

The importance of integrating Protection, Gender and Inclusion measures into CVA programmes.

Tuesday 30th January 2024
14:00 CET/ 16:00 EAT

CashHub



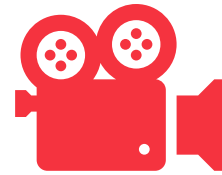
Thank you for joining



Please kindly
mute your
microphones
when not
speaking



Following the
call, we will
share the
presentation
slides and the
relevant
materials with
all of you



Please be
advised that
today's
session will
be recorded



There will be
a Q&A
session at
the end of
the webinar

CashHelpdesk



The importance of integrating Protection, Gender and Inclusion (PGI) measures into CVA programmes.

30th January 2024

	Agenda	Speaker
5 mins	Housekeeping & Opening	Cara Wilson , Cash Hub Helpdesk Manager, British Red Cross
10 mins	PGI integration, background and key terms	May Rose Maloney , Senior Officer, Protection, gender and inclusion, IFRC Geneva
20 mins	Integrating PGI into programmes which use CVA	Sahara Ibrahim , CVA Africa Regional Coordinator, IFRC Aija Strazda , Project Manager, Latvian Red Cross
20 mins	Panel Discussion with Audience Q&A	Elicia Robertson , Global Surge - Community Engagement and Accountability, British Red Cross
5 mins	Wrap Up	

CashHub

Embedding protection, gender and diversity and inclusion standards in cash-based interventions

May Maloney, Senior Officer, Protection, gender and inclusion, IFRC Geneva

Cash and Protection, Gender and Inclusion

The Use of the Protection, Gender and Inclusion approach exists to promote:

- 1. Tailored Assistance:** Gender analysis enables the customization of cash and voucher programs to suit the specific needs of different genders within a community.
- 2. Improved Effectiveness:** By considering gender dynamics, programs become more effective in meeting the diverse needs of individuals and families affected by the crisis.
- 3. Enhanced Access:** It ensures equitable access to resources, considering social and cultural barriers that may affect certain genders' ability to access assistance.
- 4. Risk Mitigation:** Gender analysis helps identify potential risks, such as sexual and gender-based violence (SGBV), and implement measures to mitigate these risks in programming.

Starting at the beginning




- The PGI approach is based on conducting an evidence-based ***gender and diversity analysis/assessment*** and embedding this in your programme design
- **Gender** refers to the socially constructed roles and differences between people based on gender norms in any given culture
- **Diversity** means the full range of different social backgrounds and identities that make up individuals and populations – e.g. age, disability, ethnicity, sexual orientation, language group, HIV status, faith, nationality, migration status.

Consider these examples where gender and diversity analysis informs adaptation of programmes



**Unseen, unheard:
Gender-based violence
in disasters**
Global study

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1. Problem: In a crisis, women might face higher risks of sexual and gender-based violence when collecting cash or vouchers.
 - Value-Add of PGI approach: Consult those people who are most at risk of SGBV about their safety. Implement separate or staggered distribution times or locations to ensure the safety of women accessing aid.
2. Problem: Cultural norms might restrict women from handling cash or making financial decisions in some communities.
 - Value-Add of PGI approach : Provide financial literacy training alongside cash assistance to empower women and increase their decision-making capacity.
3. Problem: Girls may face barriers to education due to increased household responsibilities during a crisis.
 - Value-Add: Provide conditional cash transfers that incentivize families to send girls to school, thereby addressing barriers to education.

4. Problem: Men might face mental health challenges but may be less likely to seek help due to societal expectations.

- **Value-Add:** Offer mental health services tailored to men, promoting avenues like group discussions or activities that encourage open conversations about emotional well-being.

5. Problem: Refugee men who are sole parents might want to actively participate in caregiving but face societal norms limiting their involvement; or knowledge gaps based on past gender norms.

- **Value-Add:** Introduce skills workshops or support groups that encourage active involvement of fathers in childcare, promoting positive parenting skills. Integrate child friendly spaces into the early stage of response and have cash teams refer children and their parents to it.

6. Problem: Disabled younger men might be vulnerable to different forms of exploitation or violence during crises.

- **Value-Add:** Implement protection measures and awareness campaigns addressing specific risks faced by men, including exploitation in labor or conflict-related violence.

7. Problem: Men might face barriers in accessing healthcare after facing sexual violence in migration detention due to stigma, fear of discrimination or other traditional gender norms.

- **Value-Add:** Establish criteria for individuals who have experienced SGBV or other protection concerns to access healthcare, food, other items that they might be inhibited from accessing owing to the impacts of the protection issues they face. Ensure that everyone in the team can also orient the survivor to helping health and other services.

Disability inclusion and PGI

- Problem: Disabled individuals might be excluded from decision-making processes regarding cash and voucher programs.
- **Value-Add:** Ensure representation and active participation of disabled persons in committees or consultations regarding the design and implementation of assistance programs.
- Problem: A cash program is rolled out, but physical barriers prevent wheelchair users from accessing distribution sites.
- **Value-Add:** Implement a system where aid workers deliver cash directly to the homes of disabled individuals, ensuring they receive assistance without facing accessibility challenges.
- Problem: Disabled individuals might face challenges in understanding or accessing information about available cash or voucher programs.
- **Value-Add:** Provide information in accessible formats (Braille, sign language, easy-to-read materials) and offer personalized assistance for application and redemption processes.
- Problem: Disabled individuals might require specific aids or technology for handling cash or vouchers.
- **Value-Add:** Offer financial support for adaptive technology or aids like mobility devices, hearing aids, or other assistive devices necessary for managing funds independently.
- Problem: Disabled individuals might face social isolation or stigma within their communities.
- **Value-Add:** Organize community awareness programs or events that foster inclusion, emphasizing the capabilities and contributions of disabled persons.

What are some inherent risks to CVA that can be mitigated?

CHALLENGES

1. Providing cash directly might increase the risk of exploitation, especially among vulnerable groups.
2. Individuals receiving cash might become targets for theft or harassment, especially in contexts with high levels of insecurity or conflict.
3. In certain situations, providing cash within households might reinforce existing power imbalances, particularly related to decision-making or control over resources.
4. Implementing targeted cash transfers to specific groups, like female-headed households or vulnerable individuals, to reduce the risk of exploitation and ensure assistance reaches those most in need.
5. In a refugee camp, providing cash assistance could lead to an increase in cases of theft and harassment among vulnerable groups.

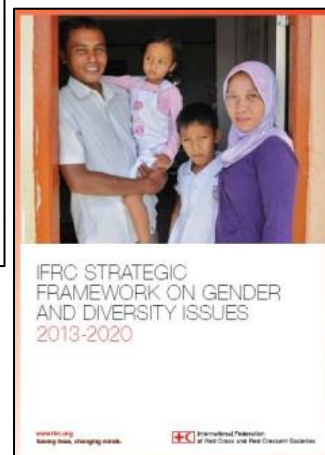
SOLUTIONS?

1. Partnering cash assistance with protection measures such as community-based security initiatives, basic referrals, awareness campaigns.
2. Utilizing conditional cash transfers that incentivize specific attitudes and behaviours, such as attending educational or awareness sessions on gender-based violence (GBV) or child protection sessions such as community based health and first aid about positive parenting, thereby addressing protection concerns alongside providing financial assistance.
3. Integrating cash and voucher programs within larger multi-sectoral support programs that include psychosocial support, legal aid, or health services to address underlying protection issues like GBV or violence.
4. Implement a cash distribution system that includes security escorts for vulnerable individuals or provides alternative distribution methods like mobile cash transfers to reduce exposure to risks.

So what?

- *All of these examples are important for the implementation of quality and of relevant national and international response, that can have a positive overall impact.*
- *Inclusion is an outcome and an action.*
- *Mitigating risks – sector specific, protection risks, and safeguarding risks is part of our duty of care.*
- *Safeguarding risks also include preventing sexual exploitation and abuse of people we work with.*

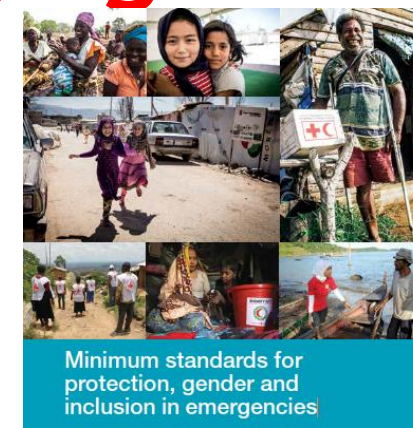
Minimum Standards: How did we get here?



Minimum standard commitments
to gender and diversity in
emergency programming
Pilot Version

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What is their purpose?

- Programme quality
- Broken into 4 sections for each sector:
 - Dignity
 - Access
 - Participation and
 - Safety
- Gender and Diversity Sensitive – who are you targeting, how do you build resilience, how do you prevent exacerbation of inequalities
- Protection mainstreaming – ensuring we are ready for the existing protection problems and ready to support even when service system interruptions to continuity of care

Why minimum standards?

- Emergencies emphasize existing inequalities – in gender, abilities and social status
- Increases incidence of SGBV and human trafficking (for example)
- By omission of existing environmental analysis, we can make the already vulnerable more vulnerable/at-risk.

Who are the standards for?

- EVERYONE! All Red Cross and Red Crescent people – staff, members and volunteers
- All people involved in emergency response need to understand and take into account the diverse needs and safety risks of a diverse population (also true in non-emergencies)
- Non RCRC staff and volunteers can also use the Minimum Standards
- They are simple for non-expert audience (such as volunteers to use and understand)

When should they be used?

In all emergency settings:

- Disasters and conflicts and pandemics
- Rapid onset, slow onset and protracted emergencies
- Low- mid-, large scale and complex emergencies

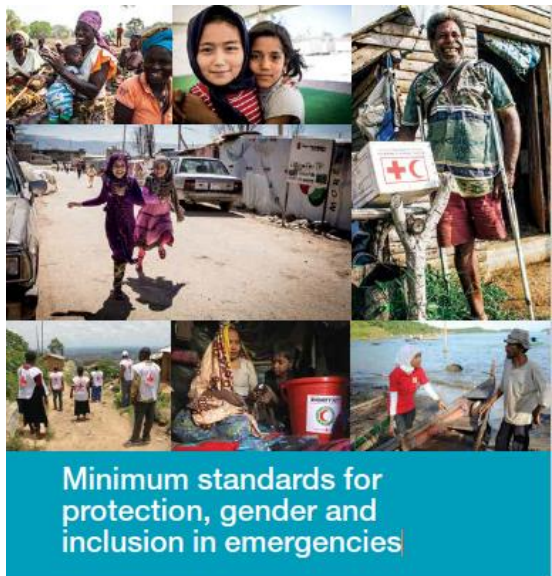
At all times:

- From the very start to early recovery
- Also suitable to support risk reduction and preparedness.

Applies to everyone:

- Displaced people and host communities, undocumented migrant workers, the most marginalized groups - all

Minimum Standards by Sector



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- Emergency Health
- Food Security
- Water, Sanitation and Hygiene (WASH)
- Shelter
- Livelihoods
- Non-food Items (NFIs)
- Cash and Voucher Assistance (CVA)
- Disaster Risk Reduction (DRR)

It's a simple checklist, with a scorecard tool – capture, analyse, repeat, improve



Cash-Based Interventions (CBIs)

The first step in providing inclusive and protective emergency programming is to know who in the community is affected, how they are affected and how we can best respond. To do this, we need to conduct a **gender and diversity analysis**. Such analysis allows us to understand and respond to individuals and groups in the affected community, based on their specific risks, needs and concerns. Gender and diversity analysis must include the participation of women, girls, men, boys and persons of other gender identities as well as individuals and groups based on: age (children, adolescents and older men and women); disability status (physical, sensory and intellectual); persons with mental health disabilities; and ethnic, religious or cultural minorities. As a minimum requirement, we need to include gender and diversity-related questions in all needs and sectoral assessments to ensure protective and inclusive programming.³⁵

STANDARDS

Dignity

- Cash-based interventions (CBIs) are culturally appropriate for persons of all gender identities, ages, disabilities and backgrounds.
- The capacities of persons with disabilities in the community have been assessed and taken into consideration in unconditional or conditional CBIs, particularly in cash-for-work or community labour activities.
- Conditional CBIs are based on an analysis of the different livelihood contributions and activities of people of diverse gender identities in the community. Moreover, there are programme approaches in place that allow people to receive livelihoods support for tasks that would often be “unwaged” (i.e. unwaged labour of women caring for their families or tending to gardens for food).
- Different contributions have been identified, including both physical labour and supporting roles, and women and men with disabilities are offered a choice between alternatives.

³⁵ Detailed guidance on conducting protective and inclusive needs assessments and gender and diversity analysis can be found in the IFRC Protection, Gender and Inclusion in Emergencies toolkit (2019–2020).



PGI in Emergencies Toolkit | IFRC (tool 4.2)

Can you find it?

- In the chat, please give me one example of a dignity action that you find interesting in the MSs?
- What does it say about preventing sexual exploitation and abuse?
- What is in there on inclusion? Which groups of people should be involved in programme design and validation?
- What are some access considerations?

Annexes

- Sex, Age and Disability Disaggregated Data (SADDD)
- Selection and Prioritization Criteria
- The Survivor-Centered approach in Practice for Healthcare staff

PGI Sensitive CVA Checklist and other resources

- Check out the PGI and CVA Checklist - [PGI-Sensitive CVA Checklist - Cash Hub \(cash-hub.org\)](#)
- [PGI Analysis Guidance](#)
- PGI Hub – [Homepage | Protection, Gender & Inclusion \(ifrc.org\)](#)
- Safeguarding Hub - <https://pgi.ifrc.org/safeguarding>



Latvian RC: The importance of PGI measures into CVA programmes

Aija Strazda, Project Manager; CVA/PGI Focal point
30.1.2024

Together we can help

105+

Programs, services, human resources



Latvian RC in
numbers

~ **2000** members

6 regional branches

~**1400** volunteers

More than **2000** staff

More than 120 local divisions, including 13 Youth divisions



Support programs for civilians from Ukraine



SOCIAL SUPPORT, HUMANITARIAN AID

Clothes, shoes, household items, toys, food, hygiene products and school supplies were provided. Technical means and discount cards. Informational and advisory support.



ACCOMMODATION CENTERS

In the counties of Aizkraukles and Rzeknes, there are 2 accommodation centers for Ukrainian civilians, where the support of social workers and other specialists is also available.



INTEGRATION ACTIVITIES, LATVIAN LANGUAGE COURSES

Creative workshops, camps, excursions, exchange of experience, cultural events. Language courses: for adults at the A1 level and language days for children, as well as support in the educational process.







SUPPORT FOR CIVILIANS IN UKRAINE

Money transfers to the International Federation of CH and PE, the International Committee of CH and the Red Cross of Ukraine, exchange of international experience, shipment of humanitarian aid to Ukraine.



PROJECTS

-  EU4Health  Cultural ways in Latvia
-  Emergency program of Ukraine and its affected countries in Latvia
-  Support for civilians from Ukraine in Latvia

Cash and Voucher Assistance: implementation time table

- On April 2023 LatRC received **75 000 EUR** from IFRC to start **CVA program** for displaced people from Ukraine
- **1st CVA program organized by LatRC**, until then only in – kind donations in emergency respond
- **On June 2023 with great support of IFRC CCD for Ukraine, Poland, Moldova, Lithuania, Latvia and Estonia the Latvian Red Cross CVA response plan was made**
- Latvian RC has consistently adhered to the principles (PGA) throughout the entire Cash and Voucher Assistance (CVA) project cycle. **Criteria** for the project **were** meticulously **selected** in collaboration with both the local community and volunteers, **ensuring that the assistance reaches the most vulnerable populations**. This initiative is particularly aimed at upholding the right to education for Ukrainians who have arrived in Latvia

CVA implementation time table

- On July-August 2023 **voucher procurement procedure** was carried out
- In August 2023 **training for 15 Latvian Red Cross staff and volunteers** was done on CVA, PGI, CEA and practical use of EspoCRM. Training was done by **IFRC CCD**
- CVA **dissemination** was done on national level by promoting CVA program on Latvian RC web page, FB account, spreading info through partners (NGOs, municipalities etc.) and locally by regional branches in humanitarian aid points, ESF + food parcel distribution spots, refugee accomodation centers etc.

CVA implementation



КАРТА ПІДТРИМКИ

для українським нужденним, малозабезпеченим сім'ям та родинам, що знаходяться у кризовій ситуації у Латвії, які були змушені покинути Україну через збройний конфлікт, а також в яких зростають діти віком від **1.5 до 21 років** та здобувають освіту в навчальних закладах Латвії у 2023/24 навчальному році.



MAXIMA



Voucher distribution process

- 1 week before distribution LatRC started PR campaign and pre-registration process



Форма попередньої реєстрації в Ризі для отримання карток підтримки 04-07 грудня 2023

Для Вашої зручності та з метою скорочення часу очікування, запрошуємо
завчасно заповнити форму попередньої реєстрації та обрати зручний для вас
час та дату.

Метою ініціативи з розповсюдження подарункових карток є підтримка
українських дітей, що зростають у родинях зі статусом
малозабезпеченої та які не отримували картки підтримки у вересні-
листопаді 2023.

Чи живите ви у місті Рига чи його околицях? *

☐ Так - будь-ласка, продовжуйте заповнення форми;

☐ Ні - будь-ласка, зв'яжіться з представником ЛЧХ вашого регіону.

☐ Закордонний паспорт громадянина України або/та вид на проживання у Латвії, що підтверджує ваш тимчасовий захист у Латвії;


☐ Довідку з соціальної служби про надання родині статусу малозабезпеченої (Izziņa par trūcīgas/maznodrošinātas mājsaimniecības statusu).

Якщо у Вас немає можливості надати хоча б один з документів, поясніть причину (ми розглянемо можливість та зв'яжемося з вами)

Оберіть час та дату отримання подарункової картки/Choose Ticket Type

<input type="checkbox"/> 06.12, 12:00	8 доступно
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<input type="checkbox"/> 06.12, 14:00	8 доступно
<input type="checkbox"/> 06.12, 15:00	11 доступно
<input type="checkbox"/> 06.12, 16:00	6 доступно
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<input type="checkbox"/> 07.12, 08:00	7 доступно
<input type="checkbox"/> 07.12, 09:00	8 доступно
<input type="checkbox"/> 07.12, 10:00	1 доступно
<input type="checkbox"/> 07.12, 11:00	Не Встановлено

Видача карток буде відбуватися при наявності оригіналів документів за
адресою **Šarlotes iela 1B, Rīga**



PGI measures in CVA programmes

- The selection of the store (where voucherd can be spent) was carefully assessed to ensure **widespread accessibility across different areas**, facilitating **easy access** for recipients. Additionally, the chosen store was evaluated for its **diverse range of products** and **price range** to adequately meet the varied needs of recipients.



Implementation

In order to guarantee comprehensive access to the assistance provided, the LatRC has implemented various innovative approaches:

- **strategic distribution of branches;**
- deployment of outreach teams tasked with **delivering vouchers directly to individuals who may face challenges reaching the branches;**
- establishment of a **pre-registration system** (Jotform, by phone, e-mail, by visiting RC) focused on mitigation and prevention. This system serves to minimize the associated risks of crowding, thereby safeguarding the dignity of those in need;
- different **distribution working hours** (morning, day, evening hours, weekends);
- **native speaking staff** managing distribution and answering related questions

Implementation

- **Close cooperation** with local municipalities, NGOs, displaced people from strategic Ukraine coordinators;
- **Safe enviroment** during distribution – child friendly space, silent room, place where to sit and rest, water, possibility to charge phone, visit toilet, breast feeding room, etc.
- **PFA skills** for involved staff and volunteers
- Good **visibility** – RC uniforms, banners, flags, leaflets about CVA and RC bag (to take a away)
- **Phonecall** line

Conclusions

- **Results: 1400 vouchers** have been distributed, 100 more to go
- **Close cooperation** with local municipalities, NGOs, displaced people from strategic Ukraine coordinators;
- **Risk analyze based approch** – planning before acting;
- **Know your target group:** read, talk, ask (their culture, behaviour, habits, availability to receive service etc.);
- **Know your** space and technical, human **capacity**;
- **Everyone counts:** be ready to set up a non – standart approach to provide support everyone in need;
- Always remeber – **we are Red Cross family: joint responsility for reputation and quality of provided services**

Contact us



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LSK Jaunatne

-
- *The integration of PGI within the Africa Hunger Crisis response, importance of integration of PGI into CVA for FSL outcomes.*



PILLARS OF PGI



Protection



Addressing violence,
exploitation and abuse



Keeping people safe from harm



Gender & Diversity



Addressing discrimination



Understanding people's
different needs, risks
and capacities



Inclusion



Addressing exclusion



Involving and engaging
excluded people

SITUATION AT A GLANCE

2 out of 5 women of child-bearing age in SSA are anemic due to poor diets.

(Source: WHO)

Food insecurity increases the risk of exposure to violence for women and girls.

Globally: There is a link between gender inequality and food insecurity. According to a CARE study, **food security went down as gender inequality increased across 109 countries.** *(Source: CARE)*

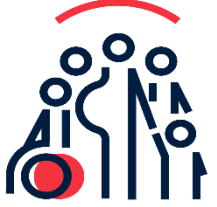
Globally: By 2021, **150 million more women than men were food insecure.** This was 8.4 times greater than in 2018, when only 18 million more women than men were food insecure. *(Source: FAO/WFP et al)*

Eastern and Southern Africa: Women and girls with **disabilities** are estimated to be up to **10 times more likely to experience sexual violence.**

(Source: UNFPA)

Economic impact of GBV: a **1% increase** in the percentage of **women experiencing GBV can reduce economic activities by 8%.** *(Source: IMF)*

CVA IN AFRICA



1.84 million people

reached through cash and voucher assistance in Emergency Appeals in Africa region



746,000 people

reached through cash modality in the **Africa Hunger Crisis** response in **14 countries**



European Union
Civil Protection and
Humanitarian Aid

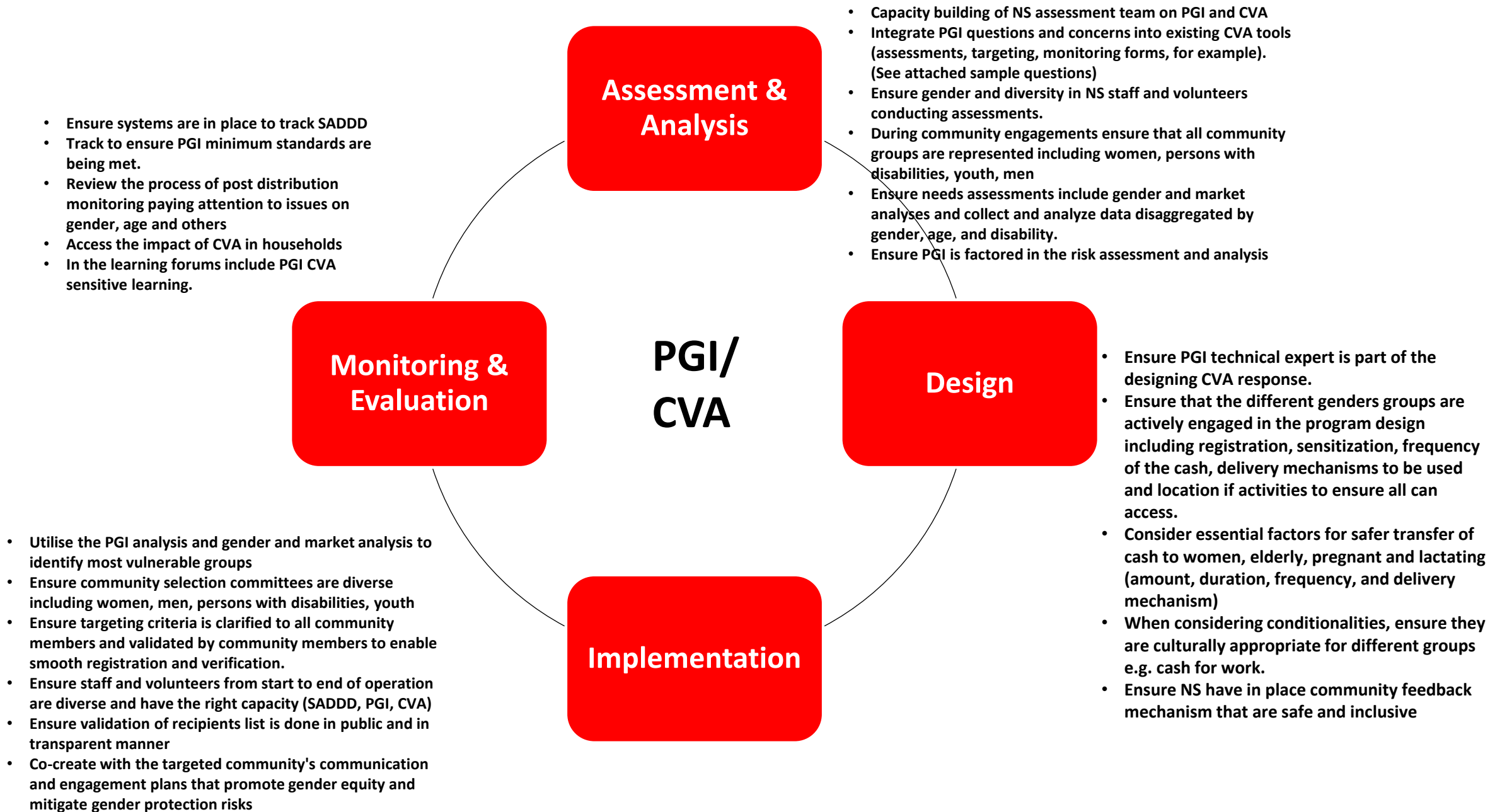


217,000 people

in **12 countries** reached through cash and voucher assistance in the **ECHO PPP**

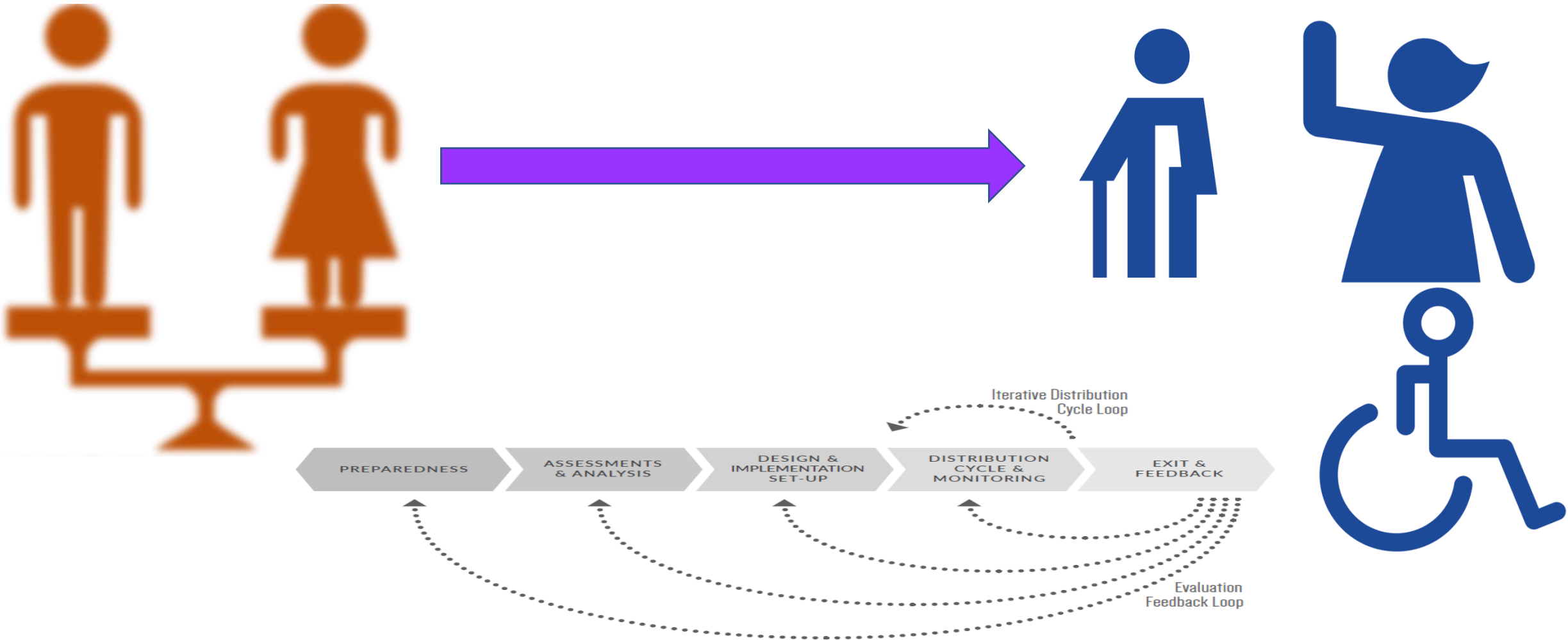
Key Highlights

- **200 staff** from **National Societies** **trained in CVA** in 2023.
- **26 National Societies** **have** concluded their mid review of their **Cash Roadmap** for 2022-2025. (Realignment on key areas on progress and what was not achieved).
- **34 National Societies** engaged in Cash Preparedness.
- **6 CVA surge deployments** in 2023 from the region to DRC, Djibouti, Congo, Angola, Cameroon and Ethiopia from the **Regional CVA Surge list**.
- **4 Sub Regional Community of Practice** were active throughout 2023 and **3 held** physical workshop for cross learning.



GENDER + INCLUSION
METRICS
TARGETING”

PARTICIPATION &
EMPOWERMENT

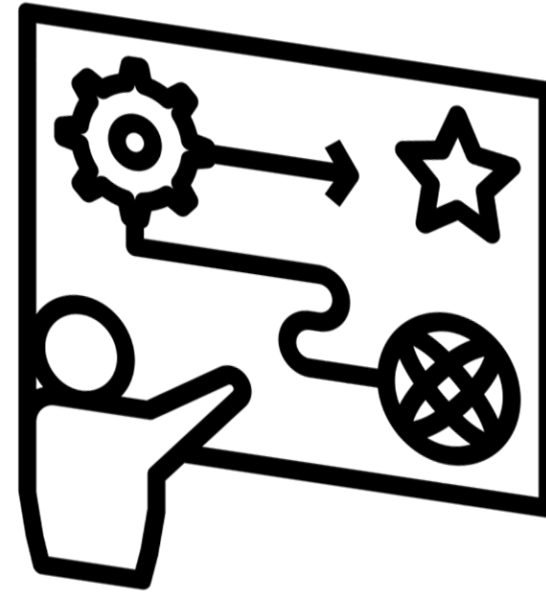


MINIMIZE RISKS during project design, fx:

Different modality and
delivery mechanisms

Increased or decreased
number of instalments and
transfer value

Change of distribution
point locations or home
delivery to at-risk groups

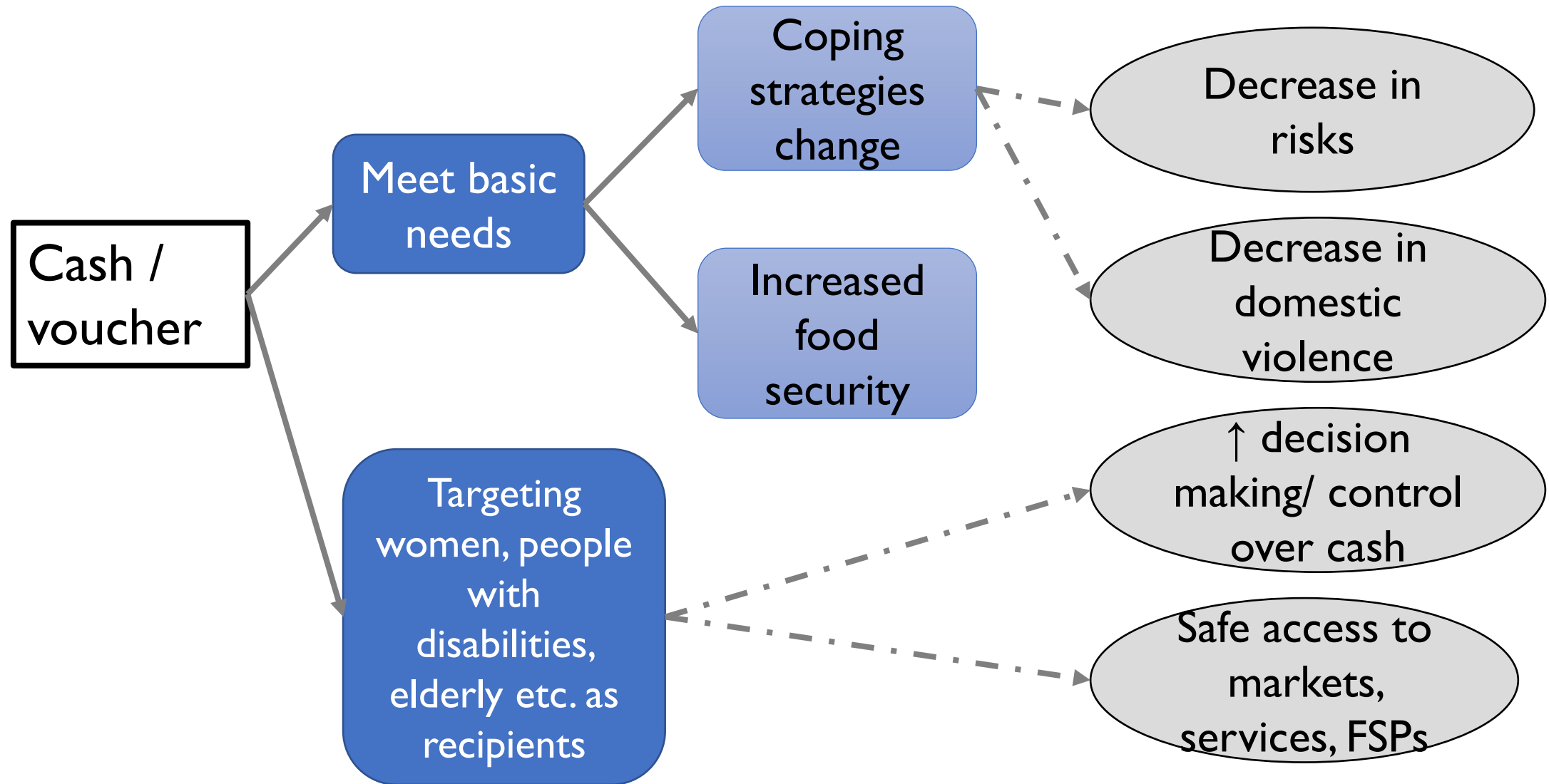


Mitigation and Mainstreaming is necessary in CVA...

To ensure that projects proactively:

- Do not cause or increase the risks of GBV or **introduce new risks**;
- Seek to identify and take action to **mitigate protection risks** in the context;
- Facilitate and monitor vulnerable groups' **safe access** to services.

MAXIMIZING BENEFITS in CVA programmes:



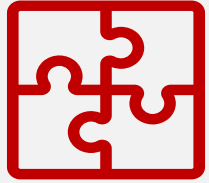
Thank You.



PGI and Safeguarding Survey

<https://eenew.ifrc.org/x/Dsc3ksUu>

CashHelpdesk



Learning and resources

cash-hub.org

Webinars

cash-hub.org/resources/webinar-series/



Cash Helpdesk

www.helpdesk@cash-hub.org

cash-hub.org/helpdesk/

CashHelpdesk

Questions and technical supports requests can be submitted through the Helpdesk's query form. The form is available in **English, French, Spanish and Arabic**.

cash-hub.org/helpdesk

REQUEST TECHNICAL SUPPORT HERE



English (United States) ▼

Cash Hub - Helpdesk

Welcome to the Cash Hub Helpdesk. The Helpdesk offers remote technical support to staff and volunteers of the Movement related to CVA for preparedness, response and recovery. The Helpdesk is monitored by technical CVA specialists from across the Movement. We may forward your enquiry onto other experts where a specific expertise, knowledge of a specific context or language skills are required to support you.

We are committed to responding to your enquiry within 24 hours.

...

* Required

1. Your name *