

Senegalese Red Cross Society

Cash transfer preparedness pilot



A volunteer in Pikine branch verifies beneficiary identity documentation prior to the distribution.

Introduction

The International Federation of Red Cross and Red Crescent Societies (IFRC), with funding from the European Commission Humanitarian Aid Office and Danish Red Cross, started a project to pilot an intensive capacity building approach for cash transfer programming in four National Societies¹ through a preparedness lens. The IFRC worked with the four pilot countries between May 2012 and December 2013 to enable the National Societies to use cash transfer programming to address relief needs at scale, implementing it more rapidly and targeting a larger number of households. The Senegalese Red Cross Society was one of the four National Societies chosen for the pilot.

Acknowledging that trainings alone were not building sufficient confidence and expertise to design and implement cash programming, it was recognized that investments in preparedness and cash transfer programming capacity building required more focused resources and consistent technical support. For the four pilot countries, the project started with a preparedness workshop and/or training where the main challenges and opportunities to scaling up relief cash transfer programming during relief operations were explored. All four National Societies identified five key areas of preparedness: standard operating procedures (SOPs), systems and guidelines; human resource

1. Chilean Red Cross, Senegalese Red Cross Society, Philippine Red Cross and Viet Nam Red Cross Society.

capacity development; contingency planning and preparedness; operational tools and action; as well as communication and coordination. The outcomes of these workshops then formed the basis of individual work plans for each National Society highlighting their priorities. The IFRC then provided global and intermittent country level technical support as well as a start up budget of CHF 44,000² to support the

Senegalese Red Cross Society in completing the activities outlined in their work plan.

Through this pilot, the Senegalese Red Cross Society has significantly advanced in cash transfer programming as progress was made in all five key areas identified as being necessary for preparedness (Table 1).

2. This budget includes partial costs for the disaster management delivery system Lot 4 field test.

Table 1. The Senegalese Red Cross Society's cash transfer programming preparedness pilot achievements

Area of preparedness	Achievements
SOPs, systems and guidelines	<ul style="list-style-type: none"> • Cash transfer programming SOPs are currently being drafted in line with IFRC's SOPs
Human resource capacity development	<ul style="list-style-type: none"> • 30 staff and volunteers trained (as well as eight government representatives) through face-to-face training and/or online cash transfer programming e-learning course • Participated in the National Society cash transfer programming learning workshop in Geneva (May 2013) and the IFRC/CalP global learning event on cash transfer programming preparedness in Kuala Lumpur (July 2013)
Contingency planning and preparedness	<ul style="list-style-type: none"> • Cash transfer programming is being integrated into the contingency planning process in preparation for 2014 flood season • Agreements have been concluded with traders and partnership with a remittance provider is currently being renewed
Operational tools and action	<ul style="list-style-type: none"> • Developed cash transfer programming tools in French
Communication and coordination	<ul style="list-style-type: none"> • National Society cash transfer programming activities covered in local media and web stories • Cash transfer programming received a three-page highlight in the 150-year anniversary brochure • Video of the e-voucher distribution has been developed and posted on the IFRC YouTube page
Learning-by-doing	<ul style="list-style-type: none"> • Conducted pilot cash transfer programming exercises using three different modalities: voucher, e-transfer and disaster management delivery system³ (DMDS)

3. The DMDS is a new beneficiary registration tool that contains a cash module.



Volunteers of the Senegalese Red Cross Society work with members of the local community to prepare for the distribution of cash.

Through practical exercises, the Senegalese Red Cross Society was able to test three different cash transfer modalities: paper voucher, transfer through a third party (remittance company) and e-vouchers with DMDS. The Senegalese Red Cross Society received support from IFRC technical staff and was able to learn the methodologies for designing a cash transfer programme. The National Society arranged household and market assessments, designed their own delivery in coordination with local authorities and carried out negotiations with both authorities and traders. The National Society developed a cash transfer programming toolbox that was adapted to the local context and translated into French. As a part of this process, the National Society was able to experience and pilot modalities such as transferring cash through a third party and distributing e-vouchers using DMDS. Through a tendering process, three mobile phone and money transfer companies were identified (Wari, Orange and Joni Joni). Joni Joni was awarded the tender based on the flexibility of their service, timing and presence in the community. The Senegalese Red Cross Society has established a good working relationship with this remittance company and is

currently in discussion regarding extending the partnership in preparation for future distributions. The piloting of DMDS enabled the National Society to register beneficiaries electronically. The Senegalese Red Cross Society demonstrated that it has the capacity to use such technology with little training. Although this system is in its early stages, the National Society benefited from faster beneficiary registration and increased accuracy of its records.

Outcome

The Senegalese Red Cross Society is able to deliver cash using different modalities and at speed. While its new procedures have been tested at a small-scale (the learning-by-doing exercise targeted 300 households), it was done rapidly with distributions carried out within seven days. The National Society now has the tools and human resources to replicate this at scale. Furthermore, the National Society has shown continued commitment towards cash transfer programming and is raising funds for: a training of trainers in French, dissemination of the toolkit, scaling up training at branch level and coordinating visits between other National Societies.



Example of the receipt provided to the beneficiary, the trader and the Senegalese Red Cross Society to ensure transparency and to maintain records for cash transfer.

Lessons learned

- Developed a toolbox that is adapted to the local context and translated into French, making the tool practical and functional for the National Society including the volunteers.
- Leadership of the Senegalese Red Cross Society reiterated their commitment to cash transfer programming by including it in up to 50 per cent of future plans and programming requests to donors for 2014. This has helped engage representatives throughout the National Society.
- The learning-by-doing exercise enabled the Senegalese Red Cross Society to practice different cash transfer modalities. As a result, they are seen as one of the more experienced organizations in cash transfer programming.



Further information can be obtained from:

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