



# 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

Mali

Liberia

Nigeria

South Africa

Pakistan

Nepal

## 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 IDOL™

“NAMING AND FAMING HONEST GOVERNMENT OFFICIALS”

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.

## Process



## Impact

Since starting in 2014, we've grown to **6 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.



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