



**integrity
icon**

South Africa



ABOUT US

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.

Since 2012, we've worked across Liberia, Nepal, Mali, Nigeria and Pakistan, making governance work for people everywhere. The Lab also strives to reinvent the way that development organisations operate through radical transparency, context-appropriate reporting and adaptive learning. In 2018, we launched Integrity Icon South Africa, a national campaign to name and fame honest government officials. Building on the early success of the campaign as a special project, Accountability Lab South Africa registered as an independent country office in 2019.

The Accountability Lab is the recipient of the 2018 Anti-Corruption Youth Creativity and Education Anti-Corruption Award.



INTEGRITY ICON OVERVIEW

Integrity Icon is a global campaign to find, celebrate and connect honest government officials. The campaign aims to celebrate individuals who go beyond the call of duty, build support for their efforts to realise a collective societal shift towards ethical conduct and greater accountability.

In March 2020, Accountability Lab (AL) and partners including Explain and ACTIVATE! Change Drivers launched our third edition of Integrity Icon South Africa. Building on the successes of the campaign since it began in 2018, we asked South Africa to nominate public servants who work with honesty and integrity and "do the right thing even when no-one is watching".

440

NOMINATIONS
FROM ALL NINE
PROVINCES OF
SOUTH AFRICA

16

INTEGRITY ICONS
NAMED AND
FAMED

16,000

VOTES RECEIVED
FOR THE PEOPLE'S
CHOICE AWARD
WINNER

WHAT DOES INTEGRITY ICON AIM TO DO?

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 ultimately builds public trust. We ‘name and fame’ public servants who display exemplary integrity and make heroes out of ordinary people doing the right thing.

BUILDING TRUST

The value of Integrity Icon is the process, not the outcome. It is a way to create meaningful conversations about what it means to be a public servant and shines a light on the role of ordinary people in strengthening institutions in a society such as ours. It also encourages us to think about what is needed to build an open, inclusive and accountable societies.



Integrity Icon provides a non-partisan outlet for a national conversation on positive terms that can help us all think about the South Africa we'd like to see and provides a platform for us to support the people who can make this future a reality.

MEET OUR 2020 INTEGRITY ICONS

This year's Icons are public servants working in the areas of health, social development, trade and industry and anti-corruption. They were selected from nominations by the public from all across the country.

[Dr Sarah Dlamini](#) is a Paediatric Registrar based in KwaZulu-Natal and rotating between various hospitals in the province. Dr Dlamini decided to fulfil her desire to help people in need by becoming a doctor and serving in public healthcare in order to afford the most vulnerable people access to proper care. Dr Dlamini gives the best of herself each day because she understands the struggles that many patients have to endure in order to make it to the hospital. Standing as the voice of hope for her patients, she is working hard to bring integrity and trust back into the public healthcare system. "Our very DNA as South Africans is about not giving up and holding on to hope," she says.



[Unathi Samora Filita](#) is a Social Worker at the Department of Social Development in Port Elizabeth, South Africa, assigned under the Non-Profit Organisations (NPO) cluster for special projects. He is responsible for monitoring and evaluating projects funded by the department as well as assisting new projects with registration and capacity building. Unathi often goes out of his way to support the community at large. He organised different organisations dealing with HIV/AIDS, substance abuse and sex workers to form one umbrella organisation operating as a 'one stop shop' for services needed by the community. This year he was also a part of the delegation that established the Victim Empowerment Programme Forum that advocates for the rights of gender-based violence victims. Unathi has also earned accolades for helping secure employment for 100 youths in the area at the local Volkswagen plant in collaboration with the Harambee youth employment accelerator.

[Dr Sadna Balton](#) is Head of the Speech Therapy & Audiology Unit at Johannesburg's Chris Hani Baragwanath Hospital. She started working at the department straight after graduating at the University of Witwatersrand and has been serving for 30 years. To Dr Balton, healthcare is an essential part of everyday life. It is about getting people back to work, getting children back to school and, with the little ones, identifying difficulties early on. She believes integrity is connected to passion and purpose and is particularly motivated by social justice, people-centred care and developing people. She leads a diverse team of clinicians and believes in the importance of being culturally and linguistically congruent. She is also actively involved in leading transformational change at the hospital involving both hospital staff and patients.



[Adv. Constance Moitse](#) is Director of Investigation (including the Internal Hotline) for Counter Corruption at the Department of the Home Affairs in Pretoria. To Constance, integrity means doing the right thing without compromising your principles, and serving people with diligence. Moitse believes that it is important to stay true to your values as those become your guide with the decisions you have to make. Working in law enforcement means trying to stay true to these principles while also encouraging others. Whenever faced with undesirable circumstances in her work, she always remembers her "why" - and that is to serve her community. Working with integrity and good governance is about giving your best and being accountable to yourself without expecting anything in return, she says.



Working with integrity and good governance is about giving your best and being accountable to yourself without expecting anything in return



[Zodwa Ntuli](#) is Commissioner in charge of the B-BBEE Commission at the Department of Trade Industry and Competition based in Pretoria. Zodwa is a firm advocate for transparency and honesty in her department. Regardless of numerous unethical requests she receives, she applies a firm hand in dealing with such occurrences - also imparting the same values and principles to the team around her. She defines integrity in accordance with lessons from her grandmother. "She told me that you should not be bothered by what people say about you but you should always consider what people will say if you do certain things," she says. As a public servant, she believes that it is an obligation to ensure that the public has confidence in her. To her colleagues, Zodwa pushes for Batho Pele principles (putting people first), and implementing B-BBEE legislation diligently. She is described as an innovator who always finds creative ways to address challenges faced by her department, especially with thin resources.



INTEGRITY ICON TIMELINE

6 April – 31 May

Nominations: The people of South Africa nominate public servants who embody the value of integrity and demonstrate the importance of honesty, accountability and personal responsibility. The public can nominate using SMS, WhatsApp and via the Integrity Icon website.

1 June – 30 June

Selection: A high level panel of respected social leaders select this year's Icons. The 2020 panel included Koketso Moeti of amandla.mobi, Mark Heywood of Maverick Citizen, and attorney and social campaigner Tumi Sole.

1 July- 31 August

Filming: Locally based film production company to work with 5 young aspiring South African filmmakers to create short mini-documentaries (90 seconds) about the finalists doing their jobs, talking about why it is important to serve with the spirit of accountability and interacting with others who can attest to their integrity.

1 September – 30 September

National Screening and Public Voting: Short films to be shown on national TV, national and community radio stations, and on social media platforms such as Facebook, Whatsapp, and YouTube. The public will be encouraged to vote for their favourite Integrity Icon through SMS, Whatsapp and online. National voting begins on 1 September.

1 September – 30 September

Local Screenings and Dialogues: The short films will be shown in the Icons' communities through local partners leading a dialogue with the Icons on understanding some of the systemic public service accountability challenges and the creative ways the Icons are addressing these.

15 October

South Africa's fourth cohort of Integrity Icons celebrated at a Final Ceremony and Integrity Summit in Johannesburg

SUPPORT OUR CAMPAIGN FOR CHANGE

Our goal is to build a broad movement of people recognising and acknowledging ethics and integrity in the public service. To make this possible, we need you.

Support us in one or more of the following ways:

Spread our Message

Help us to raise awareness about the Integrity Icons campaign and its importance for promoting service excellence and turning the tide on corruption and misconduct in the public service. Share stories about our Icons and the campaign; host an engagement with one of our Icons; or profile a public servant you believe epitomises integrity and service excellence.

Submit a Nomination

To name the 2021 cohort of Integrity Icons, we need you to help us identify them. Run a nomination drive at your workplace and in your community. Submit as many nominations as you would like, showcasing how your nominee goes over and above the call of duty to be a model of ethics and integrity in the public service.

Become a Judge

Every year we look for outstanding social leaders to help us make the selection of finalists in the Integrity Icons Campaign. After a rigorous shortlisting and vetting process to identify the Top 30 nominees, our judges review the candidates and meet to make a final selection of the Top 5 Icons.

Sponsor the Awards

It takes a lot of capacity and resources to run a national campaign, profiling and acknowledging excellence in the public service, and amplifying the importance of doing the right thing. Back our campaign with a donation; support our Film Fellowship; contribute an insert or airtime on your publication, channel or station; or sponsor our awards ceremony.

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CONTACT US

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