YOUTH AGAINST CORRUPTION (YAC)

STRATEGIC PLAN

www.yac-osp.org

YAC
YOUTH AGAINST CORRUPTION
Integrity starts with Us

YAC Strategic Plan

OUTLINE

Title	page
STRATEGIC FOUNDATION	01–05
STRATEGIC FOCUS	06–10
THE STRATEGY	11–14
KEY COMPONENTS	15–17
EXPECTED OUTCOMES	18–19

01

STRATEGIC FOUNDATION

1.1 Introduction

Young people, with their immense potential and vested interest in forging a future with minimal corruption, serve as invaluable allies in the pursuit of ethical governance. Their energy, creativity, and idealism position them as key contributors to the efforts against corrupt practices. The Office recognises the significance of youth participation, aligning with the principles of the United Nations Convention Against Corruption (UNCAC), which underscores the importance of involving youth in fostering integrity and accountability.

The **Office of the Special Prosecutor of Ghana** is committed to leveraging the power of youth to drive positive change and advance the anti-corruption agenda. Through targeted programmes, partnerships, and advocacy efforts, the Office aims to empower young people to become active agents of change, advocates for transparency, and guardians of integrity across Ghana.

1.2 About YAC

Youth Against Corruption (YAC) is a youth-driven initiative under the Office of the Special Prosecutor (OSP), dedicated to cultivating integrity, ethical behavior, and anti-corruption consciousness among young people in Ghana.

1.3 Current Position

YAC is uniquely positioned as an initiative of The Office of the Special prosecutor, lending it unparalleled legitimacy, access, and institutional weight when engaging government bodies, educational institutions, and international partners. Below is YAC's current Footprint;

1. Active presence in select tertiary institutions
2. Established radio show at UDS Nyankpala campus (University for Development Studies)
3. Growing digital presence across social media platforms
4. Initial network of campus ambassadors and champions
5. Foundational partnerships with educational institutions

1.4 Unique Value Proposition

YAC is the first youth-focused anti-corruption initiative backed by a state agency, combining institutional credibility with youth-led energy.

1.5 Vision

To build a Ghana where youth-led integrity drives change.

1.6 Mission

To educate, inspire, and mobilize young people through innovative programs, partnerships, and platforms that promote anti-corruption values and civic action.

1.7 Core Values (I.M.P.AC.T)

- Integrity - We model the anti-corruption values we promote
- Mobilization - We create collective action for change
- Participation - We center young people in all we do
- Accountability - We operate with openness and responsibility
- Creativity - We use bold, modern approaches to engage youth
- Transformation - We aim for lasting behavioral and systemic change

I·M·P·A·C·T

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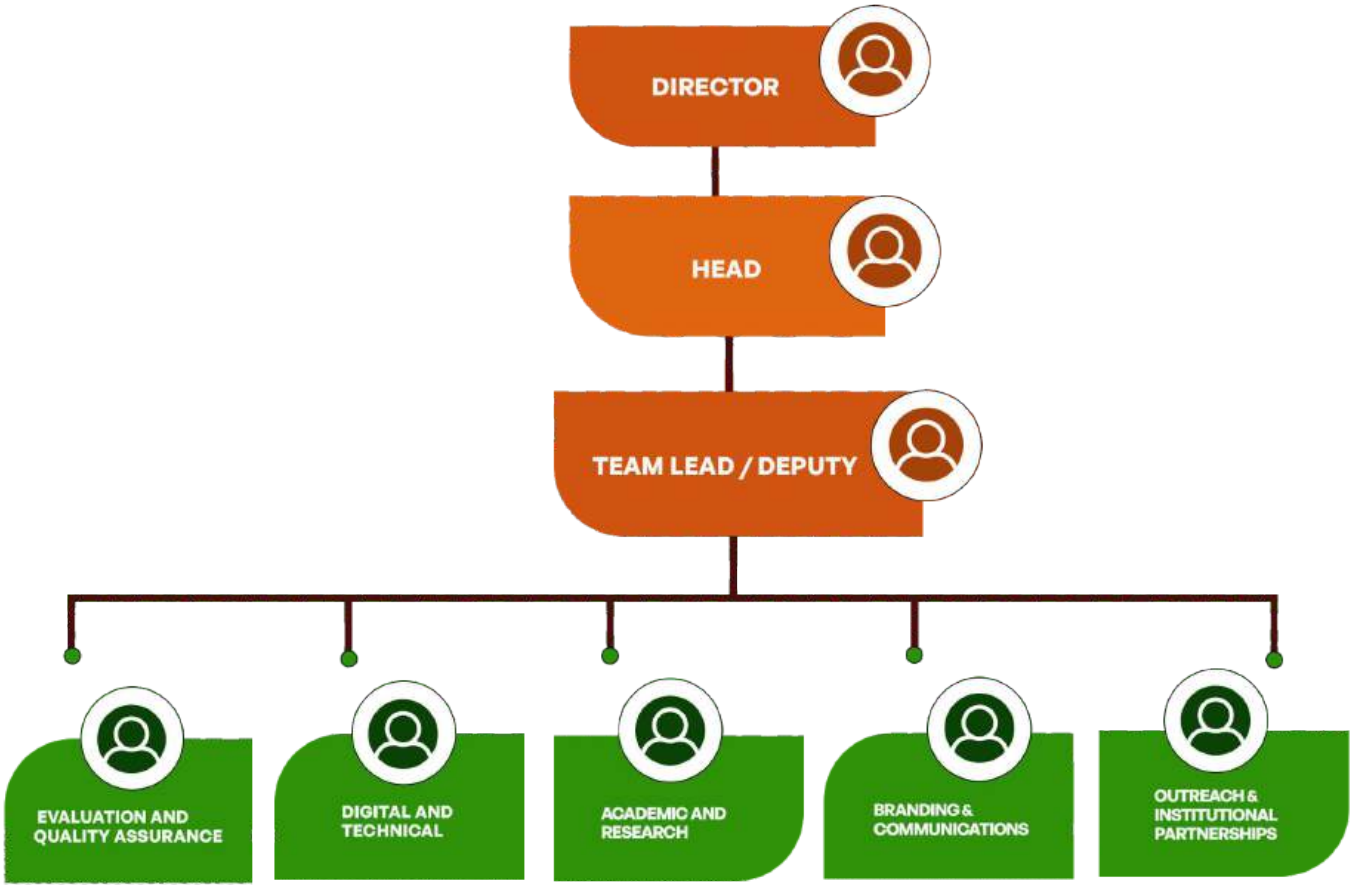
1.8 MOTTO



> Integrity starts with us.

1.9 Organogram

YAC has transitioned from pilot initiatives to systematic national scale-up with established sub-units to operates through a structured team across branding, recruitment, technical, and outreach functions, with growing visibility in universities and digital spaces.



02

STRATEGIC FOCUS

2.1 Strategic Context

Ghana's corruption challenges require long-term cultural transformation. With 80% of Ghana's population under age 40, YAC addresses corruption where it matters most - in the formative years where values, behaviors, and leadership patterns are established.

Strengths	**S1:** Formal backing and legitimacy from the OSP. **S2:** Established, specialized team structure (4 sub-units) with clear roles. **S3:** Existing digital platforms (YAC TV, podcasts, social media) and planned expansion (radio show). **S4:** Clear strategic focus on both high-impact projects (Summit) and quick wins (Integrity Pledges).
Weaknesses	**W1:** Reliance on volunteer/part-time effort for massive scale (campus ambassadors, influencers). **W2:** Need for extensive data collection (student population, engagement metrics). **W3:** Dependence on external partnerships (GFA, CHASS, NUGS) for access.
Opportunities	**O1:** Leverage existing student platforms (Parliament, NUGS, USAG congress). **O2:** Access to global conferences (IACC, UN Youth Forums). **O3:** Potential for corporate CSR sponsorships from banks/telcos/fintechs. O4: Using cultural/arts platforms (Kofi Kinaata collaborations, Uncle Ebow theatre) for communication.
Threats	**T1:** Competition for youth attention from non-integrity related content (requires aggressive digital strategy). **T2:** Political sensitivity/opposition in high-level engagements (e.g., NUGS/USAG congresses). **T3:** Difficulty in enforcing Integrity Pledges post-election, potentially risking credibility.

2.2.1 SWOT Interplays

- **S4 + O1 (Strengths to Opportunities):** Use the clear strategy and "Integrity Pledge" campaigns to specifically target existing student platforms (SRC, Student Parliament) for maximum immediate impact.
- **W3 + O3 (Weaknesses to Opportunities):** Overcome reliance on access (W3) by securing corporate sponsorships (O3) which can brand campaigns (e.g., branded government buses) and fund access to school programs.
- **S2 + T1 (Strengths to Threats):** Leverage the specialized Branding & Communications and Technical Sub-Units to create highly appealing, viral content ("I CHANGED..." Challenge, "Level Up" gamification) to combat competition for youth attention.

2.3 Stakeholder Analysis & Management

2.3.1 Primary Stakeholders

Stakeholder	Interest/Expectation	Influence	Engagement Strategy
Youth (15-39)	Relevant programs; authentic voice; career/development opportunities	HIGH - Core constituency	Co-creation; leadership opportunities; benefits recognition
OSP Leadership	Mission delivery; youth engagement; corruption prevention impact	VERY HIGH - Institutional parent	Regular reporting; aligned objectives; success stories
YAC Team Members	Meaningful work; skill development; recognition; clear roles	HIGH - Implementation engine	Capacity building; delegation; appreciation; career pathways
YAC Ambassadors/ Champions	Training; resources; support; recognition	HIGH - Frontline multipliers	Regular engagement; toolkits; awards; feedback loops

2.3.2 SECONDARY STAKEHOLDERS

Stakeholder	Interest/Expectation	Influence	Engagement Strategy
Universities	Student development; campus safety; institutional reputation	HIGH - Access to youth	MOUs; mutual benefit programs; recognition
Secondary Schools/ CHASS	Character formation; student welfare; curriculum enrichment	MEDIUM-HIGH - Early intervention access	Pilot partnerships; teacher training; club support
Churches/ Religious Bodies	Moral formation; youth ministry; community impact	MEDIUM-HIGH - Values alignment	Values-based programming; pulpit access; joint initiatives
Private Sector (Banks, Telcos, Fintechs)	CSR impact; brand association; youth market access	HIGH - Funding potential	Sponsorship packages; co-branded programs; employee volunteering
Private Sector (Banks, Telcos, Fintechs)	Content; public interest stories; youth engagement	MEDIUM - Amplification channel	Story partnerships; media training; exclusive access
Influencers/ Celebrities	Social impact; brand enhancement; youth connection	MEDIUM-HIGH - Reach multiplier	Ambassador programs; content collaboration; recognition

2.3.3 TERTIARY STAKEHOLDERS

Stakeholder	Interest/Expectation	Influence	Engagement Strategy
National Youth Authority (NYA)	Youth development; program coordination	MEDIUM - Policy influence	Partnership protocols; joint programs
NYEA (Youth Employment)	Employability; entrepreneurship; ethics	MEDIUM - Access to beneficiaries	Integrity modules; collaboration
Ministry of Youth Development	Sector coordination; youth outcomes	MEDIUM - Policy/resources	Reporting; program alignment
NCCE	Civic education; national reach	MEDIUM - Geographic expansion	Co-branding; resource sharing
GFA/Sports Bodies	Governance; anti-corruption; youth empowerment	MEDIUM - Funding/visibility	Conference participation; reporting; learning exchanges
Influencers/ Celebrities	Governance; anti-corruption; youth empowerment	MEDIUM - Funding /visibility	Conference participation; reporting; learning exchanges
Influencers/ Celebrities	Student welfare; political formationt	MEDIUM - Youth political leaders	Dialogue forums; integrity pledges

02

THE STRATEGY



3.1 Introduction

This YAC strategy is built on four strategic pillars (YACtivities) that integrate diverse activities into coherent, mutually reinforcing pathways to impact. This strategy balances quick wins (low-hanging fruits) with transformative investments (big projects), while ensuring all initiatives contribute to at least one of the four success drivers.

3.2 YACtivity 1: CAMPUS INTEGRITY MOVEMENT

"Building a Generation of Ethical Leaders"

Strategic Objective

Establish YAC as the leading integrity platform across Ghana's tertiary and secondary institutions, creating sustainable peer-to-peer influence networks and embedding anti-corruption values in student leadership.

Theory of Change

Educational institutions shape future leaders. By systematically integrating integrity into campus culture, student governance, and academic life, we create multiplier effects as graduates enter workforce and public life carrying anti-corruption values.

KEY INITIATIVES



3.2.1 YAC Campus Ambassadors Network

- Recruit and train 2 ambassadors per tertiary institution
- Establish student parliament partnerships at all universities for YAC debates
- Partner Moot courts in various Law schools for corruption case study to trial – highlight lessons in each moot court case study
- Create ambassador toolkit with training materials, event guides, communication templates
- Institute quarterly ambassador gatherings (virtual and in-person)
- Recognition system: YAC Ambassador certificates, LinkedIn endorsements, career references
- Leverage on yearly activities of Model UN for visibity

3.2.1 YAC Campus Ambassadors Network

- Secure integrity pledges from SRC aspirants before elections
- Photo frames of candidates pledging integrity with YAC branding (viral campaign potential)
- Partner with student press to cover integrity commitments
- Post-election accountability tracking of pledges
- Expand to departmental and hall leadership elections



3.2.3 YAC University Radio Network

- Expand from UDS to 3 more university radio stations
- Standardize “YAC Radio Show”
- Leverage on student-produced content featuring peer interviews, integrity debates, anti-corruption news

3.2.4 YAC Adventure

- Embark on YAC adventure “Peak of integrity”, where each challenge in the adventure is discussed and linked to the challenges in the fight against corruption. Each stage represents a stage in corruption fight.

3.2.5 Youth Against Corruption (YAC) Club

○ Establish the Youth Against Corruption (YAC) Club as an independent organization affiliated with the Office of the Special Prosecutor.

○ **Club activities include:**

- Speaker panels: Invite guest speakers from law enforcement agencies, civil society organisations, and academia to share insights and experiences on combating corruption.

- Awareness talks: Organise public talks, workshops, and outreach events to raise awareness about corruption issues and promote ethical behavior among youth.

- Open discussion/forum: Facilitate regular discussion forums or town hall meetings where youth can express their views, share experiences, and propose solutions to address corruption challenges.
- Career opportunities: Engage members with research projects, internships, or volunteer activities focused on anti-corruption advocacy and awareness-raising.

○ **Long-term initiatives:**

- Training programs: Offer specialised training sessions on investigative techniques, advocacy skills, and leadership development for club members interested in pursuing careers in anti-corruption work.

- Scholarships and grants: Provide financial support or scholarships for club members to attend conferences, workshops, or training programmes related to anti-corruption efforts regionally or internationally, fostering networking and capacity building.

04
KEY COMPONENTS

4.1. Awareness and Education:

Conduct workshops, seminars, and awareness campaigns to educate young people about the detrimental effects of corruption on society.
Utilise innovative methods such as interactive sessions, digital platforms, and gamification to engage and empower youth.

4.2. Capacity Building:

Provide training sessions on ethical leadership, civic engagement, and anti-corruption strategies to equip young people with the knowledge and skills necessary to combat corruption effectively.
Foster critical thinking and ethical decision-making among youth through experiential learning activities and case studies.

4.3. Advocacy and Mobilization:

Empower youth to advocate policy reforms and institutional changes aimed at combating corruption at local, national, and international levels.
Facilitate the formation of youth-led anti-corruption networks and coalitions to amplify their voices and mobilise collective action.

4.4. Collaboration and Partnerships:

Strengthen partnerships with government agencies, civil society organisations, educational institutions, and private sector stakeholders to leverage resources, expertise, and networks to advance the goals of the initiative.

Engage with existing anti-corruption initiatives and movements to maximize impact.


KEY
COMPONENTS
1
• Awareness and Education
2
• Capacity Building
3
• Advocacy and Mobilization
4
• Collaboration and Partnerships

05

EXPECTED OUTCOMES

EXPECTED OUTCOMES

- Increased awareness and understanding of corruption among youth.
- Strengthened capacity of young people to advocate for transparency and accountability.
- Enhanced engagement of youth in anti-corruption initiatives at local, national, and international levels.
- Adoption of innovative solutions and technologies to address corruption challenges.
- Establishment of sustainable partnerships and networks for sustained anti-corruption efforts. iatives and movements to maximize impact.



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