



Integrity Idol- “Naming and Faming” the World’s Most Honest Government Officials

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Background

Integrity, not corruption, as the central issue



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Background

Focusing on youth



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Background

Meeting young people where they are



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Integrity Idol Nepal

Inspiring the next generation



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Generating a positive narrative



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Integrity Idol Nepal

Building a movement



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Integrity Idol Liberia

Testing the model



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Integrity Idol Pakistan

Building trust and credibility



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Integrity Idol Mali

Supporting peace and justice



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Integrity Idol Nigeria

Harnessing large-scale media



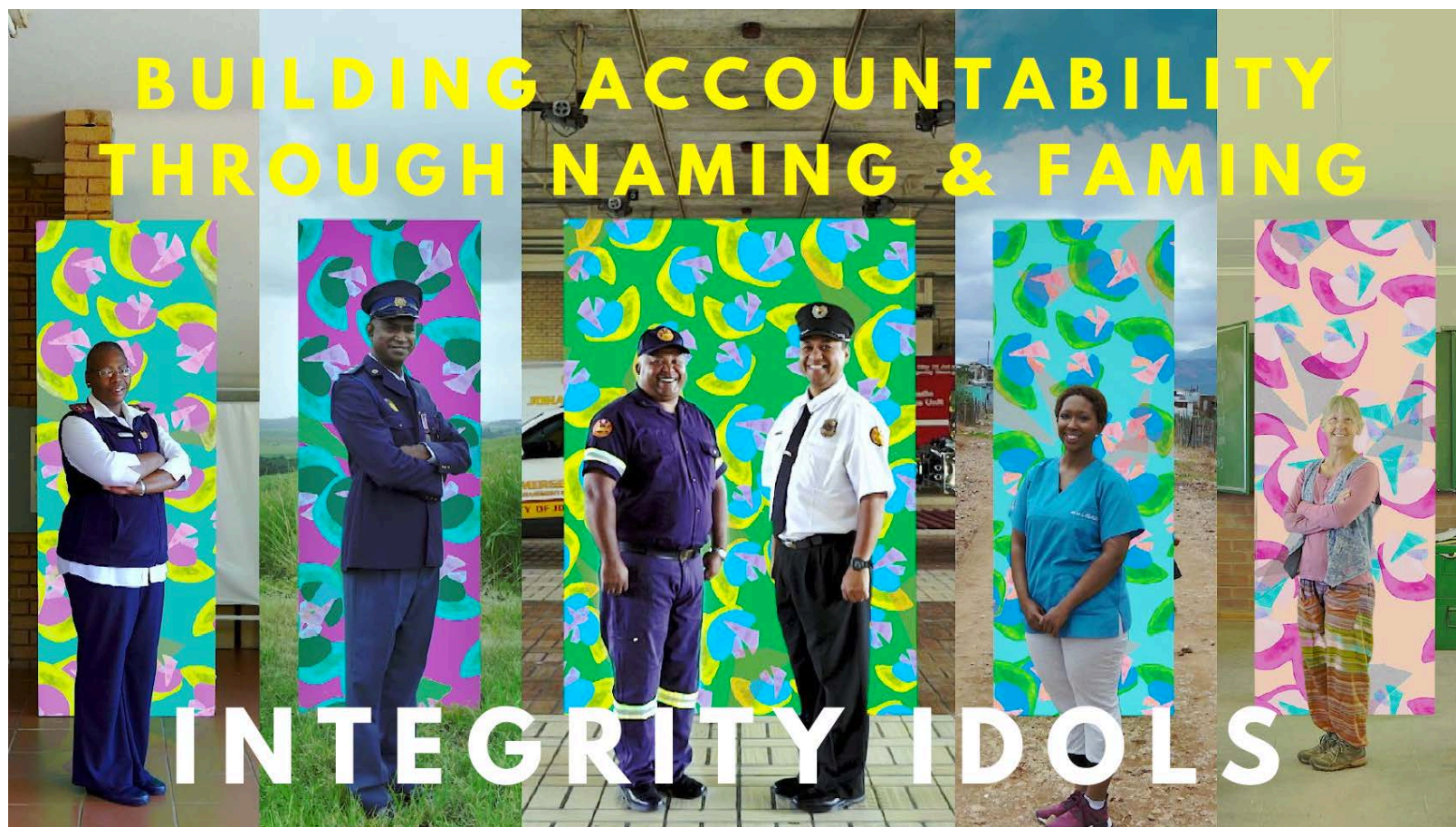
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Integrity Idol South Africa

Tapping into the transition



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Integrity Idol Mexico

Reframing the narrative

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Integrity Idol Sri Lanka

Scaling the content



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Batool



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Vinny



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Alphonso



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Integrity Idol- Recent Impact

- Integrity Idol recently made the Minister of Justice in Mali;
- Integrity Idol recently made the DG of Labor in Nepal;
- Integrity Idol recently selected as part of an 8 man ethics committee in South Africa;
- Coordination with national level processes (such as the Open Government Partnership);
- Continued media coverage of the Idols across all countries.

Integrity Idol- Next Steps

- Continuing to demonstrate the benefits of celebrating good people or “positive deviants”;
- Working with the Idols to translate individual integrity into a shift in organizational cultures;
- Scaling the competition through licensing the content and creating large-scale media partnerships;
- Building out the network of Integrity Idols and connecting the Idols to each other, civil service training schools and universities.