Digital Self-Enrollment Model
User wants more help

HSP/Branch Assisted Self-Enrollment Track

User visits HSP or NS Branch office → Volunteers provide support → Volunteers explain process, what to expect → Volunteers provides any additional services

Full Self-Enrollment Track

User Creates Account → Program Search: User Searches → User Applies for Program → Notification provided

In-Person Model: Home Based, Collective shelters, etc

• User visits HSP or NS Branch office
• NS visits household

Volunteer begins registration → Interview based: Program Application → Collect contact information → Cyclical Interaction:
  • NS call
  • Individual returns to branch

One-Time Interaction

Services Provided at HSP:

• Home, collective shelters, HSP

Services Provided at site:

• Home, collective shelters, HSP

Built during Ukraine operation

Used during Ukraine operation

Services Offered:

1. User selects their assistance preference
2. User informed where to collect assistance

Services Delivered:

1. Digital code sent to their mobile phone
2. User visits branch and collects
The Assistance Platform Initiative seeks to **align and share** the needs of people affected across lines of service (sectors) to more **efficiently and effectively** meet those needs, while **expanding entry points** for people affected to access assistance more easily.

Core components to enable self-enrollment and integrated assistance exist within a variety of RCRC initiatives, including:

- Digital Self-Enrollment Model
- 1-2-1 platform
- Digital Engagement Hub
- Virtual Volunteer

Example highlighting Digital Self-Enrollment Model

- Core components within Digital Self-enrollment Model
- Basic implementation within Access RC & PMM
- Future components in Assistance Platform ecosystem
Why was it Created?
Challenges

- Scale
- Capacity
- Dispersal & Movement

Opportunities

- Feasibility
- Connectivity/Smart Phones
- Identification
What is it?
What is it for National Societies?

Local Red Cross and Red Crescent staff can **create programs**

Local Red Cross and Red Crescent staff can **review and validate applications**

Local Red Cross and Red Crescent staff and volunteers can **monitor, analyze, deduplicate and distribute/provide assistance & information**
What is it for Users?

AccessRC:

• An app that allows users to create an account that they control and take with them wherever they go.

• Allows for remote engagement – information, messaging, services and distribution

• Provides information on available programs within one location or across multiple locations
Where Else is it being Used?

Validation Pilot:

- December 2023 – IFRC Validation
- Colombia Red Cross Pilot
- Migrant Population
How Does it Work?
Register with the Red Cross For Financial Assistance

If you left Ukraine because of the current crisis and need support, we can help you.

Choose your current country

Poland  Romania  Slovakia

inefinancialassistance.ifrc.org
In-app tutorials on-board users so they understand what the product is and how to use it.

Additionally, guided product tours spotlight key parts of the user interface.
Account Creation: ID Verification

The account holder is the “focal point” for the family.
1. They create the account linked to their mobile number or email address
2. They register their profile (identity document & selfie check)
3. They can add additional family members (“Connections”) to their account
Main Areas of App Navigation

After account creation, the user will be in the main area of the app. This framework provides users to the most critical information they need.

- **Home**: Pinned cards of programs that the user has applied or is enrolled in.
- **Connections**: Manage your profile info, family unit, and connections.
- **Programs**: Search for programs in the app, read about it, apply.
- **News**: Up to date feeds of NS and/or IFRC news.
- **Help Center**: FAQs, In-App Ticketing/Feedback.
Application Process: For a Program

Programs

Redeem Invitation Code

DEADLINE: 31 DEC 2023 • CASH

Financial Assistance for Ukrainians impacted by the conflict

The Bulgarian Red Cross is offering a cash assistance program for Ukrainians in Bulgaria. This help is intended for families to cover the living costs in Bulgaria.

Learn More
Digital Self Enrollment Model
Cash Assistance: Romania
Country Wide Impact in 10 Days
Total countries with account

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
<th>Countries of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>IFRC Europe Region</td>
<td>85%</td>
<td>(45 out of 53)</td>
</tr>
<tr>
<td>IFRC MENA Region</td>
<td>41%</td>
<td>(7 out of 17)</td>
</tr>
<tr>
<td>IFRC Americas Region</td>
<td>23%</td>
<td>(8 out of 35)</td>
</tr>
<tr>
<td>IFRC Asia Pacific Region</td>
<td>18%</td>
<td>(7 out of 38)</td>
</tr>
<tr>
<td>IFRC Africa Region</td>
<td>6%</td>
<td>(3 out of 49)</td>
</tr>
</tbody>
</table>

64,963 Households (93% Ukrainians)

130,336 Individuals

41 Languages supported by the app

English, Arabic, Armenian, Azerbaijani, Bulgarian, Croatian, Czech, Danish, Dutch, Estonian, Finnish, French, Georgian, German, Greek, Hebrew, Hindi, Hungarian, Italian, Japanese, Korean, Latvian, Lithuanian, Malay, Nepali, Norwegian, Persian, Polish, Portuguese, Punjabi, Romanian, Russian, Serbian, Slovak, Slovenian, Spanish, Swedish, Thai, Turkish, Ukrainian, Urdu
Groups of people we have supported through self-enrollment

- Single Headed Mothers who have children with disabilities (Physical, Behavioral, etc.)
- Single or Elderly households
- Multi-generational households caring for people with chronic illnesses or bedbound
- Third Country Nationals (speaking languages other than Ukrainian, Russian, or host country language)
- Minority Groups (e.g. Roma population)
- Large Groups unable to return back to Ukraine (e.g. Ukrainian youth sports teams)

Barriers to accessing humanitarian aid

- Financial: Cost of Transportation
- Financial: Access to a vehicle
- Security: People who live in areas under conflict or high violence
- Time: Serving as a caregiver and unable to show up to a distant humanitarian service point during operating hours
- Social Discrimination and/or Stigma: Being an ethnic, religious, social group, linguistic, or sexual minority
- Physical Barriers: Having people show up to registration point when they may be physically unable to move.
- Language: Does the humanitarian agency have workers and volunteers that can speak all the languages of the people in need?
- Awareness/Information Barriers: How do you saturate a community with the information about a program consistently before you have to close?
Thank You

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