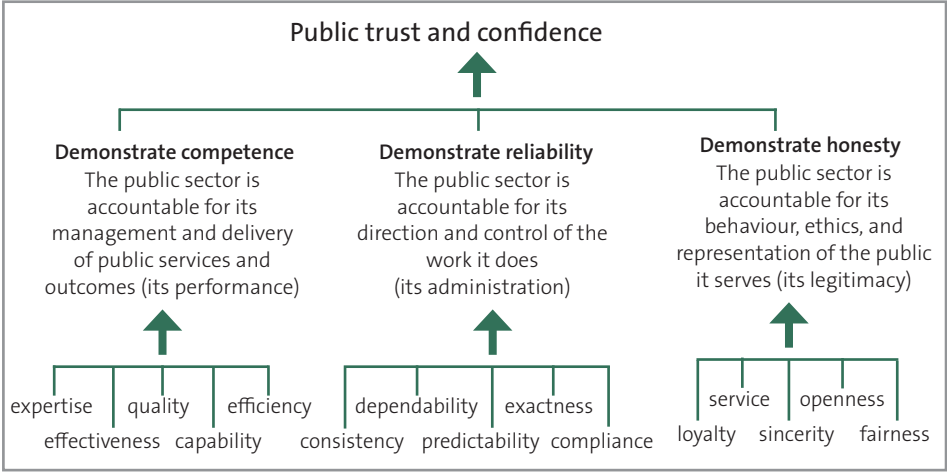


# Figure 4

## How competence, reliability, and honesty influence public trust and confidence

The public sector should demonstrate competence, reliability, and honesty to maintain and improve public trust and confidence.



Source: Adapted from Greiling, D (2014), "Accountability and Trust".