



Hungary, focus on Ukraine and impacted countries crisis
July-December 2024

Community Engagement and Accountability report



HRC's CEA focal point visit to the Miskolc Helpdesk team. Miskolc, December 2024

This report summarizes some important steps HRC has taken in the past few months to ensure that the Community Engagement and Accountability (CEA) approach is taken into consideration to our everyday work. Community feedback was collected from mostly displaced people from Ukraine, whom we have been engaging through multiple communication channels. This report highlights the main findings and feedback on our following channels:

I.) FEEDBACK

- 1) Helpdesk
- 2) HRC's Facebook account and Social Media Listening
- 3) E-mail address
- 4) Branch / HQ reception interactions
- 5) Integrity Line

II.) CAPACITY-BUILDING:

- 6) Workshops on mainstreaming CEA

The main purpose of collecting, responding and reporting feedback is to

- 1) track the community insights/trends
- 2) better understand the people we serve
- 3) make community driven, evidence based decisions
- 4) shape our programs/operation based on community feedback to be more effective, and be accountable
- 5) to build trust, access, and acceptance with people we serve.

I.) FEEDBACK

1) HRC's Helpdesk

(Aug. 2024 - Dec. 2024)

Operation and future of the Call Center

The **Call Center of the Hungarian Red Cross** operated with the **CVA programs from November 2022 until the end of December 2024**. All our agents were members of the affected Ukrainian community who had to leave their country because of the conflict. They started again in Hungary. None of them had worked in this capacity before, but they all wanted to help those fleeing their home country, so they started working with the Hungarian Red Cross. The Miskolc-based Call Center operated with two coordinators, and four agents. Thanks to their dedicated work, **the Call Center has become a trusted communication channel for refugees, guaranteeing rapid information and accountability for our organization**. HRC's Call Center *"became more than just a point of contact—it became a beacon of hope and a lifeline for so many"* as our IFRC colleague, Operations Manager Orhan Hacimehmet put it.



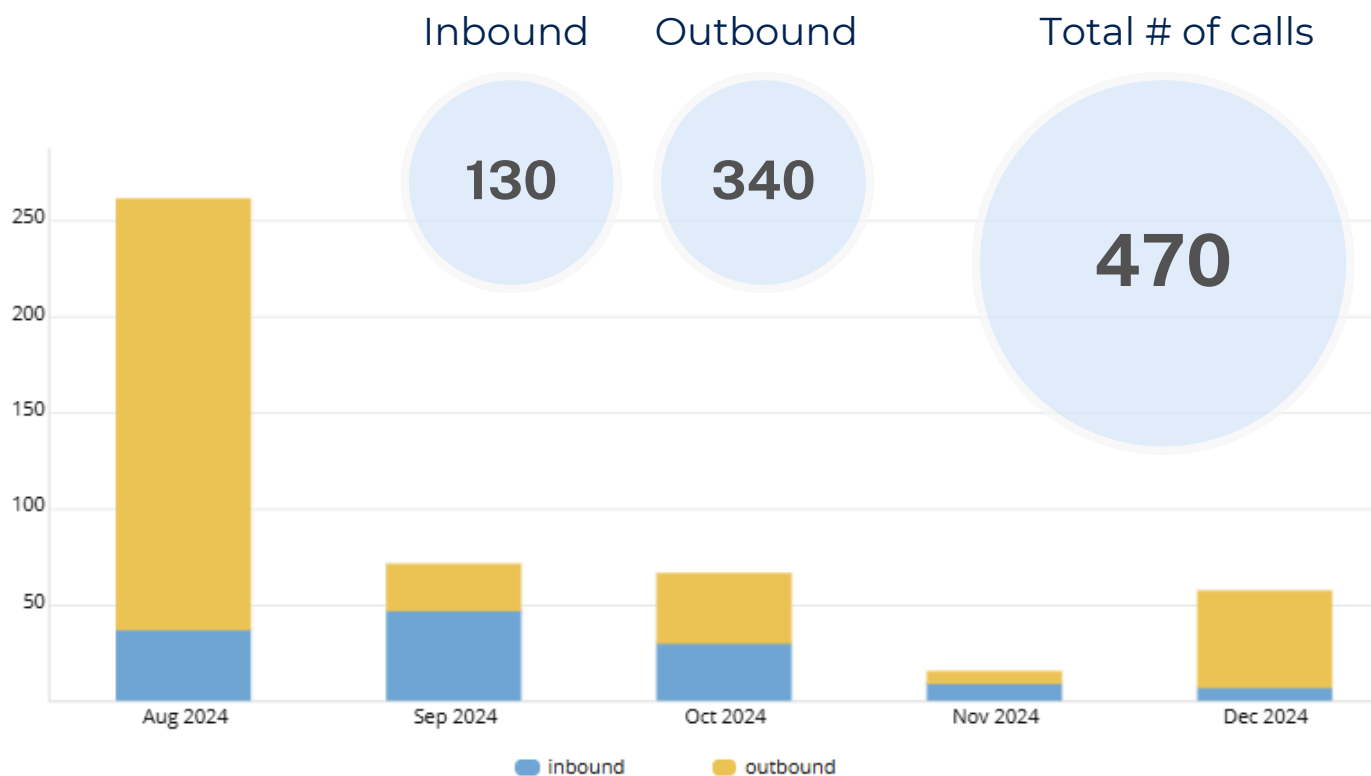
HRC'S last CVA program, the **Cash for Health** assisted around 900 people with cash support who could reach out to our Call Center from Monday to Friday from 8.00-16.00, where they could speak with our agents in Hungarian, in Ukrainian, in Russian or even in English. During the busiest periods, the days after PAs received the payments, the Call Center received on average 20-30 calls per day. In collaboration with the NLRC's **510 team** and with the support of **IFRC**, HRC has used the user-friendly **Digital Engagement Hub** package with EspoCRM with the integrated Twilio software to ensure all the calls are monitored and all the feedback we receive are recorded and responded.

The future of the Call Center

Currently, HRC's Call Center is under reorganization. According to the plans, based on a thorough needs assessment with HRC branches and discussions among HQ departments, a **centralized Helpdesk** is going to operate later in 2025 with three main communication channels: 1) a centralized e-mail account, 2) social media account, and 3) a Call Center.

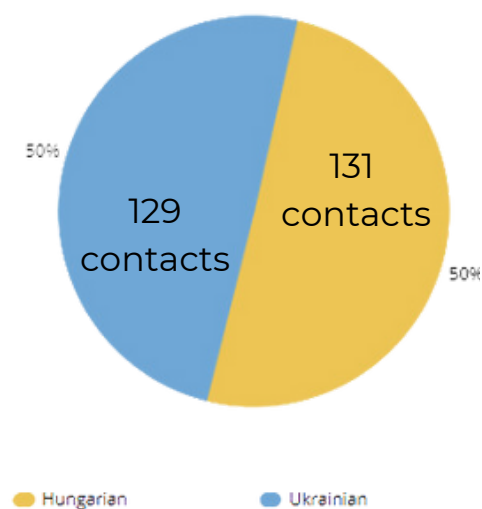


Number of calls



Contact Languages

(1 contact = 1 affected community member)



The number of calls decreased due to the fact that many families moved from Hungary to other, mostly European countries, or many of them moved back home to Ukraine despite the risks of taking care of their homes (if it has not been bombed), belongings and their elderly, chronically ill relatives.

Source: 510 team, former Helpdesk colleagues, Migration Project Manager

HRC's Call Center "became more than just a point of contact—it became a beacon of hope and a lifeline for so many."

*(Orhan Hacimehmet,
Operations Manager - IFRC)*



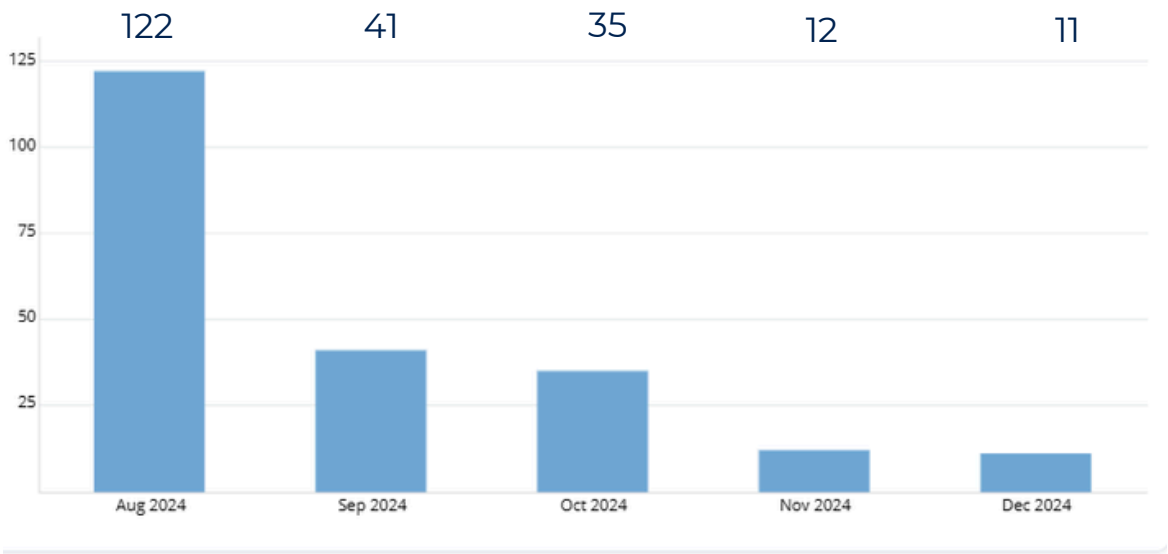
István Gál and Krupicka Valerija, our former Helpdesk coordinators.

From a CEA perspective, the Call Center of the Hungarian Red Cross is key. It is a primary feedback channel with the communities affected by the Ukrainian crisis, as they can access information and give feedback on our work (including complaints, questions, or even acknowledgments). We have been able to use the Call Center to engage with program participants, or, for example, we reached out to invite them to focus group discussions to assess needs and measure project outcomes. It has also been very useful when we wanted to inform or gather feedback from the participants of the MMIA project.

Number of cases



The number of cases is getting lower due to the fact the last transactions of the CVA program happened in October, and the program came to an end.



Source: 510 team, former Helpdesk colleagues, Migration Project Manager

Feedback types



221

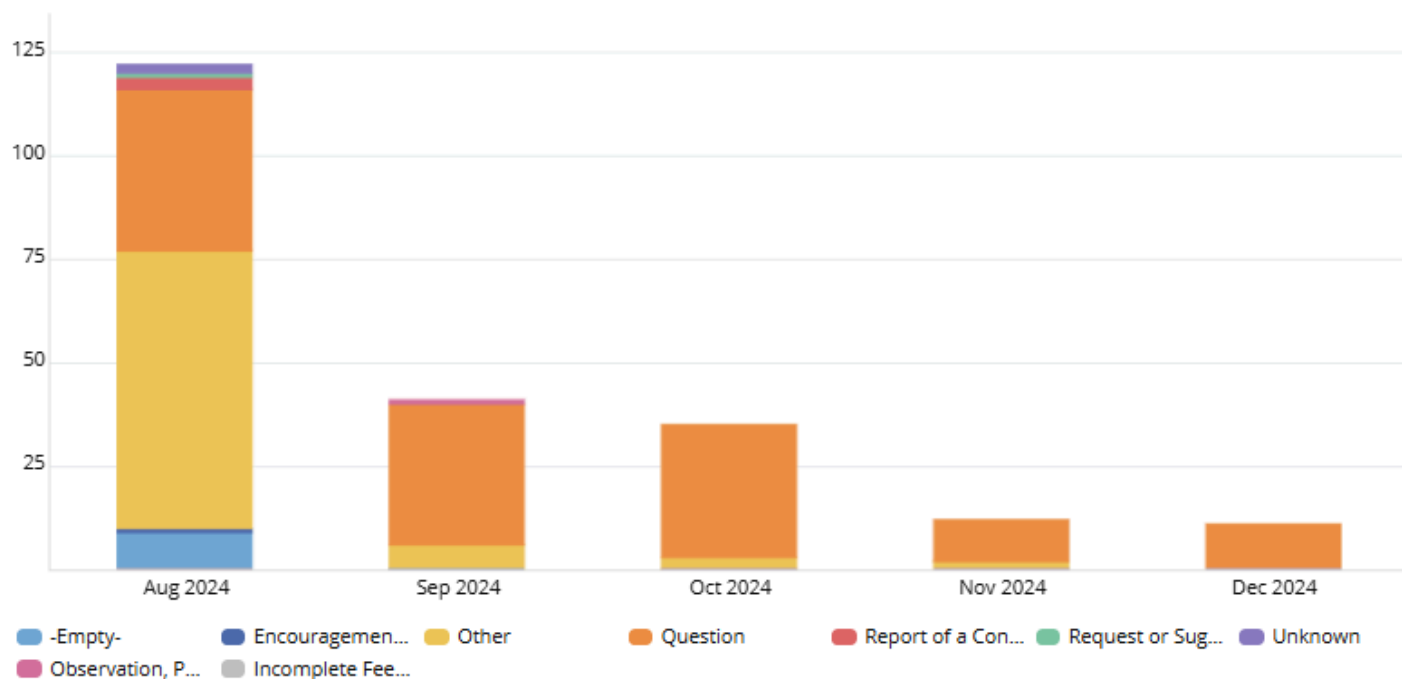
Total # of cases

126

CVA related
Questions

78

Other



The number of cases is getting lower due to the fact the last transactions of the CVA program happened in October, and the program came to an end.

The most common types were questions related to the CVA program. Agents chose the other category when the person affected (PA) was reaching us or we reached out related to the CVA PDMs, when the issue was already solved, the PA could not read or understand the text message, or PA inquired about other programs of HRC.

Source: 510 team, former Helpdesk colleagues, Migration Project Manager

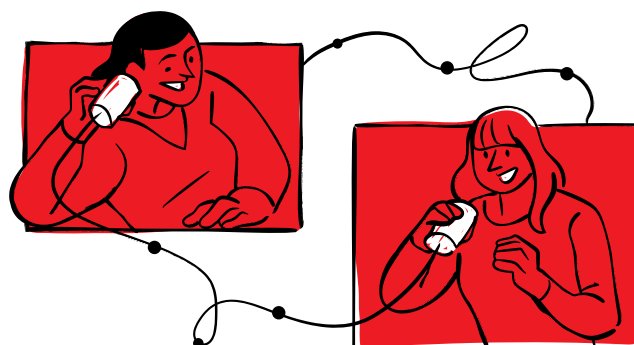
2) HRC's Facebook messages (Jan.-Dec. 2024)

HRC's Facebook



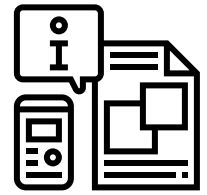
HRC's Facebook page is handled by HQ colleagues. Last year, in a couple of instances PAs asked for general help and they were referred directly to the Migration's Departments e-mail address, where the relevant colleagues contacted them.

As the Ukrainian crisis had entered an integration phase by 2024, our colleagues responded accordingly. By this time, refugees who have been engaged with Red Cross organisations, are already familiar with our communication channels where they could ask for help and get information. In many cases, they have kept in touch or are still in touch in person (e.g. they participate in our integration programs, they receive in-kind assistance), via our branches' social media pages, via phone or e-mail. This explains why our national society's main Facebook page has received so few requests.



Source: HRC HQ COMS department and Migration Department

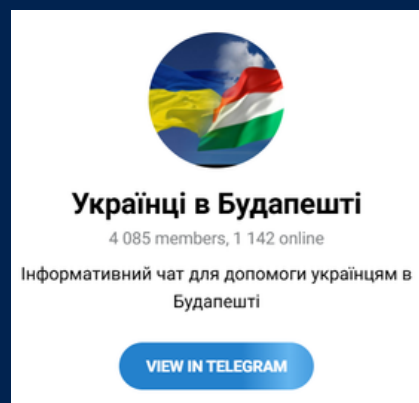
Social Media Listening (Mar.-Jun. 2024)



In the emergency response phase of the International conflict of Ukraine and the Russian Federation Social Media Listening (SML) played an important tool in helping national societies to find out more about the needs and concerns of the affected displaced population.

Until 2024 June, due to funding possibilities and on behalf of IFRC, HRC received a great SML reports from the NLRC 510 team. The team regularly checked popular social media groups and from scrapes, they filtered the most popular topics among refugees. ***In case of emergencies SML might be useful - for instance when there is little time to organize needs assessment especially in lack of time or personnel.***

2 Telegram accounts reviewed



Source: IFRC, HRC HQ Migration Department, 510 team

"Hello everyone) There is such a question: temporary protection allows you to stay on the territory of Hungary. Is it possible to stay in another EU country for more than 90 days with these documents?"

"Good afternoon, can someone move out of their apartment, I am looking for 2 bedrooms for myself with a child, please write."

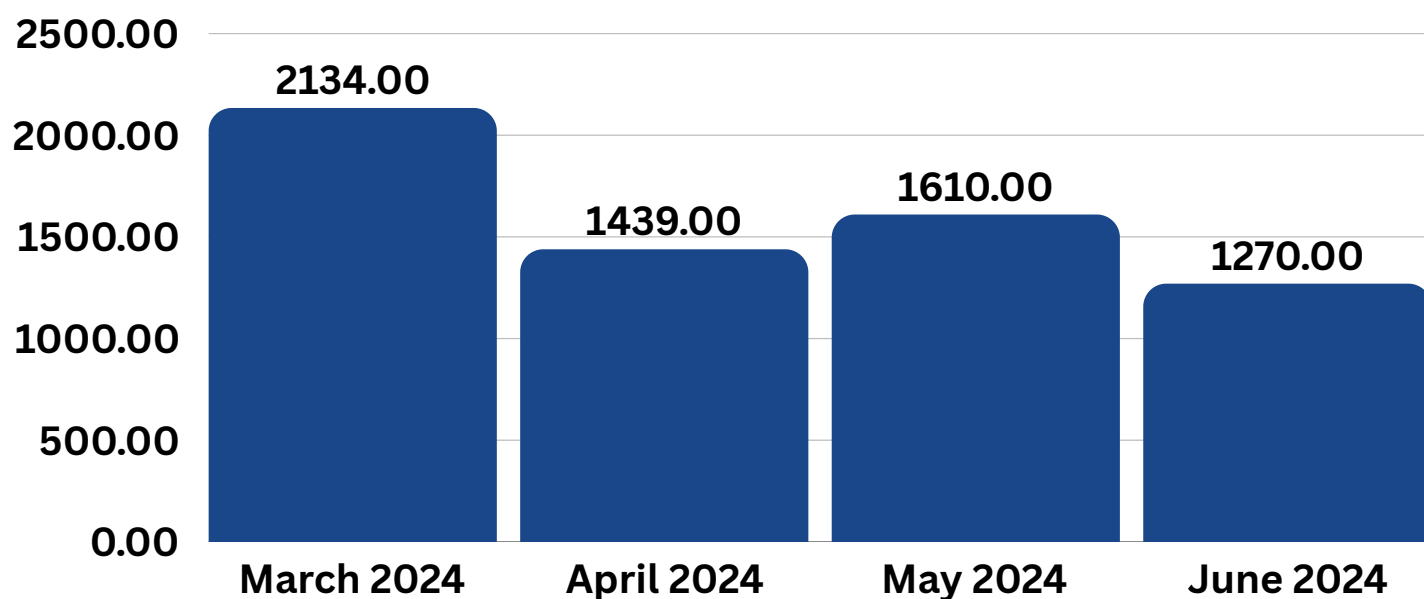
4 reports on Telegram chat scrapes

Telegram groups were the most commonly used by the affected community

"Good afternoon. Who did permanent residence for themselves? Please write to PP. Thanks."

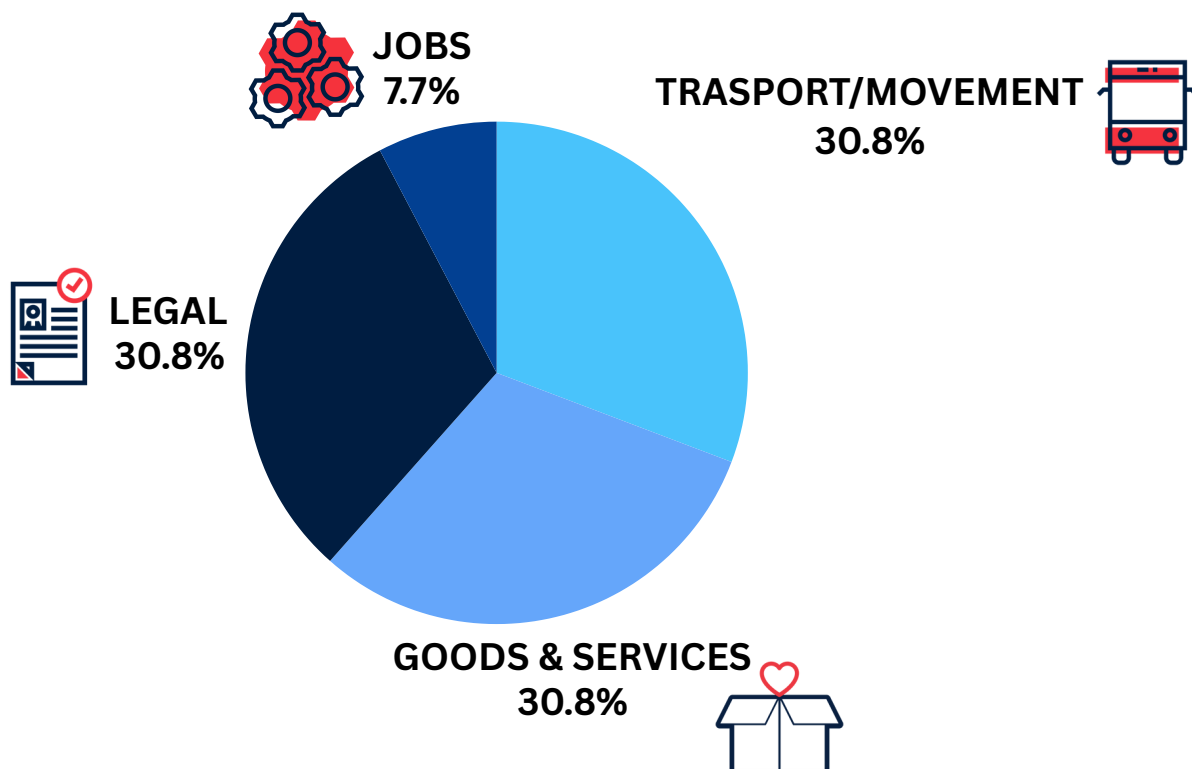
"Do the locals also work 12 hours a day, or is it a privilege only for visitors? I'm just interested)"

of chats reviewed (Mar.-Jun.)



Source: IFRC, HRC HQ Migration Department, 510 team

Most mentioned topics in the reviewed 4 month period



Some examples:

1. **TRANSPORT/MOVEMENT:** People Affected ask how they can move in and out of the country and what documents they need to cross the border (temporary protection, passport). They also ask if the public transport is free of charge for Ukrainians.
2. **GOODS & SERVICES:** e.g. People Affected buy and sell items (computer accessory, football tickets, books, bicycle, shoes) and they look for services (equipment repair, plumber, seamstress).
3. **LEGAL:** e.g. People Affected ask how they can obtain, extend and cancel the temporary protection. They also ask how they can obtain a document (passport, residence permit).
4. **WORK/JOBs:** e.g. People Affected ask how much the minimum salary is. They also offer and request jobs.

Source: IFRC, HRC HQ Migration Department, 510 team

3) E-mail

(specifically answered by the Migration Project manager)
August-December 2024

1 # of e-mails

44



Affected community members have already identified the closest HRC office, so in most cases they already have a concrete contact (e-mail address, phone number), or they visit our colleagues in person.

From time to time Migration Project Manager receives different types of requests, which the Migration department handles or direct PAs to another organization.

2 Most common topics affected community members asked about:

Cash program-how to register,
eligibility criteria

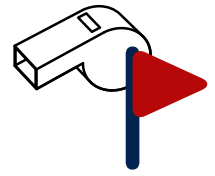
Shelter,
accommodation

Individual cases (referred
to relevant HRC branch)

Legal (referred to
competent
organization)







Source: HRC HQ Migration Department

5) Integrity Line



Panaszbejelentő rendszer

A Magyar Vöröskereszt dolgozói vagy önkéntesei által elkövetett kötelességszegéseket vagy szabálysértéseket jelenthet be a panaszbejelentő rendszeren.

 Panaszbejelentés	 Bejelentett esetek megtekintése
 Panaszbejelentéssel kapcsolatos információk	 A névtelen bejelentésről
 A bejelentett esetek kezeléséről	 Panaszbejelentéssel kapcsolatos szabályzatok



A Magyar Vöröskereszt Etikai Bizottsága

Bármely szervezeti egység vagy tag bejelentéssel élhet a Magyar Vöröskereszt Etikai Bizottsághoz. Tagjaira az összeférhetetlenségi szabályokat kell alkalmazni.

 Magyar Vöröskereszt

Anyone can report misconduct or violations committed by Hungarian Red Cross employees or volunteers anonymously through Integrity Line.

HRC, as part of the RCRC movement, is fully committed to creating a safe, inclusive and dignified environment for the communities we serve, and for all our volunteers and staff.

Anyone can report any incident or misconduct that affects the integrity of IFRC personnel, assets or operations. This includes: fraud and corruption, sexual exploitation and abuse, harassment, child safeguarding, security incidents, health and safety, information security breaches and emblem misuse.

Source: HRC HQ Migration Department, IFRC

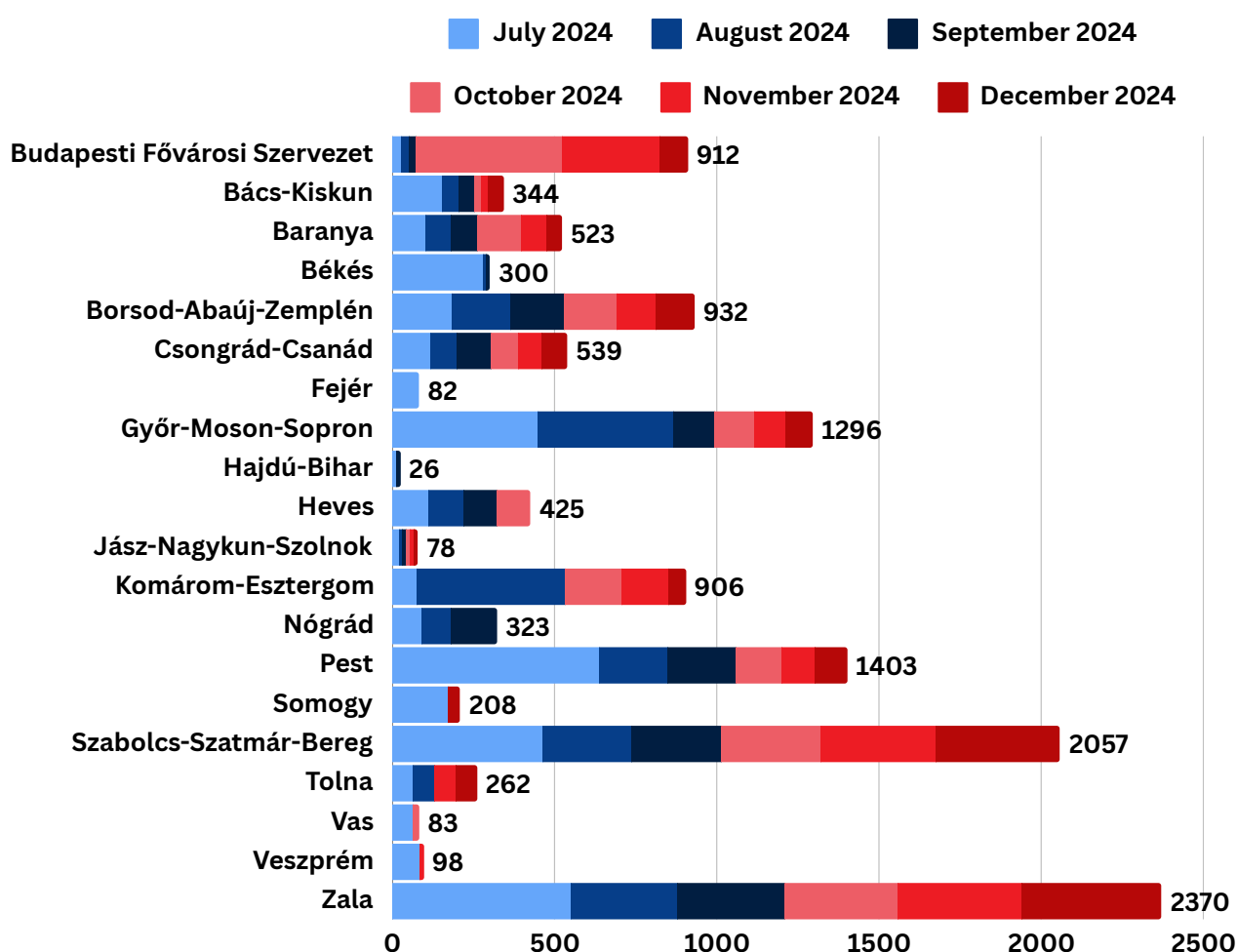
Branch & HQ reception interactions



HRC branch interactions

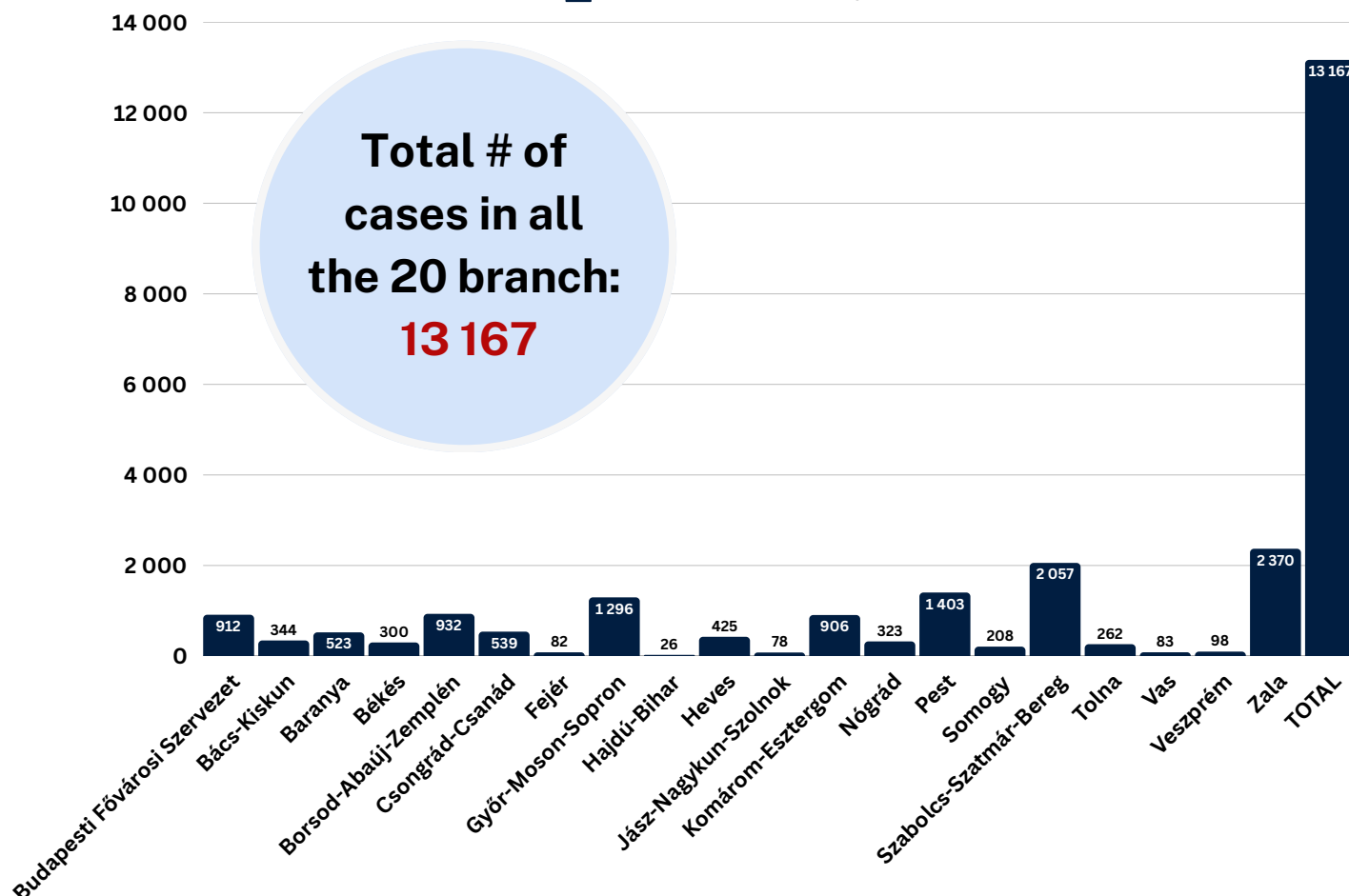
The table below shows the number of cases in which assistance was provided by HRC branch staff and volunteers to displaced persons from Ukraine with whom the HRC is in touch. Of course, this result does not give a complete picture of all the engagement activities but illustrates a notion of the needs of the affected community. In all the instances providing assistance happened **with the engagement and feedback of affected community members** where **individual needs were taken into consideration**. All the services or aid were provided on the degree of necessity and depending on financial resources.

Data was collected by HRC's Migration Project Manager directly from the branches, and analyzed by CEA FP.



Source: HRC HQ Migration Department

■ Total cases between July-December



Most common type of assistance

July 2024 - December 2024



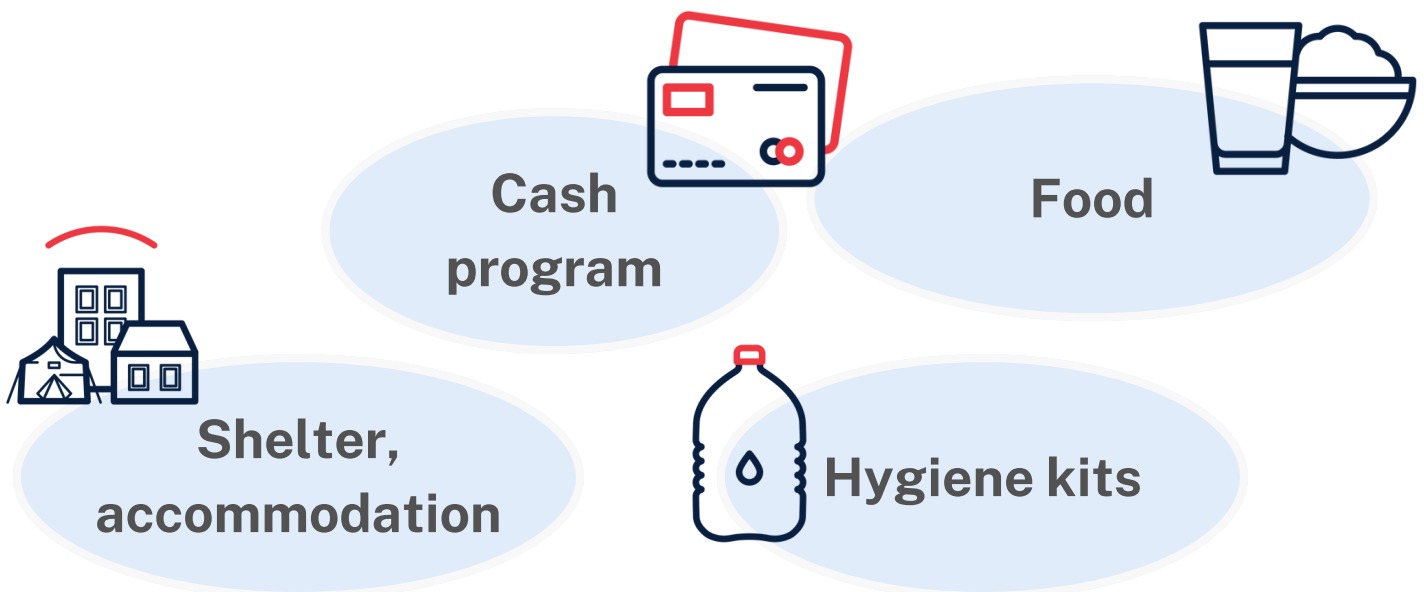
Source: HRC HQ Migration Department

There is an ongoing need for housing support for the most vulnerable groups, cash assistance (for which there is ongoing interest) and support for basic needs.

In our everyday work we make sure to take into account safeguarding. Safeguarding means ensuring that our programs, operations, people, and communications **do no harm** - and that we act to prevent and protect against sexual exploitation and abuse (PSEA), child protection systems, whistleblower protection, and to prevent and respond to discrimination and sexual harassment in the workplace.

HQ reception in Budapest

Most common topics affected community members asked about in person:



Source: HRC HQ Migration Department and Facilities Department

II.) CAPACITY-BUILDING

6) Workshops on mainstreaming CEA

Since *mainstreaming CEA is a key capacity-building and national society development tool*, the results and feedback of workshops are also included. These sessions had a **community-building impact** as well that is a crucial cornerstone of *implementing CEA*.

192 HRC volunteers and branch employees benefited

from the PGI/PSEA/GBV & CEA workshops from April 2024-June 2024 in the framework of the project “Supporting the Inclusion of People with Disabilities and Chronic Illnesses Through Assistive Devices”.



Source: HRC HQ Migration Department Photos: Bence Salamon and Judit Godó

In November 2024 HRC's Migration team facilitated workshops for HQ staff on not just PGI, SGBV PSEAH, and CEA, but on the importance of PMER (planning, monitoring, evaluation, reporting), and information management (IM).



In November 2024, in the first round of interactive workshops, **46 HQ staff members** participated.



The main objectives were:

- to train HQ staff to learn about effective project implementation strategies and enhance cooperation in line with international implementation expectations
- to provide a crucial platform for HQ staff to engage with one another
- to discuss key challenges
- to brainstorm on possible more professional and sustainable synergies among the different HQ departments
- the events also encouraged the participants to apply a more people- and community-focused approach to their work.

Source: HRC HQ Migration Department

"There were useful, constructive opinions and with the group tasks, the team community was also very much built."

"Thank you for the thought-provoking discussions! I think it's very important to be open to dialogue, and you've done a great job of that. Thank you!"

"I have learned some interesting new aspects about information management. It was also a good training for interprofessional networking."

"Effective communication, conscious attention and cooperation are very important."



HRC plans to continue its mission of mainstreaming these important approaches for both the HQ staff and the branch staff and volunteers. This will ensure that ***our work is more sustainable and effective and that we remain accountable not just to the people we serve but also to our partners and donors.***

Compiled by Judit Godó, CEA FOCAL POINT at Hungarian Red Cross

In contribution with and special thanks to: Fatmanur Bakkalbasi - CEA Senior Officer, Borbála Bodolai - PMER & QA Senior Officer, and Orhan Hacimehmet - Operations Manager from IFRC, Jonath Lijftogt CEA Officer at NLRC's 510, Rita Györfi - social rapporteur, Bettina Ildikó Bosák - Head of Migration Department, Dániel Gulyás - IM, Bernadett Jászhalmi - Migration Project Manager, and Virág Szabó and Dóra Kerényi - from HRC HQ Communications Department

Budapest, January, 2025

