2021 Organisational strategy adjustments

Since 2020, Integrity Action has been implementing an agile approach to strategizing. As part of this process, we can make adjustments to the strategy and its key targets and indicators once per year in June. Agile strategizing allows us to react to a changing context and to incorporate learning from our programmes and the wider sector into our overall direction and approach.

In 2021, the most noticeable change was shifting from the term "open citizen feedback" to **citizen-centred accountability**. The latter term is better understood and captures a broader and more flexible range of processes by which citizens hold authorities and power-holders to account. Meanwhile, it was still "coined" by Integrity Action in our [research report on sustainability](#) and has been well received by others in the sector. This is also representative of our shift – based on learning – towards a more flexible application of our approach so that we match the context and maximise potential for impact and sustainability.

Alongside this, we are better incorporating localisation, and the importance of local actors and organisations taking the lead on achieving change within their context; and we are clarifying our role at the global level, which includes spreading good practice and valuable learning as well as calling for the mainstreaming of effective citizen-centred accountability.

Strategic objectives, with revisions in bold:

By 2023 Integrity Action will be at the forefront of demonstrating the transformational value of **citizen-centred accountability (CCA)** to sustainable development.

1. ACHIEVE

Achieve results for citizens that maximise quality, durability and inclusivity

We will:

- Work with partners to develop evidence driven, **contextualised** pathways for sustained and inclusive **citizen-centred accountability**
- Enable even the most marginalised citizens to act as monitors and benefit from monitoring
- Incentivise institutions to fix at least 50% of problems identified by citizens

2. AMPLIFY

Collaborate to amplify results, fuel further innovation **and embed citizen-centred accountability**

We will:

- **Work with partners to sustain and scale up CCA** approaches, **testing them as we go** and evidencing results
- Take learning and insights from collaborations, feed into future R&D, **and share widely to stimulate improved CCA practice globally**
- Be agile with tech developments to ensure the efficiency, accessibility and local adoption of tools

3. CONVINCE

Build a robust case for **citizen-centred accountability** to inspire its mainstreaming

- Lead on evidencing the economic, environmental and social case for **citizen-centred accountability**
- Build **or support** coalitions to call for the mainstreaming of **citizen-centred accountability at the global level and within countries**
- Convince influencers and institutions to demand **citizen-centred accountability**

Previous strategic objectives (from original 2018-2023 strategy, for reference)

By 2023 Integrity Action will be at the forefront of demonstrating the transformational value of open citizen feedback to sustainable development.

1. ACHIEVE

Achieve results for citizens that maximise quality, durability and inclusivity

We will:

- Lead on developing evidence driven, innovative pathways for sustained and inclusive community monitoring
- Enable even the most marginalised citizens to act as monitors and benefit from monitoring
- Incentivise institutions to fix at least 50% of problems identified by citizens

2. AMPLIFY

Collaborate to amplify results and fuel further innovation

We will:

- Build partnerships to scale up approaches, stress-test them and evidence results
- Take learning and insights from collaborations and feed into future R&D
- Be agile with tech developments to ensure the efficiency, accessibility and local adoption of tools

3. CONVINCE

Build a robust case for open citizen feedback to inspire its mainstreaming

- Lead on evidencing the economic, environmental and social case for open citizen feedback
- Build coalitions to call for the mainstreaming of open citizen feedback
- Convince influencers and institutions to demand open citizen feedback