



CASH AND VOUCHER ASSISTANCE

REGIONAL ROAD MAP
2022-2023

MIDDLE EAST AND
NORTH AFRICA

August 2022

Contents

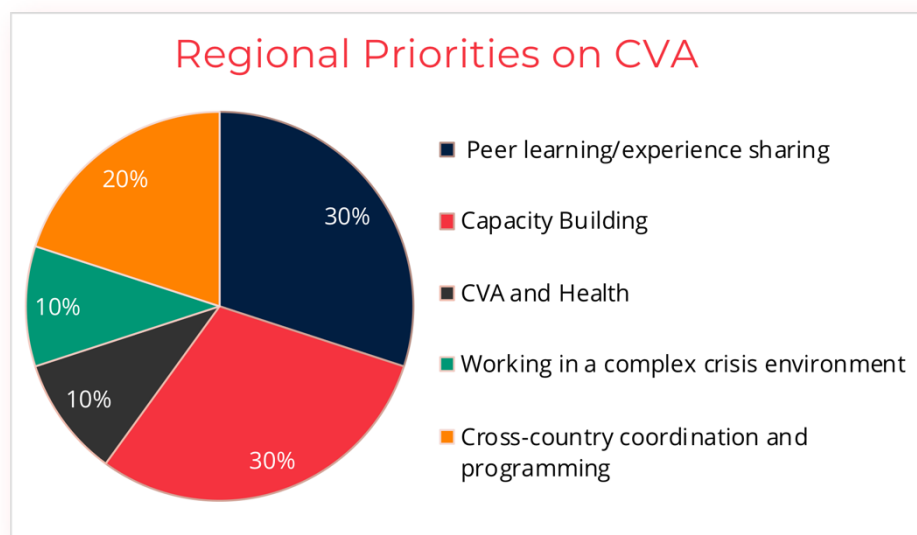
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Acronyms and Abbreviations

CCoE - MENA Cash Centre of Excellence
CoP - Community of Practice
CPWG - Cash Peer Working Group
CVA – Cash and Voucher Assistance
DG ECHO - European Commission's Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO)
ECOP – Extended Community of Practice
FP – Focal Point
FSP - Financial Service Provider
ICRC - International Committee of the Red Cross
IFRC - International Federation of Red Cross and Red Crescent Societies
IM - Information Management
LRC - Livelihoods Resource Centre
MENA – Middle East and North Africa
MoU – Memorandum of Understanding
NS – National Society
P2P – Peer to Peer
PECT - Practical Emergency Cash Transfer training
PNS – Partner National Society
PoA – Plan of Action
PPP - Pilot Programmatic Partnership
RCRCM - Red Cross and Red Crescent Movement
RRMS - Rapid Response Management System
TCWG - Technical Cash Working Group

Introduction

This document is based on the Cash and Voucher Assistance (CVA) Plan of Action (PoA) developed for the Red Cross and Red Crescent Movement (RCRCM) for 2019-21, on the progress made in 2019-2022, and on the priorities in CVA programming identified by the National Societies (NS) through the survey launched in September 2021 among the CVA Community of Practice (CoP) members.



The global Covid-19 pandemic affected the implementation and resourcing for the PoA; NS faced with an unprecedented crisis that required an extraordinary response, leaving little space for the advocacy and preparedness activities that had been planned for the Region for 2019-2021. Nonetheless, RCRCM developed new ways to prepare for, and deliver, CVA, and resumed the journey at the earliest opportunity.

The purpose of this document is to outline the RCRCM MENA Regional CVA ambitions into a Roadmap that can guide the CVA initiatives for 2022-23. The Roadmap incorporates information and feedback received from Host and Partner National Societies, the ICRC and the IFRC between May and September 2022.

The Roadmap is structured according to the Objectives of the RCRCM Cash Strategic Framework:

1. Localized response and prepared Movement members
2. Global Cash Capability
3. Policy and Advocacy
4. Partnership and Innovation

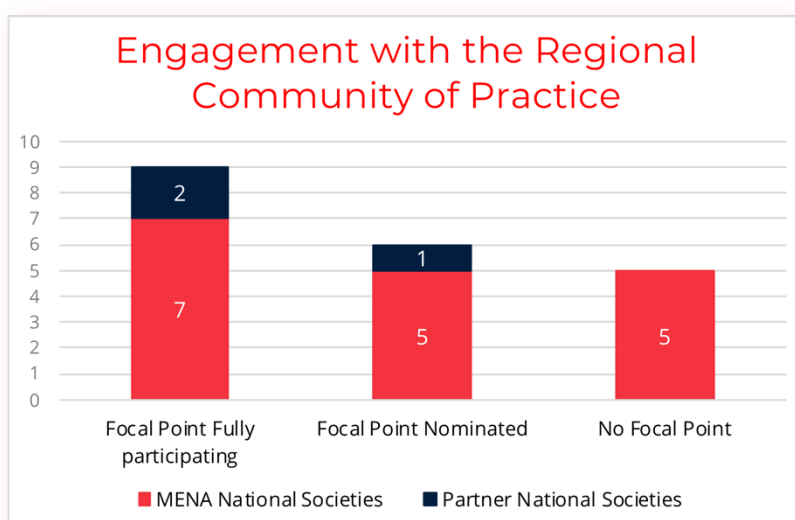
Current Status

Based on the priorities identified in the 2019-21 CVA Plan of Action, a Regional Cash and Voucher Assistance Coordinator was recruited in May 2021 to lead on the provision of technical support, facilitation of exchanges, and advocacy on CVA among National Societies in the Region.

Regional Community of Practice

The Regional CVA CoP has been active since September 2021, with Focal Points (FP) nominated by 12 Host National Societies, and three Partner National Societies; the CoP holds monthly meetings to exchange updates, learning and challenges, access information on regional and global learning initiatives and opportunities, and discuss with RCRCM Technical Cash Working Groups (TCWG). A hybrid face-to face and online meeting with National and Regional CVA Focal Points was organised in February 2022 to encourage bilateral exchanges and provide a networking space, update the RCRCM members on the activities implemented, and on global processes. The meeting also offered the opportunity to initiate the revision of the 2 years PoA – the current Roadmap.

An Extended CoP (ECoP) including CoP members, CVA and CVA in Emergency specialists from the Region, and IFRC Country Delegations CVA Focal Points is also in place; the ECoP provides the space for meetings with RCRCM TCWG and other initiatives.

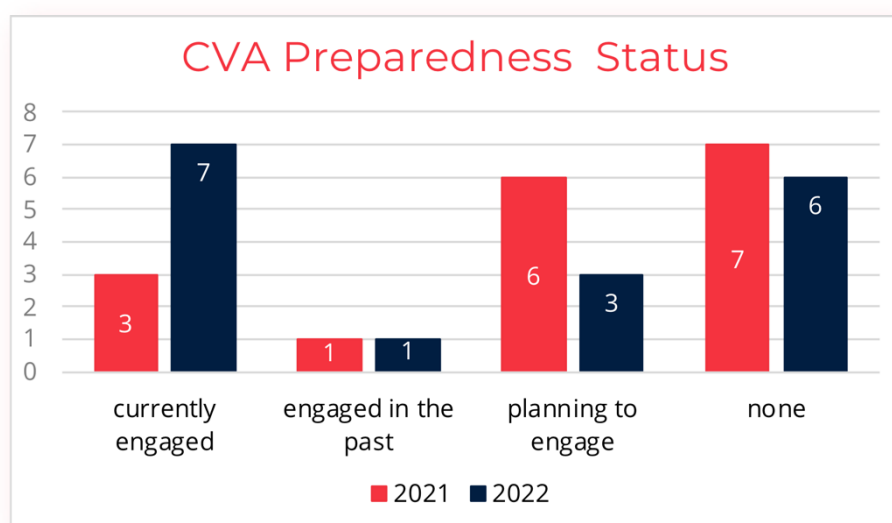


CVA Preparedness

CVA Preparedness was identified as a priority for NS in the Region. The activities implemented in 2019-2022 thus focused on capacity building and NS preparedness. Six National Societies started engaging and progressed in their CVA Preparedness journey in 2021-22, which also supported the advocacy efforts towards the adoption and mainstreaming of CVA.

Three CVA trainings have been facilitated or co-facilitated by the IFRC with three NS, and additional trainings have been organized and delivered by NS trained facilitators, and CVA Delegates.

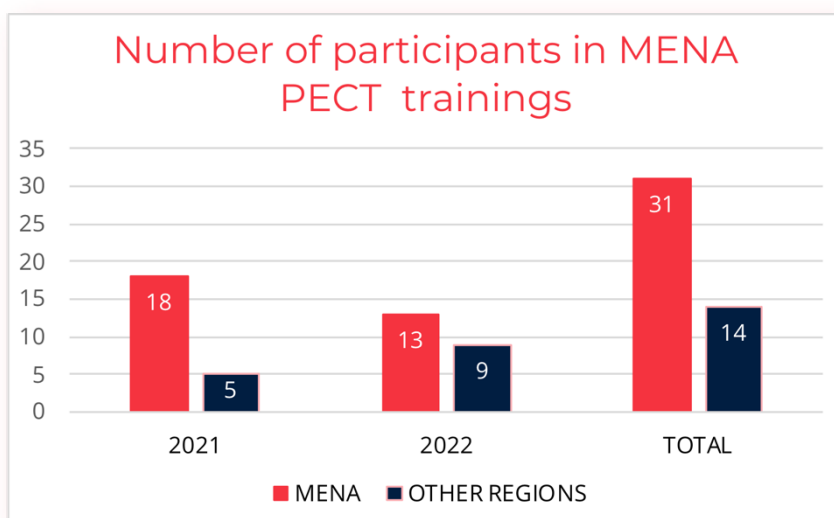
Twenty-three staff from NS completed the online Moodle trainings organized by the Livelihoods Resource Centre (LRC) in 2021 and 2022. The 2022 English Edition was funded by the IFRC MENA.



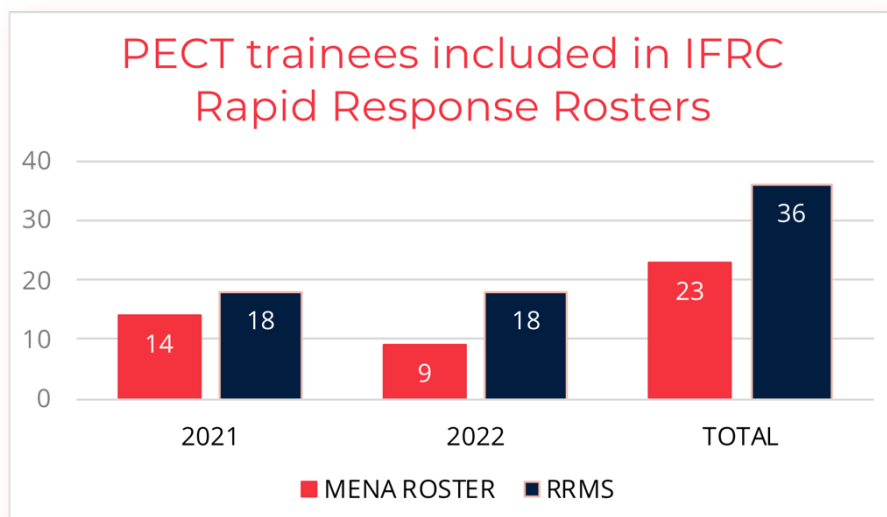
Cash in Emergency Specialists Roster

The development of a Talent Pool of Arabic-speaking CVA in Emergency specialists was also prioritised in the 2019-21 PoA, to ensure adequate support to NS during emergencies.

Two Practical Emergency Cash Transfer (PECT) trainings were organized in the region in December 2021 and July 2022, with 45 total participants, 31 coming from the MENA Region (inclusive of Host and Partner National Societies, IFRC and ICRC).



Twenty-three of the PECT-trained staff from the Region are now part of the IFRC Rapid Response Management System (RRMS) and Regional CVA Emergency specialists Pool, able to organise and support the implementation of CVA activities.



The two trainings also aimed at developing a Pool of Arabic-speaking PECT facilitators, who will support the delivery of the Arabic version of the training. The translation of materials into Arabic was completed in the first quarter of 2022, and is expected to be rolled out possibly in a hybrid English-Arabic version in the next training organised in the Region.

MENA Cash Centre of Excellence

The MENA Cash Centre of Excellence (CCoE) was launched in October 2021, hosted by the Lebanese Red Cross.

The CCoE finalised the first edition of the Peer-to-Peer (P2P) exchange programme with staff from Algerian Red Crescent, Iraqi Red Crescent Society, and Lebanese Red Cross in December 2021, and adapted RCRCM documents on CVA Preparedness to the MENA context. The MENA CCoE is also supporting NS in developing case studies on CVA interventions, to ensure documentation and visibility of the CVA capacity in the Region. All materials developed by the CCoE are going to be made available on the MENA CoP page on the CashHub.

Regional CVA Roadmap by Strategic Objectives, Outcomes, Outputs, Activities



Strategic Objective 1: ***Localised Response and Prepared*** ***RC/RC Movement Members***

Outcome: The Movement members invest in their capacity to become “cash proficient” across functions and context, with a particular focus on local capacities.

Capacity building and strengthening was identified as one of the main priorities for NS, through formal trainings and sharing of experience. The development of the Regional Pool of CVA in emergency specialists, together with exposure through deployments, will ensure availability of trained staff in emergency responses needs arising in the Region, and cross-pollination among NS. The organisation of regional trainings for programme and support departments will strengthen the work on National TCWGs and ensure consistency of CVA tools and procedures among NS, facilitating exchange and peer support. The regular mapping of CVA capacities and priorities will facilitate the identification of emerging needs and planning of activities to cover the existing gaps.

Partner National Societies (PNS) have played an important role in supporting CVA Preparedness in the Region, through financial support to the 2019-21 Plan of Action, deployment of CVA Delegates to NS, and inclusion of CVA Preparedness for MENA NS in global initiatives, such as the Pilot Programmatic Partnership (PPP) between the European Commission's Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO) and the IFRC.

The peer learning and exchanges facilitated by the regional CoP and the CCoE P2P programme will encourage NS not already engaging in CVA Preparedness to consider and initiate capacity building in CVA. The IFRC will support NS to conduct CVA self-assessment workshops and develop CVA Preparedness Plans of Action, providing technical follow up, coaching for CVA Focal Points and, whenever possible, provide *ad hoc* CVA Preparedness funding.

Output	Activities
<i>Output 1.1: Enhanced Regional Cash Capacity</i>	IFRC continues developing the Regional pool of CVA in Emergency practitioners through PECT trainings, and map the ability of MENA NS to contribute to RCRCM surge capacity (regional and global)
	IFRC maintains the engagement with the Regional pool of CVA in emergency practitioners sharing information on ongoing research and trends, providing learning and increasing the offer of deployment opportunities, based on practitioners' availability
	IFRC continues providing support in Mapping cash capacity and identify cash focal points ¹ ; mapping of CVA priorities to support development of MENA CCoE case studies/webinars
	IFRC supports the development of a regional pool of certified CVA trainers
	The IFRC and the MENA CCoE in coordination with relevant RCRCM members, TCWGs and initiatives, continue working on updating, adapting, and translating relevant tools and trainings. Additional translations into specific languages will be agreed with NS
	IFRC and NS conduct CVA trainings for MENA NS and Movement members contributing to cash preparedness with NS in the region, and provide opportunities to apply learning and share experience, including through the MENA CCoE P2P learning programme <ul style="list-style-type: none"> - Strengthen the sub-specialization areas of cash profiles on support services like finances, logistics and Information Management (IM) - Organize regional/cross country response simulations to strengthen coordination, provide networking opportunities - Incorporate Cash competencies in the Regional Surge Mechanisms - In coordination with relevant RCRCM initiatives, revise the CVA awareness module for Senior Leadership - Organise regional CVA/IM/data management training
	The IFRC and the MENA CCoE jointly review the MENA CCoE Plan of Action, and develop a long-term strategy based on NS learning needs and priorities
	The MENA CCoE continues working with NS in the Region on the P2P learning programme and content development for documentation and visibility
<i>Output 1.2: Key NS carry out cash self-assessment as part of strategic commitment to cash preparedness development</i>	Strategic discussions with NS leadership and senior management to strengthen their commitment to CVA preparedness and inclusion of CVA in their contingency plans
	Carry out self-assessment exercises, development of CVA Preparedness Plan of Action, and mid-plan review; translation of self-assessment tool into Arabic

¹ in the NS and IFRC Country/Cluster Delegations



Strategic Objective 2: **Global Cash and Voucher Assistance** **Capability**

Outcome: The Movement delivers a global cash model which is predictable, replicable, and applicable to all sectors, programs, and phases of the disaster/crisis cycle.

In 2019-22, the Region has increased its presence in Global CVA RCRCM Working groups and initiatives. CVA for Health was identified as a priority area for the CoP, and 2022 saw an increased interest, which triggered an active participation to the CVA for Health TWG, and work towards the development and implementation of pilot projects to generate learning.

Although it did not emerge as a priority in the first CoP survey, CVA for Wash is gaining interest, and the RCRCM CVA for Wash TWG is currently co-chaired by a member from the Region.

There is currently no presence of MENA NS in the Cash Peer Working Group (CPWG). NS will be encouraged to identify strong candidates for the next call for applications, to ensure MENA NS are properly represented and supported.

The Regional Coordinator participates to CPWG meetings with no voting rights, and to the CVA for Health and CVA for Wash TWGs.

The CVA CoP has supported the development of a network of CVA Focal Points and practitioners and will continue meeting monthly. The CoP provides the space for NS to discuss ongoing challenges and plans, and connect with the TCWGs and with other RCRCM initiatives, such as Counting Cash. The CoP work is facilitated by the Regional CVA Coordinator, and co-facilitated by one NS, on a six-months rotation. Revision of the meetings frequency is revised every six months, depending on emerging needs and availability of members.

Output	Activities
<i>Output 2.1: The MENA Region is represented in the Global CPWG and relevant working groups</i>	National Societies able and willing to actively participate to the activities of the RCRM Cash Peer Working Group and its technical WGs apply to when the call for application is sent out
<i>Output 2.2: Enhanced Regional Movement Coordination</i>	The Regional CVA CoP is maintained and extended to all MENA NS; workstreams are defined according to emerging priorities, and its work documented on the CashHub dedicated page
	The Regional CVA Coordinator continues providing technical support to NS in CVA Preparedness, Implementation and Advocacy; represents NS in Regional Fora and technical working groups, and reports to CoP
	The cash terminology is translated into relevant languages and disseminated among NS



Strategic Objective 3: **Policy and Advocacy**

Outcome: The Movement institutionalises cash programming policy and influences the cash dialogue within the humanitarian community at the global, regional, and local levels

The Advocacy towards the adoption of CVA and initiation of the CVA Preparedness journey has proved successful, with six NS engaging or planning to engage in CVA in 2021-22. In 2022-23, the commitment to CVA needs to be further strengthened, with stronger engagement from NS leadership, and scaling up of CVA interventions, in emergency responses and regular programming.

NS started identifying CVA as support modality for sectoral interventions, such as Livelihoods, Protection and Wash, in addition to the growing interest for CVA for Health outcomes across the Region. The planning and implementation of CVA interventions, including through pilots, will generate learning that will further support the advocacy efforts towards mainstreaming of CVA, and promote exchanges within and outside the Region.

RCRCM presence is assured in Regional initiatives, such as the Regional Cash Working Group and the Social Protection CoP managed by the CaLP Network.

Mainstreaming of CVA as a response modality will also be coordinated within RCRCM members and across sectors, including through the introduction to CVA awareness sessions in relevant trainings. Similarly, RCRCM members will be encouraged and supported in including CVA in strategic documents and contingency plans, along with their Preparedness efforts.

Output	Activities
<i>Output 3.1: Leadership buy-in</i>	Advancing and scaling up of awareness on CVA among the decision makers in NS
<i>Output 3.2: Mainstreamed cash</i>	Include CVA in strategic documents and policies of NS committed to CVA preparedness
	Reviews of relevant regional trainings to ensure an introduction on CVA
	Support to mainstreaming in CVA into sectoral programmes through awareness raising and pilots
<i>Output 3.3: Data, evidence and lessons learned systematically collected and used for advocacy and better programming</i>	Advocacy for the inclusion of CVA in Forecast-Based Action mechanisms
	Evidence study on localisation of CVA to showcase cost efficiency analysis in sector-specific CVA interventions
	Principled approach when working with external partners by disseminating Global Memorandum of Understanding (MoU)
	Engage in the International Conference which happens every 4 years
<i>Output 3.4: Joint advocacy</i>	Engage in Asia-Pacific Regional Conference (postponed)
	Map interests, challenges, from partners and donor community to identify support opportunities
	Organise an annual roundtable to share experiences within and outside the movement, exploring opportunities for joint events with relevant Regional initiatives and networks.



Strategic Objective 4: **Partnership and Innovation**

Outcome: RCRCM Humanitarian response is optimized through partnerships with external actors, including the UN and the private sector

The RCRCM has over the years developed funding and programmatic partnerships with external actors, globally and within the MENA region. For the 2022-2023 period, Movement members will be encouraged to engage with external stakeholders and supported in identifying potential partnerships that ensure consistency with RCRCM principles.

To complement NS CVA Preparedness efforts, the IFRC will work more closely with NS in raising awareness on existing agreements with Financial Service Providers (FSP), and explore the feasibility of a regional FSP agreement that can be accessed by interested NS.

Closer coordination will be ensured with National Society Development National and Regional plans, to guarantee complementarity, and maximise the impact of trainings and initiatives.

Based on the NS expressed need to expand partnerships and participate to regional or cross- country simulations, the IFRC will seek opportunities to collaborate with RCRCM members and external partners in providing possibilities to strengthen CVA capacity and expand regional technical networks.

Output	Activities
Output 4.1: National Societies collaborating with external Partners and UN agencies	Encourage external partnerships, respecting global MoUs
	Support pilots for alternative financing / Map innovations on regional level
	Raise awareness on and disseminate global and national agreements with Financial Service Providers
	Coordinated approach to NS development, including through the development and delivery of joint trainings/simulation with different sectors and external partners

Period of Performance

The period of performance for this Roadmap is from July 2022 to December 2023, comprising a total of 18 months and subject to availability of resources.

Place of Performance

The activities indicated in this Roadmap will be performed from the IFRC Regional Office for MENA, located in Beirut, Lebanon, in close coordination with the Country Cluster Delegations and Country Delegations as well as the Movement members active in the region.

Points of Contact

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