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 ‘Accountapreneurs’ to create innovative ideas for accountability and build coalitions for integrity in their communities.

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

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

Where We Work

Mali
Pakistan
Nepal
Liberia
Nigeria
South Africa

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

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Imagine a reality TV show, not focusing on celebrities, but instead honest government officials. Integrity Idol is a movement to celebrate, encourage and connect honest civil servants that demonstrate exemplary integrity in their work.

**WHY INTEGRITY IDOL?**

- 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.

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**Process**

1. NOMINATE
2. SELECTION
3. FILMING
4. VOTING
5. PUBLIC CEREMONY
6. NETWORKS

**Impact**

Since starting in 2014, we’ve grown to **6 countries** with **over 10 million viewers** around the world.

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.

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

To learn more visit [www.integrityidol.org](http://www.integrityidol.org) or write to us at info@accountabilitylab.org

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