



Integrity Icon Pakistan is a campaign initiated by the Accountability Lab Pakistan to identify and celebrate Pakistan's most honest government officials. A lack of integrity remains at the heart of Pakistan's challenges and citizens often feel like they are helpless to do anything about it. But with Integrity Icon, citizens can engage in a positive discussion about how to change these dynamics and bring about change.

Integrity Icon has become a global movement- on the ground, online and through the media- to celebrate and encourage honest government officials. Campaign is carried out and celebrated in 8 countries every years with millions of viewers and voters. Campaigns aims to move away from culture of "naming and shaming" corrupt leaders and engage citizen towards "naming and faming" those government officials that are working with integrity.

Goals

The value of Integrity Icon is the process, not the outcome. It is a way to create positive conversations about what it means to be a public servant, what the role of government is in Pakistan, and how we should think about an inclusive and fair society.

The goals of Integrity Icon are threefold: first to create role-models and celebrate honest public officials; second, to inspire young people by indicating that government is a career path in which one can work with integrity and honesty; and third, to connect and support the winners to help build coalitions to push for further reform and value-based decision-making over time.

Process

- The Integrity Icon process is evolving but essentially involves 4 steps over the course of a year:
- Nominations and Selections- citizens can nominate officials online or through SMS/Whatsapp. We also have networks of volunteers that collect hard-copy nominations in hard-to-reach places. Esteemed panels of judges help us select the top five Icons each year.



- Filming and Outreach- the five finalists are filmed- doing their jobs, talking about why it is important to have integrity and interacting with others who can vouch for their great work. These episodes are shown on national TV and social media and adapted for radio.
- Voting and Ceremony- citizens are made aware that they can vote for their Integrity Icons through social media, email and phone. After a public voting period of two weeks, the Integrity Icons are crowned in public ceremonies including VIPs and the media.
- Coalition-building and Support- we work with the Icon community through summits, training programs, fellowships, events and retreats to begin to push for norm-changes within institutions, agencies, civil service training programs and schools/colleges.
