## Webinar 5: Community Engagement and Accountability (CEA)
### Adapting to COVID-19 - The Use of Cash & Markets in the Red Cross Red Crescent Movement
#### 01 July 2020

<table>
<thead>
<tr>
<th>Agenda</th>
<th>Speaker</th>
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<tr>
<td>3 mins</td>
<td>Housekeeping</td>
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<td>David Dalgado, Cash Hub team - Host</td>
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<td>5 mins</td>
<td>Opening</td>
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<td>Sophie Everest - Community Engagement &amp; Accountability Adviser,</td>
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<td>British Red Cross Society</td>
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<td>15 mins</td>
<td>Experience from Kenya</td>
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<td>Fredrick M. Orimba - CVA Focal Point, Department of Disaster Management,</td>
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<td>Kenya Red Cross Society</td>
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<td>15 mins</td>
<td>Experience from Bangladesh</td>
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<td>Monira Parvin - CEA Manager, Bangladesh Red Crescent Society</td>
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<td>Mohammad Kamrul Hasan - PMEAL Manager &amp; CEA Focal Point,</td>
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<td>British Red Cross, Bangladesh Delegation</td>
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<td>5 mins</td>
<td>CE &amp; Conflict</td>
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<td>Indu Nepal – Community Engagement Lead, ICRC</td>
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<td>15 mins</td>
<td>Questions and Answers</td>
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<td>Speakers and joined by Jo Burton, ICRC</td>
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Sophie Everest - Community Engagement & Accountability Adviser

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Fredrick M. Orimba - CVA Focal Point
Department of Disaster Management,
Kenya Red Cross Society

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Integration of Community Engagement and Accountability (CEA)
in Cash and Voucher Assistance (CVA)
in the context of COVID-19

Experiences of Bangladesh Red Crescent Society

CEA and CVA: Make a Choice
and Dignity to Communities
COVID-19 in BANGLADESH

- Ranked 18th highest globally for coronavirus cases
- Shutdown: 26 March-30 May
- Limited testing capacity

Daily wage earners, employed in informal sector are the worst affected

Increased demand on **food and cash support**

**Income drop:** above 70% drop in income for all extreme poor, moderate poor and vulnerable non-poor alike

**Reduced consumption:** 40% poor, 35% vulnerable non-poor

**Economic inactivity:** 71% in urban, 55% in rural; 50% for poor 40% for vulnerable non-poor

Data source: IEDCR, 30 June 2020

Data source: PPRC, BIGD, Shongjog, WFP April 2020
Genesis of CEA and CVA in BDRCS

We listen  We learn  We act

**2007**
Introduced Cash Based Intervention

**2010**
Endorsed CEA as a cross cutting theme in organizational framework
(Former name: Beneficiary Communication and Accountability (BCA))

**2014**
Introduced Complaint and Response Mechanism (CRM)

**2017**
Introduced Hotline (+88-01811-458524) as a part of Feedback Complaint Response

**2020**
Reinforce on CEA policy & guideline adoption
Introduced feedback email (feedback@bdrcs.org) and social media platform

We recognize communities as stakeholders, and this drives us to undertake better actions and effective programming in the humanitarian context.
CEA integration approach in BDRCS

1. Community perception and needs identification
2. Community risks profiling
3. Prioritization of vulnerable groups
4. Program design and planning
5. Humanitarian resource allocation
6. Two-way communication
7. Ensure accountability
8. Participatory monitoring & evaluation
9. Connect multi-stakeholders
BDRCS Strengths: Integration of CEA in CVA
Experience from the response and resilience programmes

Policy and Operational Strengths
• CEA policy and guideline (Draft)
• SoP on cash-based intervention: CEA is integrated in all stages of CVA

Human Resources and Technical Capacities
• Focal person on CEA and Cash, Core team, Technical committees,
• Working groups, Feedback and Complaints response mechanisms

Networking: National Cash Working Group, Shongjog/CwC
RCCE platform, Community Radio Networks

Partnerships on CVA: Bangladesh Post Office and
Mobile money transfer (b-kash)

Strength in Cash Delivery Mechanisms in BDRCS
1) Financial service providers 2) Direct cash support

Strength on Risk Communication and Community Engagement
In COVID-19 situation, total people reached over 5.3 million

Cash Based Intervention Areas

130,000 HHs
Disaster Response (2007-2019)

23446 HHs (Partial coverage)
Resilience Programmes

21732 HHs
2020: Adapting to COVID-19
Good Practice

CEA Integration in Resilience Program

How can cash support can be more accountable to vulnerable communities

1. Needs identification
2. Participation of Community based Committees
3. Beneficiary list displayed in the common places of communities
4. Data authenticity after community feedback
5. Consultation before distribution
9. Establish Information desk at distribution sites

10. Capture satisfaction level exit survey

11. Evaluation and monitoring of the impact

6. One-to-one consultation on business plan development

7. Provided card on cash grant to ensure transparency to the communities

8. First Aid corner & separate seating arrangement to ensure safety and security
BDRCS Experience in the Urban Context (Dhaka)
Towards digital financing in the crisis of COVID-19

Connecting communities through
Mobile Hotline, Feedback Email and Face to Face
When it seemed no one will answer your feedback
We responded that feedback.

When everything is in place, but COVID-19 has paused life and livelihoods. We ensured digital cash transfer to the 1800 vulnerable HHs for improving livelihoods.

Adapting to COVID-19, We will extend our efforts to reach vulnerable people and build a platform for cash preparedness.
Lessons Learned and Way Forward

Lessons for CVA (from CEA):

In the vulnerable areas when people collect cash from the distribution point, requires time and reducing productive working hours for the vulnerable people (and humanitarian aid workers).

➔ Proposed to develop cash preparedness platforms for vulnerable communities

Impact of COVID-19 on CEA and CVA activities:

Reduced mobility for physical gatherings or for staff and volunteers to travel to households.

➔ Establish community-based innovation centre to promote these solutions, such as Digital micro-insurance / Savings account / Electronic Voucher /Mobile relief fund/ Financial data literacy platforms/Community based cash preparedness plan

➔ Establish a community-based information hub to create a virtual platform for connecting communities at every stages of the service delivery. Proposed adaptive technologies: Mobile, Facebook, online community spaces and others.
Thank You

For further information contact us:

Email: feedback @bdrcs.org,

BDRCS Hotline: +88-01811458524
Indu Nepal – Community Engagement Lead
ICRC

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Questions and Answers –
CEA for CVA related questions will be prioritised
Please post in Chat

This slide will now be closed so that the video of those responding to questions can be seen