

CashHub & CommunityEngagement

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



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

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

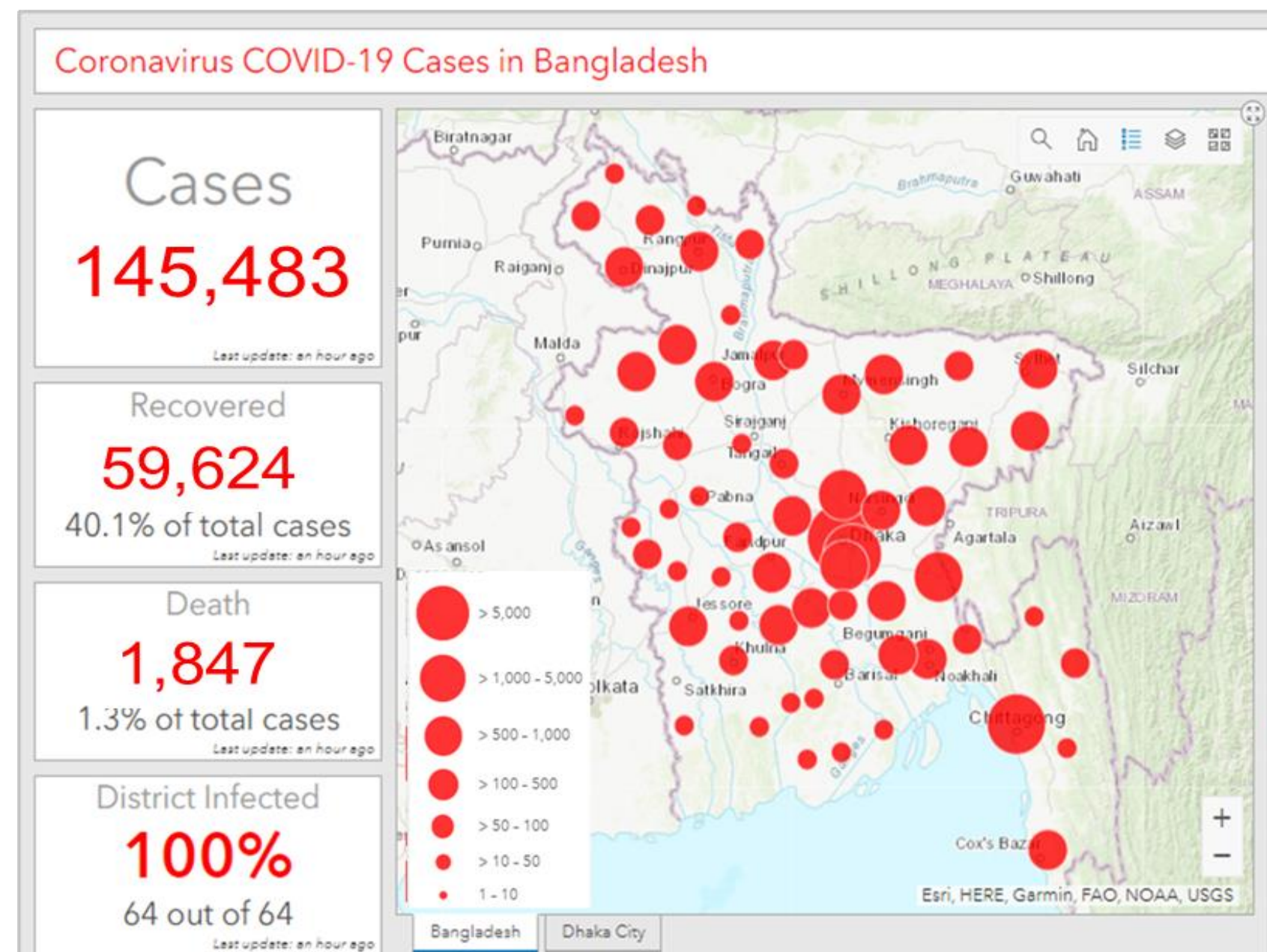
Daily wage earners, employed in informal sector are the worst affected

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

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

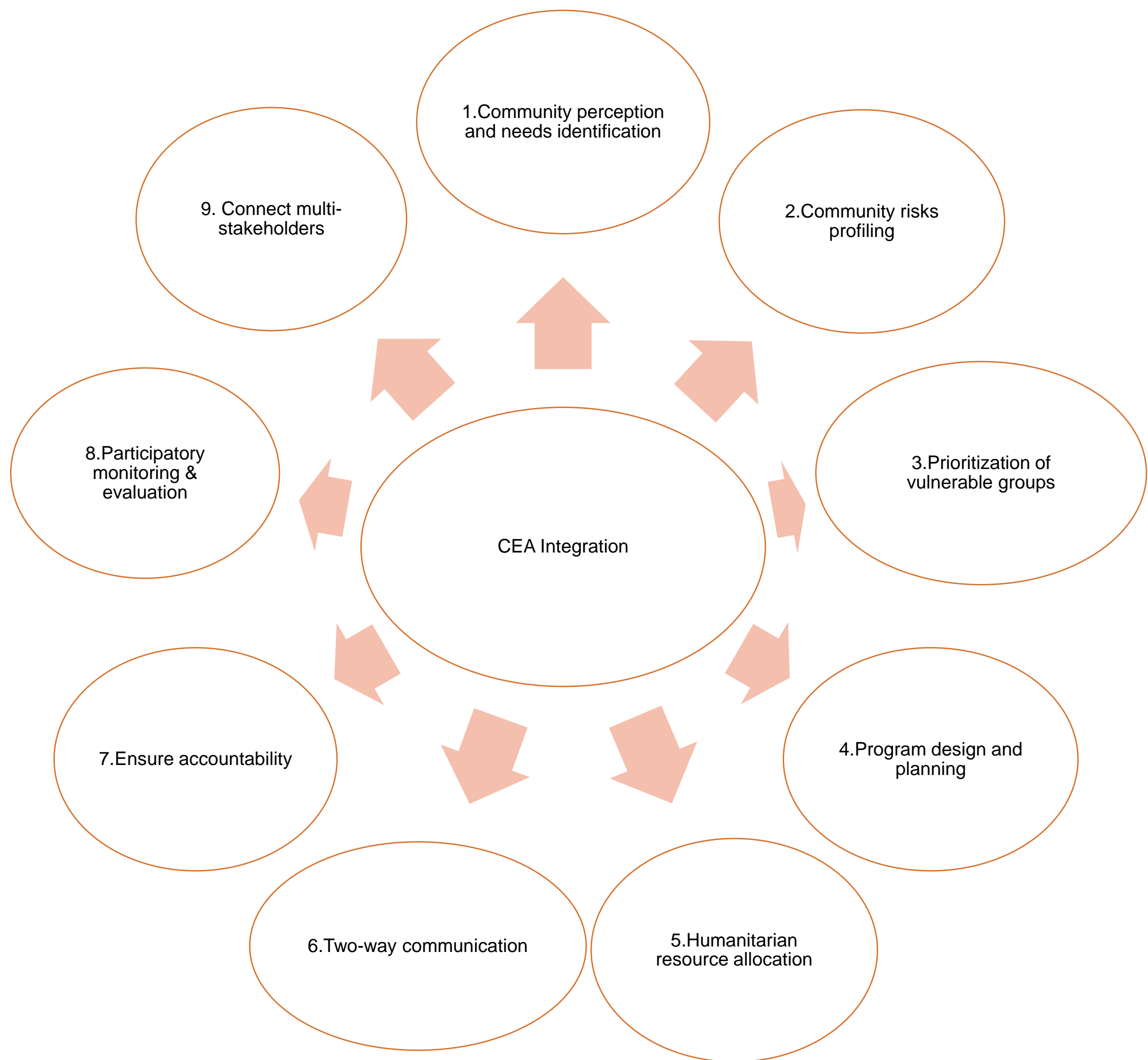
2020

Reinforce on CEA policy & guideline adoption
Introduced feedback email (feedback@bdracs.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



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

Bangladesh Red Crescent Society (BDRCS)

Standard Operating Procedure (SOP)

on

Cash Based Intervention (CBI)



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

Good Practice
(Continued)



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



9. Establish Information desk at distribution sites



10. Capture satisfaction level exit survey



11. Evaluation and monitoring of the impact

BDRCS Experience in the Urban Context (Dhaka)

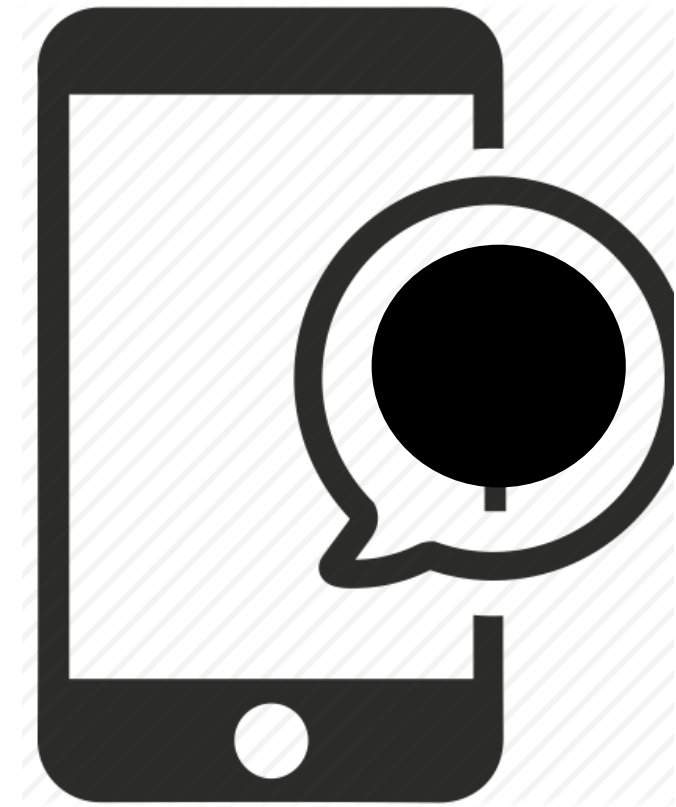
Towards digital financing in the crisis of COVID-19

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 @bdracs.org](mailto:feedback@bdracs.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

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responding to questions can be seen*