



FACT SHEET

COMMUNITY ENGAGEMENT AND ACCOUNTABILITY (CEA)

GENESIS OF CEA INTEGRATION IN BDRCS

We recognize communities as stakeholders, and this drives us to undertake better actions and effective programming in the humanitarian context

2010

Endorsed CEA as a cross-cutting theme in organizational framework

2013

Institutional capacity assessment

2014

Introduced Complaint Response Mechanism (CRM)

2015

Engaged with Shongjog (CWC) Multi-Stakeholder's Platform



2017

BDRCS hotline number (+88-01811-458524) introduced as a part of Feedback Complaint Response Mechanism

2018-2019

Adopted **Accountability Framework** in BDRCS
Adopted CEA approach in Population Movement
Crisis in Cox's bazar



2020 and beyond

Reinforce on **CEA policy & guideline** adoption
Introduced web-based email: (feedback@bdracs.org)
Introduced **social media**-based engagement platform
Network with Risk Communication and Community Engagement (**RCCE**) Platform

Four Components of CEA

Listen to and act on community feedback

Provide information as aid

Behavioural and social change communication

Evidence based advocacy

CEA INTEGRATION APPROACH

WE LISTEN WE LEARN WE ACT

The Bangladesh Red Crescent Society (BDRCS), being an auxiliary to the Government of Bangladesh (GoB) and a part of the International Red Cross and Red Crescent Movement, has been at the forefront to provide humanitarian assistance since its inception i.e. independence of Bangladesh. The Community Engagement and Accountability (CEA) endorsed in 2010 (formerly known as Beneficiary Communication and Accountability) as a cross-cutting theme in BDRCS while implementing humanitarian actions under organizational framework. CEA approach addresses two-way communication between communities and organization (BDRCS) to ensure that actions are **transparent, participatory, effective, inclusive and accountable**. CEA is recognized as a key priority in the **current Strategic Plan 2017-2020 of BDRCS**, which reflects further commitment to integrate the approach into all level of interventions. Currently, BDRCS is reinforcing to adopt the CEA policy along with a guideline and operational framework **to institutionalize CEA** into its organizational framework.

BDRCS desired to ensure that the communities' needs are addressed at every stage of the services delivery. An assessment was conducted in 2013 to identify institutional status on the CEA approach and how to improve organizational capacity. In 2014, introduced **Complaint and Response Mechanism (CRM)** to respond community feedback and complaints that ease under **four guiding principles- Confidentiality, Accessibility, Transparency, and Safety**. Since 2015, BDRCS is connected with the Shongjog, the multi-stakeholder platform on Communication with Communities (CwC) where BDRCS/International Federation of Red Cross and Red Crescent Societies (IFRC), UN agencies, I/NGOs are the key stakeholders under the leadership of Department of Disaster Management (DDM). In 2017, established a call center to operate a **national-level hotline (01811-458524)** for receiving feedback and complaints on BDRCS operations countrywide. In 2018, adopted accountability framework and committed to integrate CEA approach. During this time period, introduced CEA framework for the Population Movement Crisis in Cox's bazar. In 2020, developed a web-based **feedback email (feedback@bdracs.org)** and **social media platform** to improve risk communication platforms and connecting wider community. BDRCS will continue its efforts to create an **enabling environment for responding to any sensitive feedback and complaint within 72 hours**.

CEA STRATEGIC FRAMEWORK

2020 and beyond - to achieve organizational commitment

CEA Commitment at institutional and strategic areas



Ensure Implementation of CEA in policy & guideline in organizational framework



Activation of CEA committees Capacity building Leadership development



Strengthen Data innovation and knowledge management system



Strengthen Financial sustainability Partnership Networking



COVID-19 Strengthen risk Communication platforms

CEA commitment at operational areas



Disaster Response & Recovery actions



Population Movement Crisis in Cox's Bazar



Health Services: (Hospitals, Mother and Child Health centers, Blood programs Psycho-social support



Resilience & Long-term programs



Digitization of hotline information system with engagement of youth & ICT



Prioritize needs of the differently able people



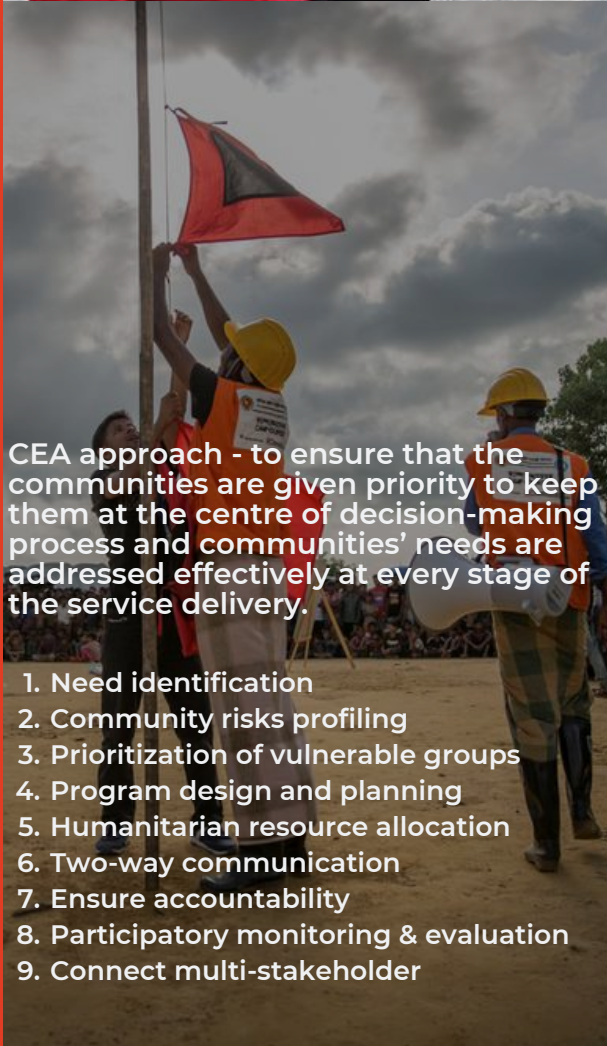
CONNECTING COMMUNITY

IN CONTEXTUAL DIFFERENCES BDRCS DELIVERS NEED BASED SERVICES TO PEOPLE

BDRCS CARES ABOUT NEEDS OF THE AFFECTED COMMUNITY

ENSURING ACCESSIBILITY TO ALL SERVICES FOR THE AFFECTED COMMUNITY

ESPECIALLY FOR CHILDREN, DIFFERENTLY ABLE PEOPLE AND DISADVANTAGE GROUPS



CEA approach - to ensure that the communities are given priority to keep them at the centre of decision-making process and communities' needs are addressed effectively at every stage of the service delivery.

1. Need identification
2. Community risks profiling
3. Prioritization of vulnerable groups
4. Program design and planning
5. Humanitarian resource allocation
6. Two-way communication
7. Ensure accountability
8. Participatory monitoring & evaluation
9. Connect multi-stakeholder

**BETTER DIALOGUE
EFFECTIVE PARTICIPATION
BUILD TRUST & ACCEPTANCE**





We must think about how to deal with the feedback we receive



Email: feedback@bdracs.org

Educate and enable communities to provide us feedback or complaints and to seek redress in safety

CEA-Feedback and Complaint Response Framework

(Proposed in the CEA draft policy)

CEA-strategic level committee

- CEA Steering Committee
- CEA Technical Committee
- CEA Working Group

CEA Team in BDRCS

- CEA Focal at NHQ
- CEA Manager and Officer at NHQ
- CEA team in Cox's bazar (coordinator and community mobilizers)

Feedback and Complaint Response Committees

- **National level** Feedback and Complaints Response Committee (NFCRC)
- **District level-** Unit Feedback & Complaints Response Committee (UFCRC)
- **Community Level-** Feedback and Complaints Response Committee (CFRC)

BDRCS **intends to create an enabling environment to respond** any sensitive feedback and complaints (violation of the code of conduct, sexual violence, safeguard, child protection, financial irregularities etc.) **within 72 hours**

Existing mechanism on feedback and complaint response

Hotline number (01811458524), Feedback email (feedback@bdracs.org), Social media
Survey, Face-to-Face Communication, Community Consultation, Information Centre, Feedback Box.

Partners in Integration of CEA approach

International Federation of Red Cross and Red Crescent Societies (IFRC), International Committee of the Red Cross (ICRC), American Red Cross, British Red Cross, Danish Red Cross, German Red Cross, Swedish Red Cross and Swiss Red Cross.

For More Information Please Contact : Technical Committee Member's of Community Engagement and Accountability

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