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@bdrcs.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
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@bdrcs.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 INTEGRATION APPROACH
WE LISTEN  WE LEARN  WE ACT

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
- 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

BDRC#Community Engagement #2020  Email: feedback@bdrcs.org  Hotline: +880 1811 458524  Website: www.bdrcs.org
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

IN CONTEXTUAL DIFFERENCES BDRCS DELIVERS NEED BASED SERVICES TO PEOPLE

BETTER DIALOGUE
EFFECTIVE PARTICIPATION
BUILD TRUST & ACCEPTANCE

Email: feedback@bdrcs.org  Hotline: +880 1811 458524  Website: www.bdrcs.org

BDRCS#Community Engagement #2020
We must think about how to deal with the feedback we receive

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 (CFCRC)

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@bdrcs.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

M. A. Halim  
Director & CEA Focal  
Mobile: 01811-458510  
Email: halim.ma@bdrcs.org  
Bangladesh Red Crescent Society

Monira Parvin  
Manager  
Community Engagement and Accountability  
Mobile/WhatsApp: 01916-068991  
Email: monira.parvin@bdrcs.org  
Bangladesh Red Crescent Society

Raqibul Alam  
Senior Manager  
Mobile: 01714-069707  
Email: raqibul.alam@ifrc.org  
International Federation of Red Cross and Red Crescent Societies (IFRC)

scan the QR code to find out more on BDRCS