****

**ACCOUNTABILITY TO AFFECTED POPULATION STRATEGY**

***Accountability to affected populations (AAP)*** can be understood as an active commitment by SRH Serbia to use power responsibly by taking account of, giving account to and being held to account by the people they seek to assist – in this case young people. SRH Serbia has made five commitments to AAP. They have undertaken:

* Leadership/Governance: Demonstrate commitment to accountability to affected populations by ensuring feedback and accountability mechanisms are integrated into country strategies, program proposals, monitoring and [evaluations](https://emergency.unhcr.org/entry/68609), staff inductions, trainings and performance management, partnership agreements, and highlighted in reporting.
* Transparency: Provide accessible and timely information to affected populations on organizational procedures, structures and processes that affect them to ensure that they can make informed decisions and choices and facilitate a dialogue between an organization and its affected populations over information provision.
* Feedback and Complaints: Actively seek the views of affected populations to improve policy and practice in programming, ensuring that feedback and [complaints mechanisms](https://emergency.unhcr.org/entry/51636) are streamlined, appropriate and robust enough to deal with (communicate, receive, process, respond to and learn from) complaints about breaches in policy and stakeholder dissatisfaction Specific issues raised by affected individuals regarding violations and/or physical abuse that may have human rights and legal, psychological or other implications should have the same entry point as program-type complaints, but procedures for handling these should be adapted accordingly.
* Participation: Enable affected populations to play an active role in the decision-making processes that affect them through the establishment of clear guidelines and practices to engage them appropriately and ensure that the most marginalized and affected are represented and have influence.
* Design, Monitoring and Evaluation: Design, monitor and evaluate the goals and objectives of program with the involvement of affected populations, feeding learning back into the organization on an ongoing basis and reporting on the results of the process.

SRH Serbia, in its program, fully follows the principle of accountability, which requires to involve persons of concern meaningfully in key decisions and processes that impact them and ensure transparency by constant communication.

Taking account means giving underserved communities meaningful influence over decision making in a way that is inclusive, non-discriminatory and accounts for the diversity of communities. Listening is not enough: individual organisations and other actors need to incorporate the feedback into their strategies as well as in the collective response to the crisis. While many organisations are now putting in place individual feedback mechanisms, innovative approaches to joint feedback mechanisms can reinforce transparency, mutual accountability and have a positive impact.

Giving account is about the sharing of information in an effective and transparent way across communities. This can include for instance information about agencies and their roles and responsibilities, about entitlements and targeting criteria, as well as the reasons why these would change, about how to provide feedback or how to raise complaints. Information needs to be shared in a way that communities can actually understand it, can be empowered by it and become active participants in the response. SRH Serbia team needs to agree on a strategy to share information to streamline communication and ensure coherence of messaging

Being held to account means ensuring communities have the opportunity to assess and, where feasible, alter or sanction humanitarian actors’ actions. Communities are rarely in a position where they have the agency or power to select the organisations which will support them, nor the type of support they will get, at least initially. Their view on the appropriateness and quality of the service or response should be consistently sought. Being accountable involves consulting communities on what they think about the quality of the response – at the individual agency and collective level by humanitarian actors. Communities being assisted should be involved in the monitoring of programs and their points of view on the success and impact of a humanitarian intervention should be central to any evaluation.

Sexual exploitation and abuse by anyone associated with the provision of aid constitutes the most serious breach of accountability, and populations should be able to raise complaints and call for appropriate protection measures against such abuse, as well as be informed of the results of investigations on these complaints.

Taking account, giving account and being held to account is, therefore, necessary at the level of individual agencies but is also crucial at the collective level and for the SRH Serbia team and partners. This obligation to be accountable applies not only in emergencies, but also through the transition and solutions phases of our engagement with communities in humanitarian situations.