



We are reimagining how to build accountability in South Africa. Our vision is a country in which citizens are active, leaders are responsible and institutions are accountable. It is a South Africa in which resources are used wisely, youth are taking leadership responsibly, decisions benefit everyone fairly, and citizens lead secure lives. Our mission, therefore, is to make governance work for people.



2019 ANNUAL REPORT

This year we crowned our second batch of Integrity Icon winners after a successful national campaign to “name and fame” the country’s most honest government officials, peaking at 6,000 votes since we started in 2018.

We also ran our second film fellowship through which young socially-minded filmmakers produced short films about the Icons and gained valuable hands-on experience in narrative story-telling. Additionally, we continued to support the work of our 2018 Integrity Icon winners and were happy to see them gain other forms of recognition for their tireless commitment to public service.

We enter 2020 ready to take our Integrity Icon campaign to even greater heights and extending our efforts to work with young people to shift norms.



INTEGRITY ICON

Integrity Icon is a campaign to move away from “naming and shaming” and towards “naming and faming” by publicly recognising, celebrating and supporting honest government officials. We collected hundreds of nominations for Icons from the public across South Africa. A panel of experts- highly respected South Africans including a retired judge, subject matter experts and civil society leaders- helped us find the top 5. At every stage, the campaign engaged young people as volunteers, nominators, fellows and voters. The radically different, positive approach to governance that the campaign embodies continues to draw interest from civil servants, the media and a growing network of partner NGOs.

Our 2019 Icons were: Head of Library and Information Services [Moshalagae Malatji](#), Community Health Facilitator [Gugu Mlotshwa](#), Pharmaceutical Services Manager [Helimamy Moeng](#), Clinical Audiologist [Sakhile Nkosi](#) and K9 Search and Rescue Officer [Clinton Odayar](#).

INTEGRITY ICON BY NUMBERS SO FAR

11

Icons

6,000

Votes

11

Young Filmmakers

30,000+

Peak reach

CAMPAIGN HIGHLIGHTS

- [Captain Vinny Pillay](#) (II SA 2018) now provides input to the National Ethics Committee at the DPSSA. Vinny was also recently made Man of the Year at the South African National Police Service Annual Awards.
- We won a Gold Premier's Service Excellence Award 2019, and were recognized specifically for supporting the work of Icons [Jocelin Flank](#) and [Deon Esau](#) (II SA 2018).
- [Moshalagae Malatji](#) (II SA 2019) has leveraged her Integrity Icon recognition to further advocate for the “[Reading for Meaning](#)” movement in Limpopo province.
- The campaign was covered widely in local media including the [Cape Times](#), the [Daily Vox](#), [SABC News](#), and 5FM. In 2019, a number of local Caxton publications covered this work including [North Coast Courier](#), [Zululand Observer](#) and [Bosveld Review](#).





FILM FELLOWSHIP

The Integrity Icon film fellowship is a three-month learning opportunity for young people to develop skills in filmmaking and broaden their understanding of integrity and accountability. The fellowship specifically recruits participants who have a passion for film and its ability to shift and challenge existing narratives.

In partnership with Sunshine Cinema and [Makhulu](#), five fellows were guided through a technical curriculum to story-board, shoot and edit short films about our Icons. The fellows also researched and developed resource packs- in the form of [zines](#)- to accompany our short films. The zines unpacked the broader narrative of the sectors in which our Icons work and highlighted their positive contribution to the civil service through ethical leadership, responsible management and innovation.



#MeetTheIcon

In collaboration with the Global Shapers Cape Town Hub, we hosted #MeetTheIcon events during a side event at the WEF in Africa conference in early September..

Office Viewing Party

We also piloted a process of taking the short films to the Integrity Icons' workplaces with a screening at the Western Cape Department of Health where IISA 2019 winner Helimamy Moeng is based.



60%

number of female Icons in
2019

The opportunity to highlight the important work of our Icons and, within their teams, observing their resilience in challenging environments, has taught me the value of community and humility. These are lessons that I couldn't have learned any other way.

Tsogo Kupa, Integrity Icon 2019 Film Fellow



COMMUNITY BUILDING

Without broad networks and coalitions our programming would not work. Our growing presence in South Africa and working relationship with partners across sectors has led to us becoming a member of the National Anti-Corruption Strategy Reference Group.

We have also developed a relationship with the Ethics Institute which has given us the opportunity to better understand the drivers of a lack of accountability in the private sector, while through our storytelling network we have also been able to engage with youth networks like the World Economic Forum Shapers Hub in Cape Town, Johannesburg and Soweto and the Impact Hub in Johannesburg.

OUR 2020 VISION

ALSA recently completed a process to develop our 2020-2023 strategy. While we are still young and growing we are also excited to include a number of new programs to our portfolio.

We are a Lab, and whilst these new programs will be based on 8 years of learning around the world, we will be starting slowly, testing and adapting as we go. ALSA has identified three outcomes on which we would like to focus in the 2020-2023 period. First, campaigns- to shifting norms and change behaviors - this will include Integrity Icon and some focused learning around norm changes with leading academic institutions. Second, knowledge- through equipping reformers for collective action - which includes integrity training and an accountability incubator. And finally building communities, to influence policies, processes and practices- which will include convening and coalition building.

For more information please get in touch or request a copy of the full strategy.



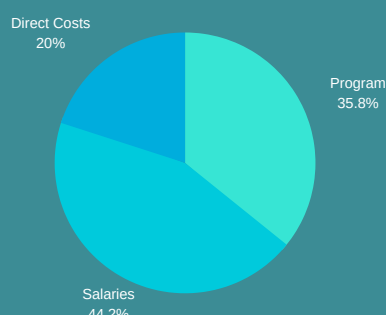
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AL 2019 FINANCES

\$138, 738.42
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AL South Africa is a registered non-profit based in Johannesburg, an affiliate of the Global Accountability Lab Movement