



ABOUT US

Accountability Lab is building a new generation of active citizens and responsible leaders around the world. We train, mentor and resource citizens in creative ways to strengthen systems of accountability and unleash positive social and economic change.



INTEGRITY ICON OVERVIEW

Integrity Icon is a global campaign to find, celebrate and connect honest government officials. The campaign aims to celebrate individuals who go beyond the call of duty, build support for their efforts to realise a collective societal shift towards ethical conduct and greater accountability.

The goals of Integrity Icon are threefold: to create role-models and celebrate honest public officials; to inspire young people by indicating that government is a career path in which one can work with integrity and honesty; and finally to connect and support the winners to help build coalitions to push for further reform and value-based decision-making over time. Ultimately, we want to shift norms within institutions and move from individual integrity into broader institutional integrity.

COUNTRIES

**LIBERIA, MALI, MEXICO, NEPAL,
NIGERIA, PAKISTAN, SOUTH AFRICA,
UNITED STATES (PHILADELPHIA),
ZIMBABWE, MOROCCO, SRI LANKA,
SOMALILAND, DRC**

13
NATIONAL
CAMPAIGNS
AROUND THE
WORLD

60
WINNING
INTEGRITY
ICONS

10,000+
NOMINATIONS
FROM THE
PUBLIC

WHAT DOES INTEGRITY ICON AIM TO DO?

A lack of integrity – which leads to corruption, inequality and insecurity – is a global challenge. Ordinary citizens often feel helpless in the face of graft and mismanagement. There is a need to encourage champions of integrity, which ultimately builds public trust. We ‘name and fame’ public servants who display exemplary integrity and make heroes out of ordinary people doing the right thing.

BUILDING TRUST

The value of Integrity Icon is the process, not the outcome. It is a way to create meaningful conversations about what it means to be a public servant and shines a light on the role of ordinary people in strengthening institutions in a society such as ours. It also encourages us to think about what is needed to build an open, inclusive and accountable societies.



Integrity Icon provides a non-partisan outlet for a national conversation on positive terms that can help us all think about the country we'd like to see and provides a platform for us to support the people who can make this future a reality.

AS A RESULT OF THE CAMPAIGN...

Winners have been promoted to Ministerial positions (Mali); been selected for a government ethics committee (South Africa); been asked to brief lawmakers on Capitol Hill on governance (Nepal); and gained the professional respect, legitimacy, and leverage needed to implement accountability measures and policies in their workplaces. Icons are also actively pushing for reforms in their agencies.

In Nigeria, Kehinde Aremu (II 2018), who serves as the Deputy Director of the National Youth Service Corps (NYSC), has been pushing for the automation of processes in the compulsory year long service program for graduates. This effort would change procedures that encourage corrupt exchanges between NYSC staff and youth corps members for favorable work placements.



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Working with integrity and good governance is about giving your best and being accountable to yourself without expecting anything in return

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INTEGRITY ICON TIMELINE

7 April – 31 May

Nominations: The public nominate public servants who embody the value of integrity and demonstrate the importance of honesty, accountability and personal responsibility. The public can nominate using SMS, WhatsApp and via the Integrity Icon website.

1 June – 30 June

Selection: A high level panel of respected social leaders select this year's Icons.

1 July- 31 August

Filming: Locally based film production company to work with 5 young aspiring filmmakers to create short mini-documentaries about the finalists doing their jobs, talking about why it is important to serve with the spirit of accountability and interacting with others who can attest to their integrity.

1 September – 30 September

National Screening and Public Voting: Short films to be shown on national TV, national and community radio stations, and on social media platforms such as Facebook, Whatsapp, and YouTube. The public will be encouraged to vote for their favourite Integrity Icon through SMS, Whatsapp and online. National voting begins on 1 September.

1 September – 30 September

Local Screenings and Dialogues: The short films will be shown in the Icons' communities through local partners leading a dialogue with the Icons on understanding some of the systemic public service accountability challenges and the creative ways the Icons are addressing these.

October

The winning Integrity Icons are celebrated at a Final Ceremony and Integrity Summit in Harare

SUPPORT OUR CAMPAIGN FOR CHANGE

Our goal is to build a broad movement of people recognising and acknowledging ethics and integrity in the public service. To make this possible, we need you.

Support us in one or more of the following ways:

Spread our Message

Help us to raise awareness about the Integrity Icons campaign and its importance for promoting service excellence and turning the tide on corruption and misconduct in the public service. Share stories about our Icons and the campaign; host an engagement with one of our Icons; or profile a public servant you believe epitomises integrity and service excellence.

Submit a Nomination

To name the 2021 cohort of Integrity Icons, we need you to help us identify them. Run a nomination drive at your workplace and in your community. Submit as many nominations as you would like, showcasing how your nominee goes over and above the call of duty to be a model of ethics and integrity in the public service.

Become a Judge

Every year we look for outstanding social leaders to help us make the selection of finalists in the Integrity Icons Campaign. After a rigorous shortlisting and vetting process to identify the Top 30 nominees, our judges review the candidates and meet to make a final selection of the Top 5 Icons.

Sponsor the Awards

It takes a lot of capacity and resources to run a national campaign, profiling and acknowledging excellence in the public service, and amplifying the importance of doing the right thing. Back our campaign with a donation; support our Film Fellowship; contribute an insert or airtime on your publication, channel or station; or sponsor our awards ceremony.

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CONTACT US

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