

HOW TO STRENGTHEN COMMUNITY ENGAGEMENT & ACCOUNTABILITY IN PARTNER NATIONAL SOCIETIES



Build leadership buy-in

- Make accountability to communities a key performance indicator and discuss at leadership meetings
- Develop organization-level CEA policies that set out clear commitments

Secure staff

- Identify community engagement focal points in HQ and branches



Integrate community engagement into

- Strategies, annual plans and budgets
- Existing and new policies, guidelines and toolkits
- All programmes and include a feedback and complaints system



Provide funding

- Provide funding and support to National Societies to institutionalize community engagement (don't limit support to only bilateral programme areas)
- Work with partners to mobilize financial resources to institutionalize CEA
- Include in donor proposals and budgets
- Include community engagement in National Society partnership agreements
- Make a rule that all budgets include a % for community engagement



Strengthen capacity

- Support the implementation of the Movement-wide Minimum Commitments and Actions to CEA
- Include community engagement in sector and emergency response unit trainings
- Support a consistent approach to engaging communities by using the CEA Guide and toolkit
- Support peer learning between National Societies



Adapt internal processes

- Discuss how to act on community feedback in programme and operational meetings
- Build flexibility into donor proposals to respond to changing community needs
- Consult communities during proposal development



Collect and share evidence

- Capture and share evidence showing the impact of community engagement
- Include indicators to measure accountability in programmes and operations
- Conduct and commission research to capture CEA impact and best practices



Improve internal accountability

- Include community engagement responsibilities in job descriptions, inductions and appraisals
- Introduce 360° appraisals and an internal feedback and complaints system

