



CEA Unit: Quarterly report

1st quarter of 2025



CEA Unit

This report includes an analysis of the activities of the **Community Engagement and Accountability (CEA)** Unit during the **first quarter** of 2025, including analytical data from the **Information Center** and the **Feedback Sector**;

The purpose of the report is to highlight key indicators and operational results, which allows us to assess performance and provide information about our activities.



Key results of the **CEA Unit** in the first quarter of **2025**:

Changes in the personnel structure :

- A new head of the **CEA Unit** has been appointed;
- Two employees have left the team;



Analysis and reporting :

- Completed final research report looking at the supporting role of URCS and its services for the new Strategy;
- Created the **Ukraine Red Cross Annual Report 2024**;



Institutionalization :

- Continued development of the **Feedback Policy**;



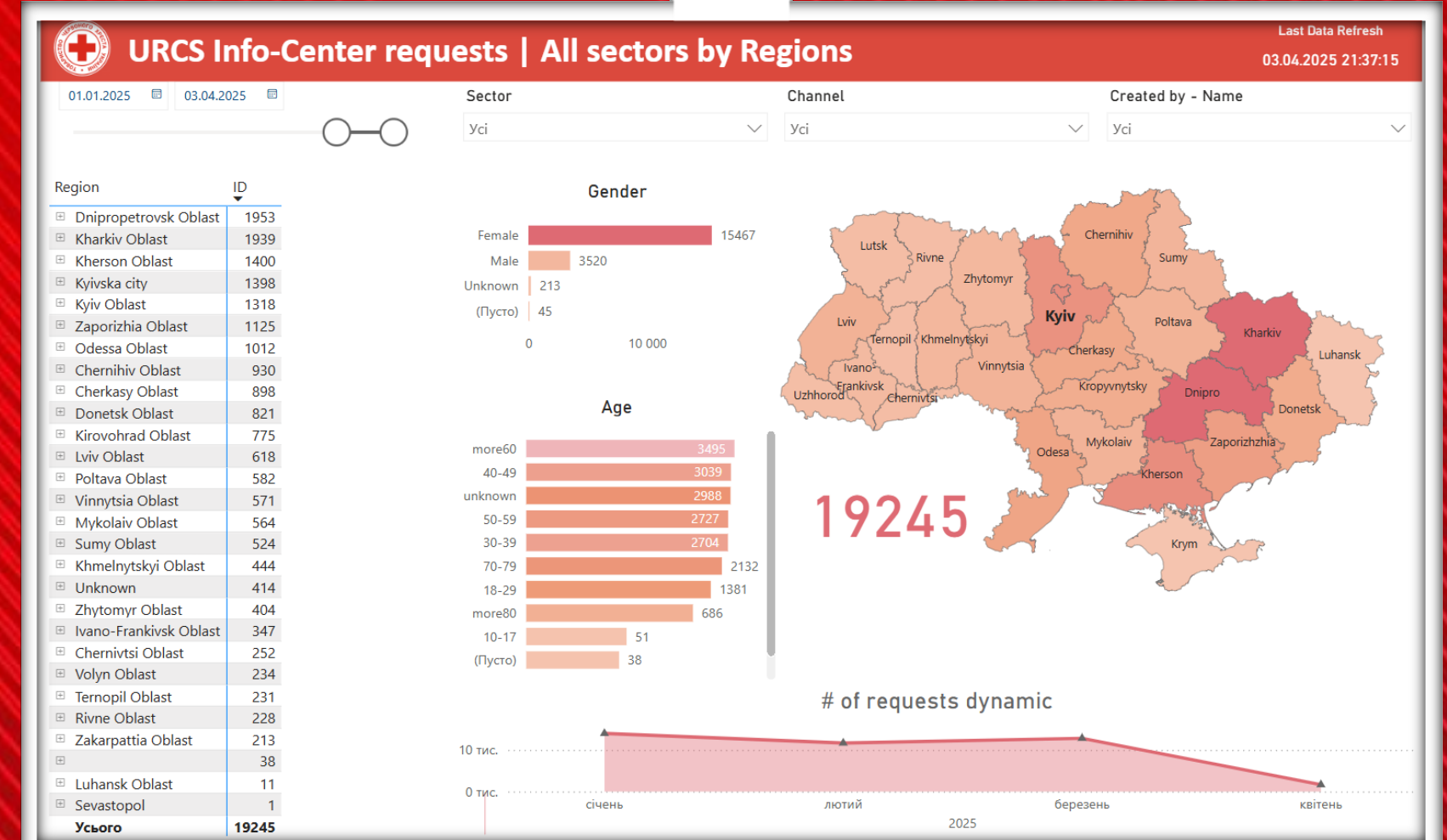
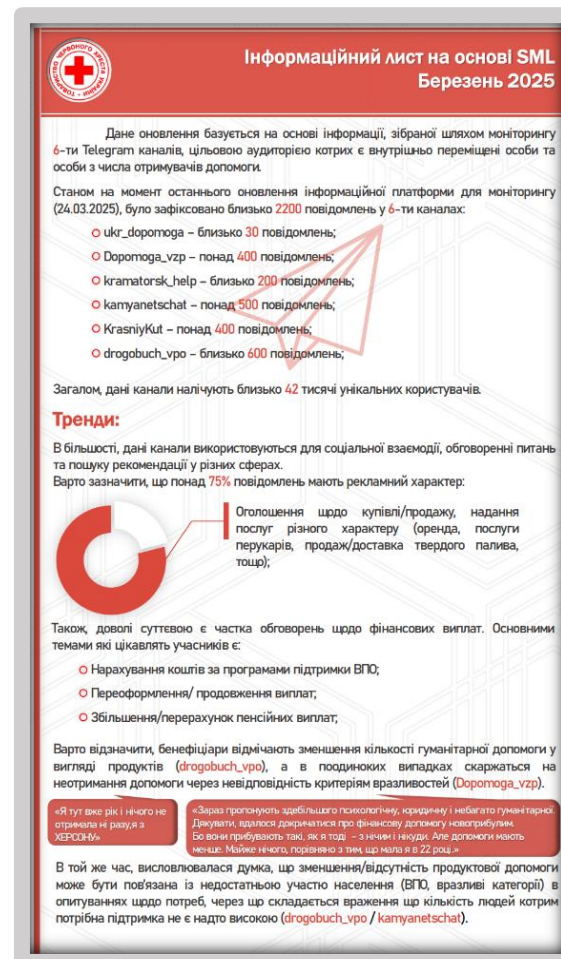
- Started development **CEA policy**;
- Completed the discussion and approval of work plans for **CEA Unit** employees;
- Developed a feedback form for the **Active Ageing** project;



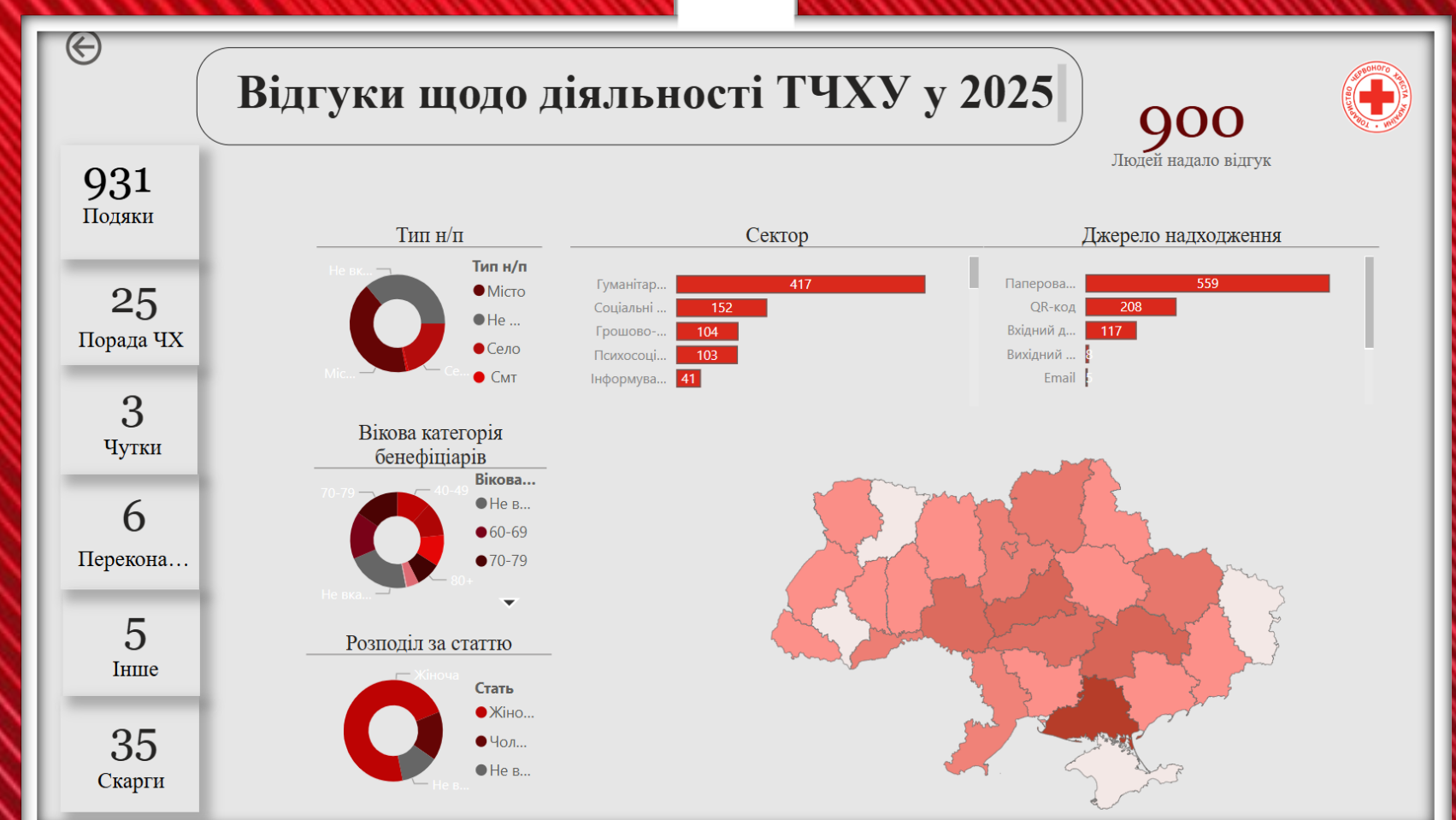
CEA Unit

Tools development:

- The process of optimising and improving dashboards has begun;
- Testing of the **Social Media Listening (SML)** tools has been launched;
- A report on the results of the **SML** was produced in March;
- Test launch of **regional contact lines** for communities across **five** regions.
- Resumed work on the translation of **CEA E-learning** modules on the **IFRC** platform;
- **Safeguarding** training for **CEA** focal points;



(Information center dashboard)



(Feedback sector dashboard)

CEA Unit



- Held 2 CEA Technical Working Group meetings;
- Regular PMER coordinations meetings;
- Joined the Socio-Economic Recovery Workshop;
- Introductory meetings were held with representatives of the Danish, Canadian, German, Spanish, Austrian, British and International Red Crosses;
- Meeting with URCS Research Center about starting Trust Index research;
- Started discussion about regional QCA merging;
- Comms coordination meeting and Digitalisation department coordination meeting;

In addition, a presentation was made at the IFRC's Global CEA Community of Practice on "Institutionalization" and indicators were agreed with the IFRC;



Communication and coordination :

(Community of Practice and CEA – Community Engagement Hub)

CEA: Sectoral development



As part of the **CEA** sectoral development:

- A sectoral workshop was held for the departments of the National Committee of the URCS on the integration of **CEA** into programs.

Based on the results of the workshop, two meetings were organized to review the CEA checklist with :

- Emergency management department;
- Mine action and civil-military cooperation departments;

For developing a CEA Policy:

- A coordination meeting was held with the **Legal Department**;
- Roles and responsibilities were agreed for finalizing document;

Capacity building :

- Provided "**Information as Aid**" training for representatives of **Kharkiv, Dnipro, Donetsk, Kyiv** regions and **Kyiv city**.



- Conducted technical visits to the **URCS organizations** in Dnipropetrovs'k region;



CEA: Sectoral development



Since the beginning of the year, the CEA Unit :

- Participated in the development of a project proposal for **UHF**;
- Actively participated in the approval of project proposals from other departments;
- Checked the compliance of budget lines assigned for CEA activities;
- The **CEA Unit** is regularly invited to participate in kick-off meetings at the start of new projects.



CEA: Regional development



In regional **CEA** development:



Trainings «Introduction to CEA + self-assessment»:

Two trainings were held for teams from **Kyiv city** and **Kyiv region**.



Conducted technical visits:

- Carried out visits to the **Donetsk RO** in Dnipro and the **Kramatorsk CO** in Kramatorsk.
- Also carried out visits to **relocated city organizations** in Dnipropetrovsk region – **Kurakhivska, Pokrovska, Myrnohradsk RCOs**.
- Visited **Dnipropetrovs'k RO, Kryvyi Rih CO, Kamianske CO, Nikopol CO and Samara CO**.
- Annual planning and reporting forms were developed for **regional CEA** specialists (monthly, quarterly and annual).

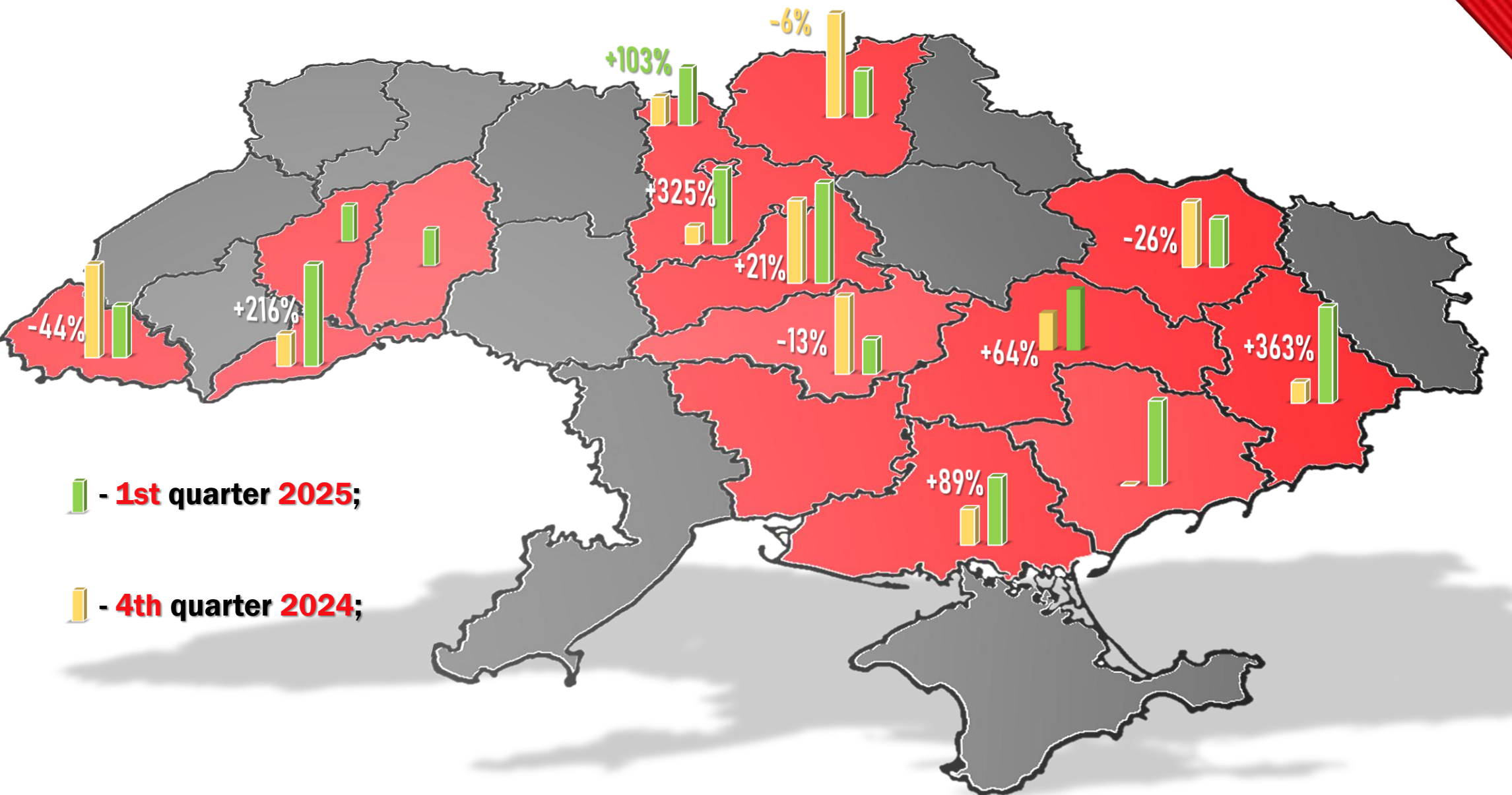


CEA: Regional development



In Ukraine, **15 CEA specialists** have been deployed in **14 regions** and **Kyiv city**.

- Collected and processed **3,718** feedback paper forms, up from **2,309** in the previous quarter;
- We can see a general trend of increasing feedback received by regions compared to the previous quarter:



○ The number of **paper feedback** collected increased by **61%**;

Detailed information by **month** and **region** is presented in the table below :

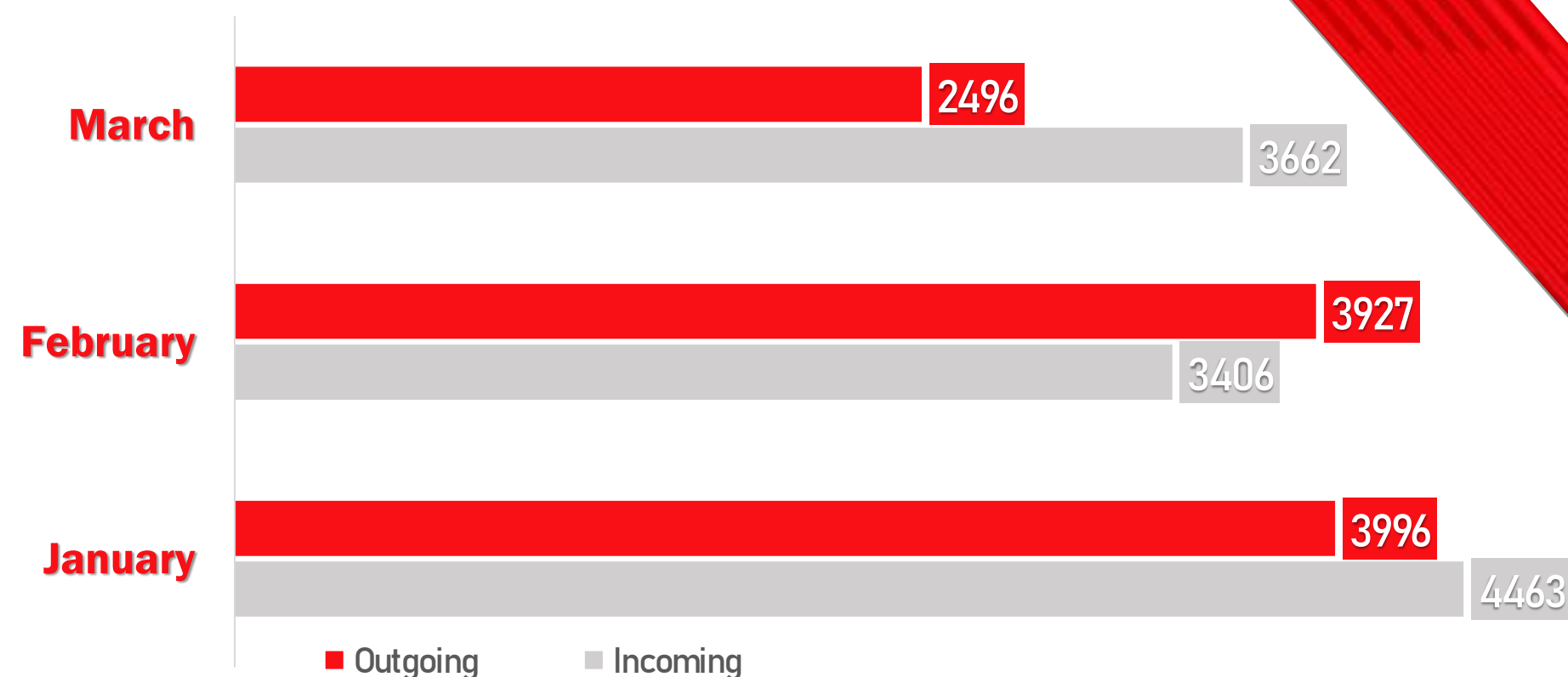
	January	February	March	TOTAL:
Region:				
Dnipropetrovsk	100	85	50	235
Donetsk	52	52	266	370
Zakarpattia		3	2	5
Zaporizhzhia		182	144	326
Kyiv city	2	58	84	144
Kyiv region	155	92	310	557
Kirovohrad	68	194	138	400
Mykolaiv				0
Ternopil	0	0	10	10
Kharkiv	54	97	35	186
Kherson	132	200	320	652
Khmelnysk	0	10	0	10
Cherkasy	103	128	156	387
Chernivtsi	32	40	26	98
Chernihiv	38	255	45	338
TOTAL:	736	1396	1586	3718

For high-quality institutionalization and implementation, it is necessary to approve the **CEA policy** at the national level and allocate funding for fuel and material resources for **regional CEA specialists**.

Information Center NC URCS



During the **first quarter** of 2025, the **Information Center** handled **21,950 calls** - **11,531** incoming calls and **10,419** successful outgoing calls:



- The overall response rate for the quarter was **78%**.
- Another **11,434 inquiries** were received by the **Veterans Line**;
- We processed **20** surveys, including **PDM**, social surveys, and verifications with a total of **2,922** questionnaires;

Key achievements of the first quarter :



A 3-month pilot project of regional contact lines for engaging with communities was started;



Developed and started a separate module in **ESPO CRM** for the operation of the regional hotline in **Kharkiv region**;



A number of trainings were held on centralized processing of requests by regional specialists in **ESPO CRM**;

At the same time, we created :

- Monthly reports on request processing and feedback;
- **BHA** monthly report;
- Report-analysis of the humanitarian context in **Zaporizhzhia** region;
- **RELIEF Feedback Analysis** report;
- Released two major reports: **Enquiry and Feedback Data Analysis 22-25** and **URCS Annual CEA Report 2024**;
- New templates for information presentations by the department's sectors were created;



(Analysis of the humanitarian context in Zaporizhzhia region)



(RELIEF Feedback Analysis)



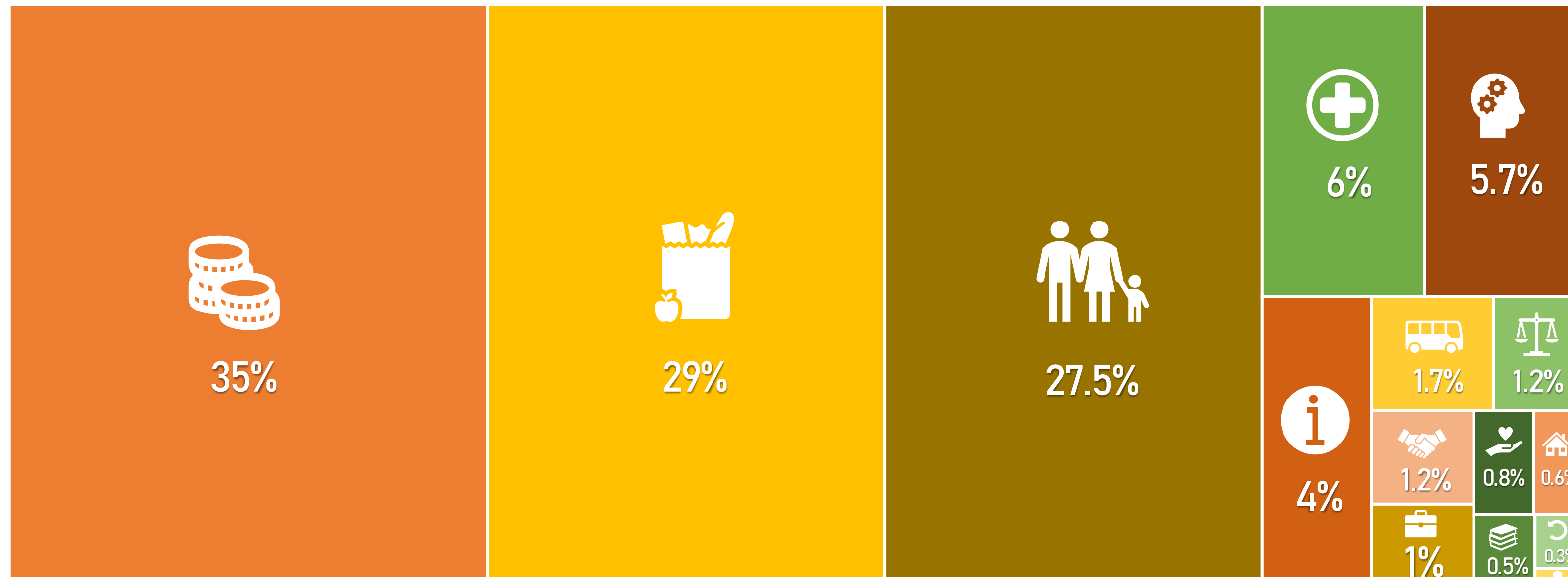
Information Center NC URCS



During the first quarter of **2025**, the URCS Information Center received **13,763** inquiries

Detailed information about inquiries a breakdown of the categories is shown in the graph below:

- | | | | |
|--|--|---|---|
| Financial Aid - 4812 requests; | MHPSS- 793 inquiries; | Home based care - 108 inquiries; | Crisis/Safety/Protection - 11 inquiries; |
| Humanitarian Aid - 3989 requests; | Information - 544 inquiries; | Shelter - 86 inquiries; | Other - 43 inquiries; |
| RFL - 3795 requests; | Evacuation/Transport - 242 inquiries; | LiveLiHood - 139 inquiries; | Help offer- 167 inquiries; |
| Health - 824 requests; | Legal Aid - 174 inquiries; | Education - 72 inquiries; | |



More than **7,200** inquiries were referred.

In total, about **52%** of inquiries were referred.

Feedback sector



The **Feedback** sector processes feedback received through feedback channels operated by the **National Committee** :



Information Center hotline;

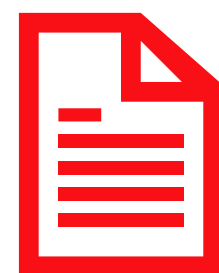


Emails: national@redcross.org.ua | feedback@redcross.org.ua



NC URCS: Kyiv city, Chykalenka st.30, 01024

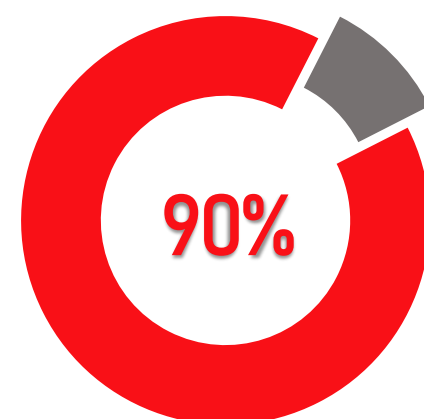
During the first quarter :



Response provided to 25 written inquiries

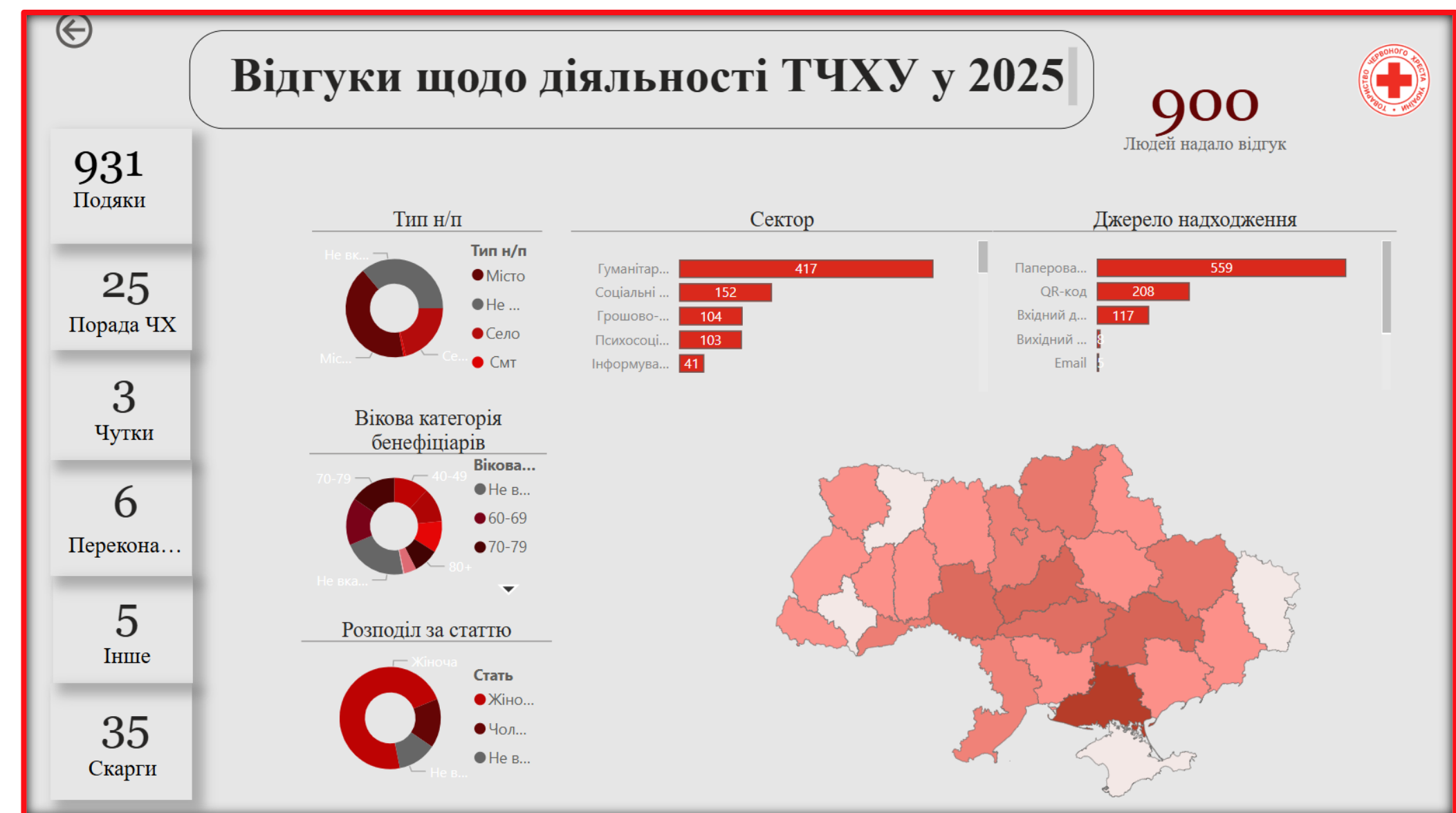


135
Complaints processed



of complaints resolved

The **information dashboard** is updated monthly:





Feedback sector

Three trainings were conducted on developing feedback mechanisms :

- For the Kharkiv team of chairmen, area coordinators, specialists and volunteers;
- “Feedback Mechanism” and “Information as Aid” for heads, specialists and volunteers of city and district organizations in **Donetsk** and **Dnipropetrovsk** regions.
- Training “Feedback Mechanism” and “Information as Aid” for district URCS organizations of Kyiv City and for city-district organizations of the Kyiv Region.



- Participation in a **regional seminar** and a **sectoral workshop** by representatives of the **National Committee**.