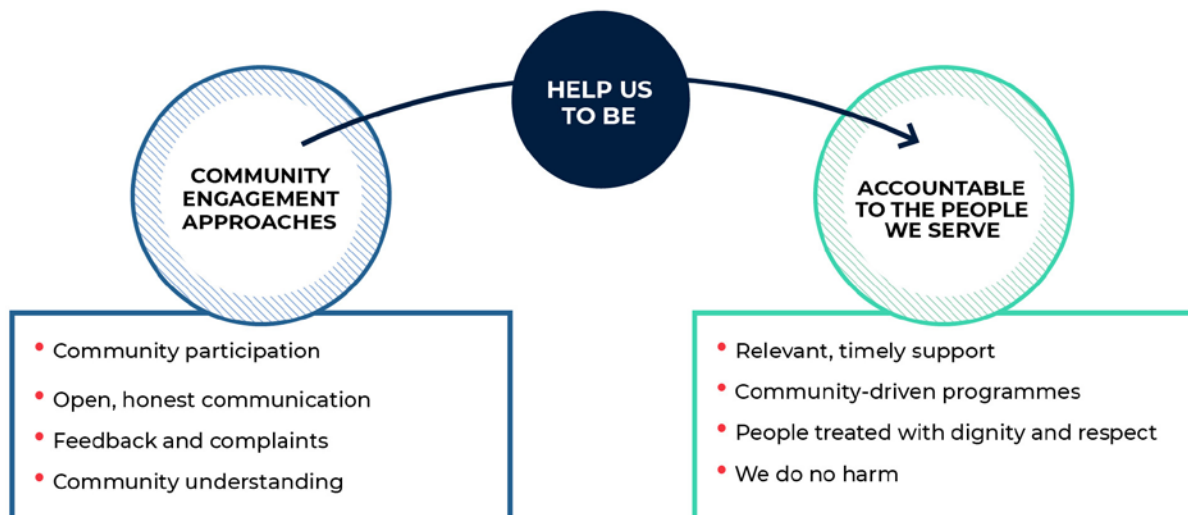# ECHO PPP
COMMUNITY ENGAGEMENT AND ACCOUNTABILITY GUIDANCE AND TOOLS

What is community engagement and accountability?

Community engagement and accountability is a way of working that recognises and values all community members as equal partners, whose diverse needs, priorities, and preferences guide everything we do.

HELP US TO BE

COMMUNITY ENGAGEMENT APPROACHES

- Community participation
- Open, honest communication
- Feedback and complaints
- Community understanding

ACCOUNTABLE TO THE PEOPLE WE SERVE

- Relevant, timely support
- Community-driven programmes
- People treated with dignity and respect
- We do no harm

Community engagement and accountability within ECHO PPP

Pillar five of the DG ECHO Pilot Programmatic Partnership with IFRC (ECHO PPP) aims to strengthen community engagement and accountability so that communities design, drive, and evaluate Red Cross Red Crescent programmes and operations. To achieve this, National Societies will be supported to:

1. Establish **systematic feedback mechanisms**, to collect, analyse, and use community feedback to guide decision-making.

2. **Institutionalize community engagement and accountability** by integrating it into strategies, policies, plans and guidelines.

3. Adopt a stronger role in **leading and supporting interagency coordination** approaches to risk communication, community engagement and accountability.

INDICATORS

1 % of surveyed affected people who believe their views are taken into account in decisions made around the support they receive

2 % of surveyed affected people (disaggregated by sex, age and diversity) reporting that humanitarian assistance is delivered in a safe, accessible, accountable and participatory manner

3 % of people surveyed who report receiving useful and actionable information through different trusted channels

4 # of countries where National Societies contribute to national coordination mechanisms and national plan for risk communication and community engagement

5 # of National Societies adopting national community engagement/accountability strategies, policies or frameworks.

What tools and resources exist to help me implement these priorities?

1 Community feedback mechanisms

Community feedback mechanisms make our programmes more effective and help us build trust with communities, by ensuring we listen to their questions and concerns and use their suggestions to improve the quality of our work. Tools and resources to help you set up and run a feedback mechanism, include:

- **The Feedback Kit** - guidance, tools, and templates to plan and design a feedback mechanism, and manage feedback collection, analysis, referral, action, and closing the loop with communities – including managing open feedback, perception surveys, and sensitive feedback.

- **Feedback Training package** – training package based on the feedback kit above, to equip those responsible for setting up National Society feedback mechanisms with the knowledge and skills to lead this process. Includes extended training modules for National Society feedback data collectors and data analysts.

2 Institutionalizing community engagement and accountability

Institutionalizing community engagement and accountability helps to ensure it becomes a predictable, systematic part of everything we do, at every stage of the programme or disaster response cycle. Resources to help you institutionalize accountability approaches include:

- **Module 3 in the Community Engagement and Accountability Guide** – outlines how to implement the minimum actions to institutionalize community engagement and accountability.

- **CEA Self-Assessment and Planning Workshop (CEA Tool 3)** – can kick start the process of institutionalization by providing facilitator notes, worksheets, and PowerPoint slides for a one-day workshop to self-assess community engagement strengths and weaknesses and develop a CEA strategy and workplan.

- **Template CEA Policy, Strategy, Workplan and Budget (Tools 2, 4, 5 and 6)** – provide templates National Societies can use to develop their own CEA Policy, Strategy, Workplan with example outcomes, outputs, activities and indicators, and CEA Budget.

- **Other CEA Tools that can help include** – a PPT to build leadership support for CEA (1), a monitoring and evaluation tool (7), a CEA job descriptions tool (8), Briefings on CEA (9) and the Code of Conduct (10) for staff and volunteers.

- **CEA training packages** – to help different levels in the National Society strengthen community engagement within their area of work.

- **Kenya Red Cross** and **Greek Red Cross** case studies – can provide lessons learned for National Societies starting the process of institutionalizing CEA

3   Strengthening interagency coordination on risk communication, community engagement and accountability

When National Societies take an active role in coordinating with national governments, the UN, and NGOs, it helps identify opportunities for collaboration, amplify impact, and avoid duplication. National Societies can also improve the overall quality of a response by advocating for community needs. In some countries, a coordination group for risk communication and community engagement already exists, but in other contexts it may need to be created or integrated into existing coordination structures. It is important that National Societies continue to ensure their independence when coordinating with other entities outside the Movement, and where possible a National Society could co-lead coordination. Resources to support interagency coordination include:

- **The Collective Service** – established by IFRC, UNICEF and WHO provides coordination expertise to help partners and responders, including a guide on risk communication and community engagement coordination in public health emergencies, with advice on setting up coordination platforms and how to engage with different Government, UN, NGO and civil society actors.

- **Communicating with Disaster Affected Communities (CDAC) Network** – provides useful guides on how to set up collective approaches to community engagement at the national level (section two and four) and a framework for measuring success.

- **Guide on how to set up collective approaches to community engagement at the national level** and a framework for measuring success from the Communicating with Disaster Affected Communities (CDAC) network.

4   General guidance on community engagement and accountability

The Red Cross Red Crescent Movement also has a wealth of guides, case studies, and training materials on community engagement and accountability including these key resources:

- **The Red Cross Red Crescent Guide to Community Engagement and Accountability**

- **The CEA toolkit**

- **The Community Engagement Hub** - is a free online public platform, hosted by British Red Cross, with training packages and more than 300 tools, guides, and case studies on a range of topics from feedback mechanisms to radio programmes.

LANGUAGES

All the resources listed in this guide are being translated into French, Spanish, and Arabic and other languages, so if the language version you need is not yet available, check back regularly.

For more information contact:
Alexandra Sicotte-Levesque, Community Engagement Manager, IFRC, alexandra.sicottelevesque@ifrc.org