



KIZILAYKART
PROGRAMMES

The Dynamic Responsiveness of ESSN During Shocks

#CardLoadedWithGoodness

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ESSN's Shock Responsiveness



Cash Preparedness



Proactive planning and readiness in responding to emergencies/shocks

System Adaptability & Flexibility



Already available system for varying shocks

Timeliness



Ready for rapid and timely cash assistance

Dignity and Empowerment



Recipients' dignity and choices prioritized

Benefiting from existing cooperations within ESSN



Direct assistance to the most vulnerable using accurate data

Feasibility & Market Analysis



Rapid assessments to support targeted response

Coordination



Increased coordination for a comprehensive and efficient response

Accountability



Transparency and accountability to recipients and donors ensured

Adaptability Towards Different Types of Shocks

Earthquake



Covid-19

Economic
Fluctuations



Covid-19 Response



Data-Driven Analysis



- Utilization of existing recipient database for analysis to support programmatic decision making
- Remote FGDs to support analysis

System Adaptability



- System adjusted for provision of additional top-ups

Increasing Access to ESN



- Enhancing access to ESN assistance and basic services in Turkey through advocacy activities
- Call Center and Service Centers fully operational throughout the lockdown period

Card Delivery to Recipient's under Lockdown

- Protocol with financial service provider for collecting and delivering debit cards
- Delivery to disabled individuals and those with chronic illnesses



Identification Capacity

- Identify protection risks through outbound calls
- Sharing emergency contacts, and recording needs for immediate action



Other Field Level Activities

- Exemption allowing ongoing field mobilization
- Regular sensitization and advocacy visits to local authorities, both during lockdown and normalization



EQ Response



System Adaptability

- System adjusted for new payment modality
- Benefitting from the existing integration with governmental bodies
- Provision of additional EQ top-ups
- Delivery of cash assistance to EQ affected people beyond ESSN target group



Coordination and Collaboration

- Follow up on FSP's operational capacity in the affected area
- Bringing together Blue&Red family
- Close coordination with relevant governmental bodies as well as sectoral actors to ensure synergy between responses



Data Needs

- Benefiting from the already available data of national social assistance recipients as a result of existing network



Rapid Analysis

- On-site and remote feasibility and market analysis to support rapid response

Community Engagement

- Operationalization of damaged Call Center in ESSN central office
- EQ related information provision alongside ESSN related information through all ESSN channels including SMSs, website, Facebook page



Enhanced Referral Structure

- Continuation of regular ESSN related referrals and case management
- Integration of «emergency referrals» to support individuals with their immediate needs

Responses Towards Economic Shocks



01



**System
Adaptability**



**Data Driven
Analysis**



02

- System adjustments accomplished when needed for additional top-ups or transfer value increase
- Flexibility of payment modalities

- Calculation of MEB on a regular basis alongside market analysis
- Community feedback integrated into decision making

Successes, Strengths and Challenges during Shocks



Successes



- **Adaptability and Flexibility**
 - Responsive to evolving situations, allowing quick adjustments
- **Rapid Assistance Delivery**
 - Swift response to urgent needs, mitigating shock impact
- **Targeted Assistance Allocation**
 - Precise targeting for vulnerable households, ensuring assistance reaches critical areas
- **Community Support**
 - The autonomy to prioritize their needs, fostering a sense of dignity

Strengths



- **Existing System**
 - Having already well established infrastructural capacity
- **Cost-Effectiveness**
 - Efficient delivery, reducing logistical complexities through direct cash
- **Data-Driven Decision Making**
 - Informed decision-making through data analytics
- **Partnership Collaboration**
 - Engages local & international partners, enhancing coordination

Challenges



- **Timeliness**
 - Time constraints during shocks for rapid response
- **External Effects**
 - Operational disruption as a result of emerging effects during shocks