the increasing interest of young people, the NTA has chosen to increase the investment in staff, programme, and strategy development for youth programmes.

### Intergenerational collaboration:

- Since the project involves the schools, teachers are closely involved in supporting and guiding the young people. At the level of anti-corruption authority, the young people who will be involved in the NTA's Advisory Board will engender a whole new level of intergenerational collaboration.

### Quality youth participation:

- By organizing the project in close collaboration with schools, the NTA develops informal structures where young people are regularly convened through educational network.

### Youth empowerment:

- Although youth empowerment is not yet strongly present in Tomorrow's Leaders of Integrity, the NTA does have plans to increase youth empowerment through research, further action-oriented campaigns, and involvement in the co-creation of the future youth anti-corruption strategy.



## Lessons Learned

The programme's continuous growth can be attributed to the NTA's diligent pursuit of relevant societal issues. For instance, in 2023, the organization has chosen to prioritize the pressing concern of bullying amongst young people. The NTA employs a unique approach to raise awareness about corruption without overtly advocating against corruption - a subject that may not naturally captivate the interest of young people. Cooperation with other ministries and government departments has been highly productive, and the interest of the national media has been encouraging. The organization's experience can serve as an example of how to increase investment in Meaningful Youth Engagement: the NTA began with a simple campaign but has gained momentum thanks to the growing enthusiasm among young people and the resulting expansion of its network. This positive trend has prompted decision-makers to recognize the potential of youth in driving meaningful change and to continue to back the programme.



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## For more information:

- National Transparency Authority – Home:  
<https://aead.gr/>
- Winning video by secondary school student:  
<https://youtu.be/NJvHN31RJPk>
- Brochure of Integrity Leaders of Tomorrow: Brochure  
[https://aead.gr/images/awareness/2023/AEAD\\_Info\\_Brochure\\_A5\\_ENG.pdf](https://aead.gr/images/awareness/2023/AEAD_Info_Brochure_A5_ENG.pdf)

