



Building a New Generation of Active Citizens and Responsible Leaders Around the World

What We Do

Positive Engagement Campaigns

Inspiring greater accountability using creative media, art, and music campaigns to change perceptions and highlight role models including Integrity Idols.

Accountability Incubator

Supporting 'Accountpreneurs' to create innovative ideas for accountability and build coalitions for integrity in their communities.

We source the best ideas from the bottom-up to inform policy decisions made from the top-down.

Eco-System Building

Creating feedback loops between citizens, governments and businesses to inform decision making and improve outcomes.

Where We Work



Why We Do It

"By giving people the power to find their voices we can spark discussions on how to improve policies and support them to change their lives."

Blair Glencorse

integrity Icon

“NAMING AND FAMING
HONEST GOVERNMENT OFFICIALS”

Imagine a reality TV show, not focusing on celebrities, but instead on government officials.

Integrity Icon is a movement to celebrate, encourage and connect honest civil servants that demonstrate exemplary integrity in their work.

WHY INTEGRITY ICON?

- 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 builds public trust.
- Integrity Idol inspires a new generation of responsible leaders and creates a sense of positive agency.

Process

1 NOMINATIONS


2 SELECTIONS


3 FILMING


4 VOTING


5 PUBLIC CEREMONY


6 NETWORKS


Impact

Since starting in 2014, we've grown to **8 countries** with **over 10 million viewers** around the world.



Nearly **400,000 people** have voted for their Integrity Idols.



The trust and credibility generated has allowed the Idols to **push through reforms and lead campaigns for change.**



We've built a **network of these reformers** to share ideas and collaborate.



Support our Integrity Icon campaign by contributing to our Global Giving page:
www.globalgiving.org/projects/integrityicon/

To learn more visit www.integrityicon.org or write to us at info@accountabilitylab.org