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FOR IMMEDIATE RELEASE

GLOBAL REBRAND OF INTEGRITY IDOL CAMPAIGN

Abuja, June 10 – [Accountability Lab](http://www.accountabilitylab.org), a global non-profit organisation working in the fields of active citizenship and good governance, is rebranding its principal public service campaign.

Integrity Idol is a campaign that the Lab has run since 2014 after launching in Nepal. The grassroots programme celebrates public servants of integrity and has since expanded to Pakistan, Sri Lanka, Nigeria, Mali, Liberia, Uganda, South Africa and, most recently, Mexico.

The campaign invites the public to nominate outstanding public servants in various government sectors who demonstrate honesty and integrity under difficult circumstances. It also aims to reframe debates around corruption by ‘naming and faming’ do-gooders, rather than naming and shaming wrongdoers. The Lab then works with the winners to shift norms within institutions, build coalitions for reform and encourage young people to serve with integrity.

As the profile of the campaign has grown, it’s become necessary to differentiate its public image. The Lab has therefore decided to rename the campaign [Integrity Icon](#). Founder and Executive Director of Accountability Lab, Blair Glencorse, said the decision was endorsed by the organisation’s global board of directors in May and takes effect today. “Integrity Idol has grown tremendously and at this point we want to ensure it has a unique brand that stands out in the minds of people who want better governance everywhere. This rebrand will also allow us to ensure continuity across countries as the campaign grows to new places and with new partners.” Glencorse says: “The programme is also evolving to include deeper work with government partners and this rebrand allows us to shift the look and feel of our efforts as we do that,” he adds.

Country Director of Accountability Lab Nigeria, Odeh Friday, said the campaign was expected to ramp up significantly this year with a record number of nominations. “The programme continues to grow and develop to incorporate more meaningful work with government partners and other stakeholders through collaborative effort. This rebrand creates an opportunity for us to refine

the look and feel of our efforts as we go through this process, and together create a future where people with power are more accountable.”

As in previous years, Integrity Icon will culminate each year with a public vote for the winners and will be complemented by a variety of impactful youth fellowship programmes, including a film fellowship that produces short films on the finalists in each country and an integrity fellowship through which young people serve with the Integrity Icons.

Research from the Lab’s [impact survey](#) has shown that programmes like this go a long way towards supporting positive behavioural changes and shifting social norms, especially where integrity and accountability are concerned. The survey also recognises “building communities of change-makers” as one of the Lab’s key strengths, a job the organisation hopes to refine with Integrity Icon.

Please note that the name change extends to the following revised social media handles: @integrityiconng on [Facebook](#), @IntegrityIcon on [Twitter](#) and @integrityiconng on [Instagram](#).

Visit the new Integrity Icon website for more information at www.integrityicon.org.

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About Accountability Lab

[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. The Lab also strives to reinvent the way that development organisations operate through radical transparency, context-appropriate reporting and adaptive learning. Follow our work on [Twitter](#), [Facebook](#) and [Instagram](#).

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