

# I for Integrity

I AM THE CHANGE

“I Run for Integrity” Campaign : Brief

## Introduction:

Elections are a defining characteristic of democratic regimes. It is impossible to imagine a viable conception of democracy without elections and the basic rights that make them functional. Through elections, politicians are held accountable for the policies that are enacted during their terms in office, governments are evaluated and a political space for the expression and dissemination of divergent views is opened. They are the institutional frame on which all of democratic politics are built and define the interaction of the government, the mass public and opposition elites in the domestic politics of conflict and peace. The interactive relationship of these three actors is governed by institutions that aggregate and translate the various societal preferences into social choices and enlarging the democratic space. However the benefits of elections are by no means assured. In the absence of integrity in leadership, citizens have no recourse to peaceful political change. The risk of conflict increases while corruption, intimidation, and fraud go unchecked, rotting the entire political system slowly from within.

Evidence from around the world suggests that electing leaders with integrity matter for empowering citizens , fighting corruption, delivering services to the poor, improving governance, and ending civil wars. To be clear, elections cannot by themselves develop economies, create good governance, or make peace, but electing leaders with integrity can be a catalytic step towards realizing democracy’s transformative potential.

Transparency International Kenya believes that advocating for leadership with integrity will have distinctive effects on the ability of democratic states to make clear policy commitments promoting democracy and long-term governance reforms with significant anti-corruption pay-off.

The “ I Run for Integrity “ Campaign set to kick off in February 2013 aims to call on the youth to select and elect leaders based on personal integrity, competence and suitability in the March General Election. The campaign through two concerts targeting a total of 40,000 people in Nakuru and Mombasa will sensitise the youth on the importance of leadership with integrity and what it portends for their future and the future of this country.