



# Social-Political accountability in demand generation

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# ACCOUNTABILITY PERSPECTIVES



INTERNAL

POLITICAL

Focusing  
Direction

Cultivating  
Collaborative  
Cultures



Leadership

Securing  
Accountability

Learning  
and  
improvements

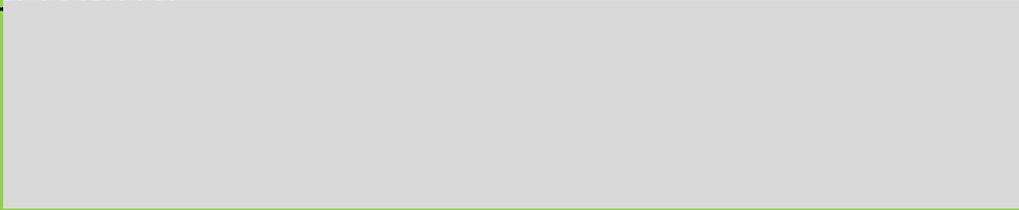
SOCIAL

EXTERNAL



# WHAT DO WE DO?

## 1. Market Analysis



## 2. Product

D



## 3. Product

T

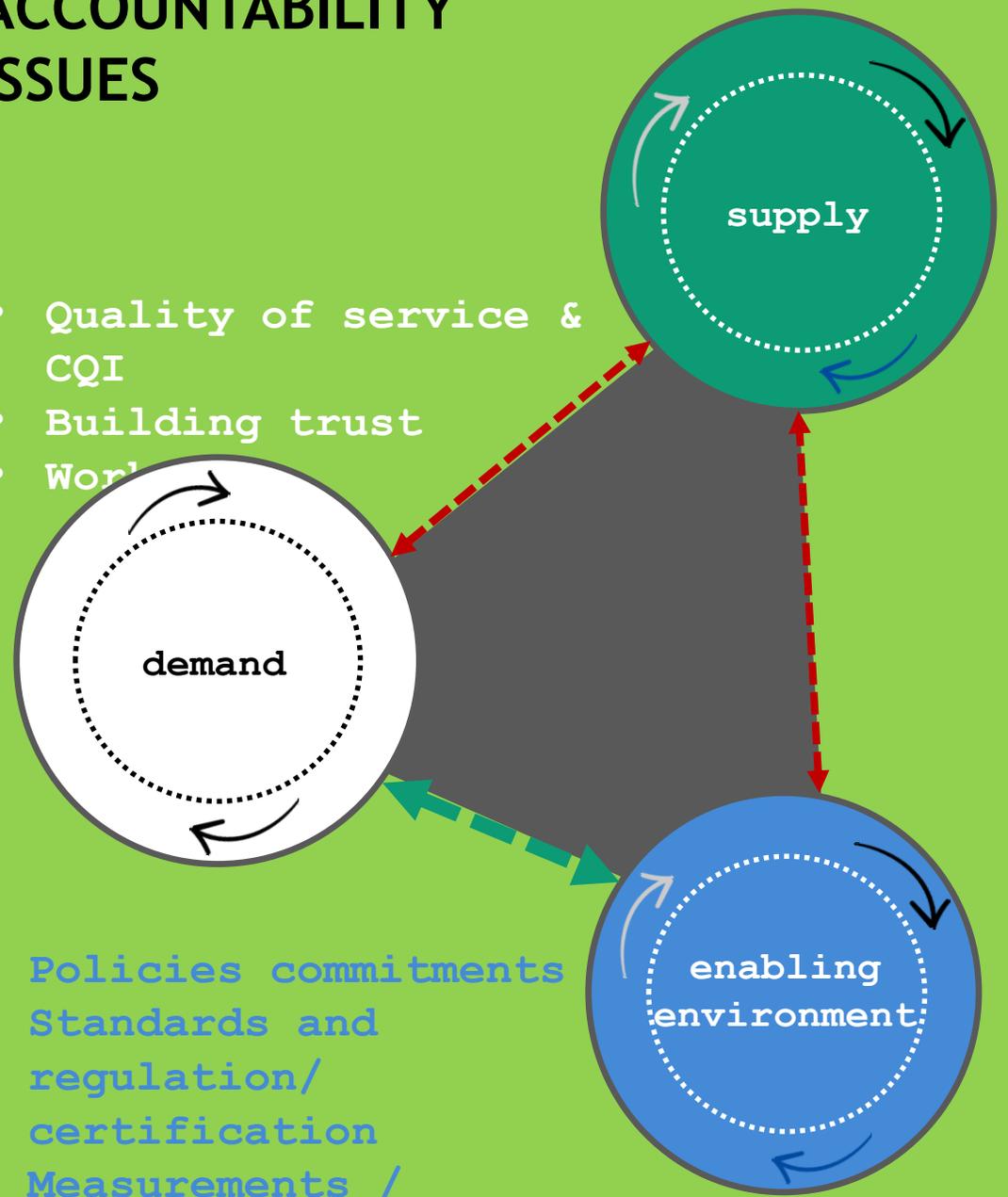


## 4. Go to

1



# ACCOUNTABILITY ISSUES



- Quality of service & CQI
- Building trust
- Work

- Policies commitments
- Standards and regulation/certification
- Measurements / Metrics

