**Voucher sensitization  
of beneficiaries and traders**

Both beneficiaries and traders should be sensitized on the use of vouchers, so that voucher redemption, reconciliation and reimbursement can happen smoothly. Most of the information that needs to be conveyed is common to beneficiaries and traders. There are, however, a number of messages that should be discussed specifically with traders, mostly as a reinforcement of the terms of contract. Below you will find a list of key information to be conveyed to both groups, and a list of key messages to be discussed with traders. More on beneficiary communication and accountability is available in module 4.

**Key information to beneficiaries and traders**

* Objective and timeframe of the voucher scheme
* Which groups will benefit from the voucher scheme
* What beneficiaries will be allowed or expected to purchase
* Who can collect the vouchers at the voucher distribution and what identification document will be necessary (only for beneficiaries)
* Who can redeem vouchers and what identification document will be necessary
* Value of the vouchers
* For how long vouchers can be redeemed (validity)
* What items can be purchased (if any restriction is applied)
* What happens if the value of the purchase is more or less than the value of the voucher (explain if change is allowed and up to which amount and that any purchase exceeding the value of the voucher will have to be borne by the beneficiary)
* What is the agency’s policy regarding voucher misuse and fraud (e.g. beneficiaries/traders found to be exchanging vouchers for non-authorized items will be excluded from the programme)
* How much of each item can be purchased (commodity vouchers)
* How much each item will cost (if priced are fixed)
* Where vouchers can be redeemed (list of participating or assigned shops/traders) and how participating shops will be identified (e.g. posters)
* On which days and at which times vouchers can be redeemed (if specific timeframes are stipulated for different groups)
* How to use the voucher when purchasing goods (make sure to have sample of vouchers to be handled, organize role plays to explain the redemption process)
* What type of assistance will be provided and by whom (e.g. shop attendants, project staff, community representatives, etc.)
* What mechanisms are in place for programme participants (beneficiaries and traders) to raise complaints and provide feedback, and how the agency is planning to respond

**Messages to traders**

* What have been the selection criteria for traders and what are the implications of participating in the project?
* What items traders are expected to make available, in which quantities and with which quality
* How traders are expected to store the items included in the voucher scheme (Explain any specific storage requirement)
* What is the expected turnover of items (In case of unrestricted vouchers, discuss with traders what kind of items will be likely in demand)
* How pricing and price monitoring will work (If prices are fixed, with which frequency they can be readjusted. Explain how programme staff will monitor market prices to ensure price fairness in the voucher scheme.)
* How to handle the vouchers and how reimbursement will work (Explain which forms will have to be filled and kept, by when redeemed vouchers have to be submitted, how long the payment process may take, etc.)
* How beneficiaries should be treated (Explain that beneficiaries should be treated in a respectful and non-discriminatory manner,
* How programme staff will be supporting the process and how the programme will be monitored