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LOOKING AHEAD

The IAP centres its approach to accountability on the promise of *transformation* to achieve the world we want. Rather than looking at accountability strictly as a measure of penalization, we prefer to think of it as a fundamental means of getting us there. By taking the right steps in a spirit of collaboration—and remedying missteps—accountability can help ensure the best results for everyone—for the public, as well as the private good.

The IAP's mandate targets universal aspects of well-being that are in urgent need of increased attention: women's, children's and adolescents' rights to health. This year, we zeroed in on the role of the private sector in helping to fulfil these rights. While many in the private sector already make vital contributions to public health, there is still a lot of ground to cover in shaping and leveraging its full potential. Accountability is—in this sense—more than an obligation; it serves to incentivize and evidence the extent to which for-profit enterprises are producing benefits aligned with social, environmental and good governance principles, while calling attention to private sector activity that is actually perpetuating harm.

Our report next year will take these issues a step further, focusing on the theme of health financing—strategically set in the context of the 2019 high-level review of the 2030 Agenda for

Sustainable Development and the financing for development agenda. These debates are crucial to any discussion of private sector accountability.

Let us be clear: the private sector is not the only target of debates on accountability. All parties must be held accountable for upholding health standards for women, children and adolescents. We will only reach our goals by building up ecosystems of accountability for all sectors—public and private. We must do so based on constructive, open dialogue and cooperation, spearheaded by governments and with solid support from the EWEC partners, parliamentarians, civil society, development cooperation actors—and the private sector.

We have often heard our private sector partners say, in the context of development discussions: “Why do you always talk about us—you need to talk *with us*.” Now is the time.

It is not a question of private or public, but of the role each plays. We salute the private sector champions who are investing in demonstrating that doing good and doing well can, indeed, be compatible. Without them—and without growth in their ranks—we will never reach our goal of creating the healthiest, fairest world possible for all, in particular for women, children and adolescents.