



The Importance of Training Trainers on Integrity and Transparency



ضمير
الوطن

Dr.Eng. Hossam Ahmed Farahat

■ Professor of Human Resource Development, the American University in Cairo
Expert in Institutional Development and Restructuring



Integrity and transparency are fundamental principles that underpin stable and just societies. They play a pivotal role in fostering trust among individuals and institutions while ensuring sustainable development.

In today's world, marked by an unprecedented flow of information through the internet and various media outlets, societies face significant challenges such as the spread of misinformation and rumors. These phenomena threaten the stability of nations and adversely affect economies, politics, and social security.

From this perspective, training trainers emerges as an effective tool for promoting a culture of integrity and transparency while strengthening societal capacities to address these challenges.

Training trainers in this field is a strategic investment. It prepares individuals who are capable of raising awareness and guiding institutions and communities, thereby contributing to the development of societies that can combat corruption and wisely navigate the flood of information.

Trainer education holds immense importance as it serves as the initial link in the chain of knowledge and value dissemination. A well-trained trainer can influence

a large number of individuals and institutions, fostering the spread of a culture of integrity across various sectors.

In the public sector, training trainers is essential to ensure the application of good governance principles, which rely on transparency and accountability. When public sector employees are equipped with integrity values, citizens' trust in governments increases, and opportunities for corruption decrease.

In the private sector, training trainers enhances compliance with laws and ethical standards, leading to improved work environments and attracting investments.

In education, specialized trainers can instill integrity values in young minds. Education remains the most effective means of achieving long-term cultural change.

In the media sector, the demand for qualified trainers is growing to educate journalists and media professionals on the importance of verifying information before dissemination. While media is a powerful tool for spreading truth, it can also become a dangerous weapon for propagating rumors if not wielded wisely. Training trainers in this domain is a crucial step in countering misinformation and rumors.

In light of the escalating challenges posed by the digital age, societies require trainers capable of raising community awareness about verifying the authenticity of news shared on social media platforms. By doing so, they can help ensure a more informed and resilient public in the face of modern information challenges.

The Egyptian Anti-Corruption Academy (EACA) plays a pivotal role in fostering values of integrity and transparency through its specialized training programs targeting trainers. These programs are designed to equip trainers with the skills needed to perform their roles effectively and address the specific needs of various sectors. They also enhance participants' understanding of corruption risks and mechanisms to combat them.

One of the Academy's key activities includes organizing workshops and awareness conferences that highlight the impact of rumors and misinformation on national stability. Additionally, the Academy prepares specialized trainers to identify methods used to spread false information and develop their skills to present facts in an engaging and effective manner.



The Academy's role goes beyond training trainers; it also focuses on fostering collaboration between institutions to spread awareness about the importance of integrity and transparency. This collaboration includes



Training trainers on integrity and transparency opens doors to positive societal changes. It enhances individuals' ability to confront challenges related to misinformation and corruption while building a sustainable culture of accountability and transparency.

partnerships with ministries, regulatory bodies, and media outlets, creating a network of alliances that contribute to achieving sustainable development goals and addressing shared challenges.

Moreover, the Academy works on developing innovative educational strategies that leverage technology to expand the reach of its programs to broader segments

of society. These efforts contribute to building an environment that promotes accountability and curbs the spread of corruption.

However, training trainers in the field of integrity and transparency faces significant challenges that require comprehensive responses. One of the most prominent challenges is the lack of awareness about the importance of integrity in



The Egyptian Anti-Corruption Academy plays a key role in promoting values of integrity and transparency through its specialized training programs, equipping trainers to perform their roles effectively and enhancing participants' understanding of corruption risks and how to address them.

some communities, necessitating intensified awareness efforts to change prevailing cultural norms. Additionally, the rapid spread of misinformation through social media presents a major obstacle to controlling rumors. Addressing these challenges calls for increased resources and support to better prepare and enhance the skills of trainers.

There is no doubt that training trainers

in integrity and transparency opens vast opportunities for achieving positive changes in society. It strengthens individuals' abilities to tackle challenges related to misinformation and corruption, contributing to the development of a sustainable culture of transparency and accountability.

Through its vital role, the Egyptian Anti-Corruption Academy can make tangible progress in this field. By developing comprehensive training programs and enhancing cooperation among various sectors, the Academy is paving the way for a strong society capable of facing challenges, achieving justice, and advancing development in alignment with Egypt's 2030 Strategy for building a new republic.