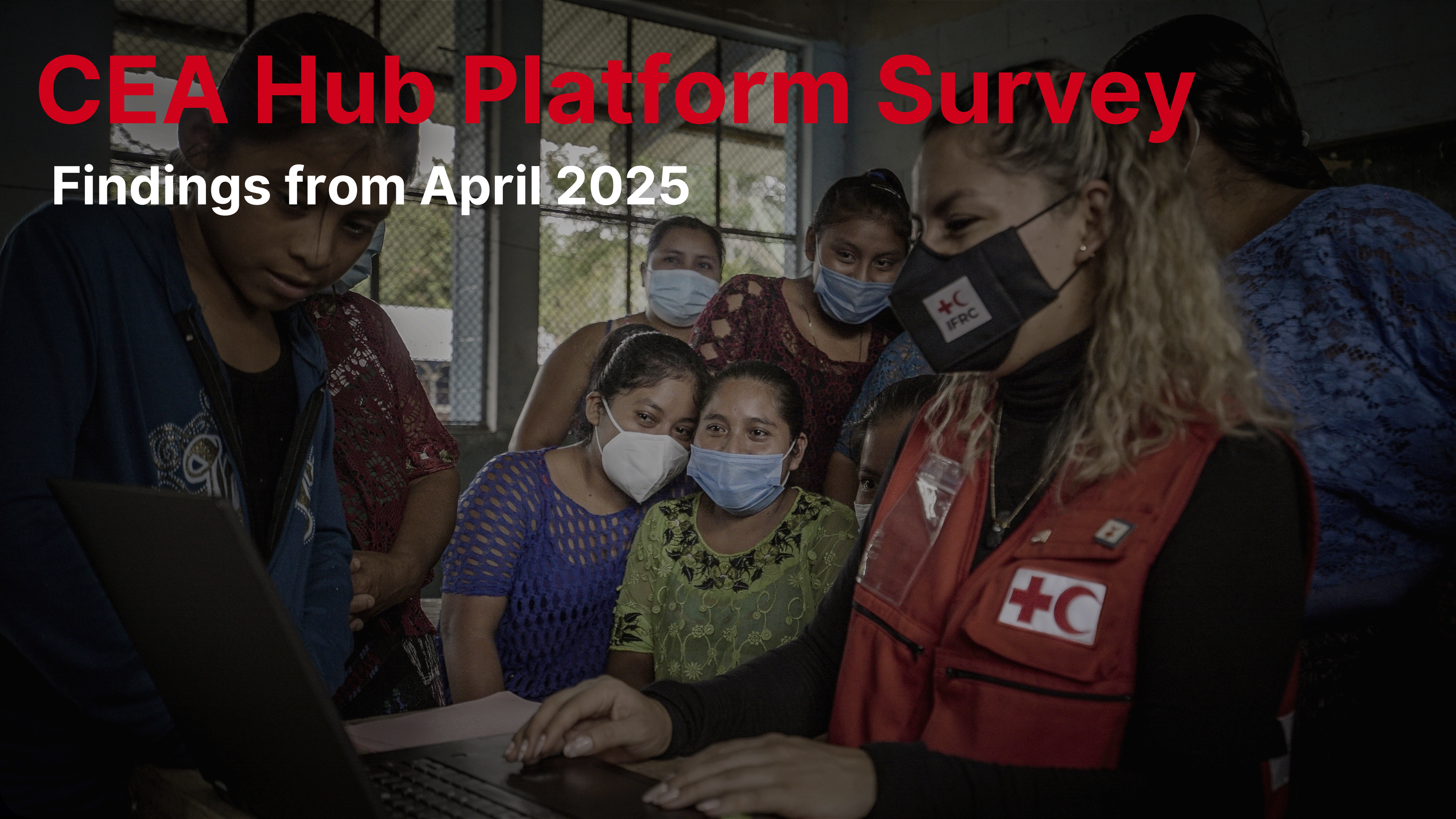# CEA Hub Platform Survey

Findings from April 2025

Introduction

In total, we received 127 responses. These respondents either came to survey via a pop-up link on the Community Engagement Hub, or were contacted via email or meeting announcements by either BRC's CEA team, or other CEA team members in the Red Cross Red Crescent Movement.

This report captures the results from the English, French, Spanish and Arabic survey.
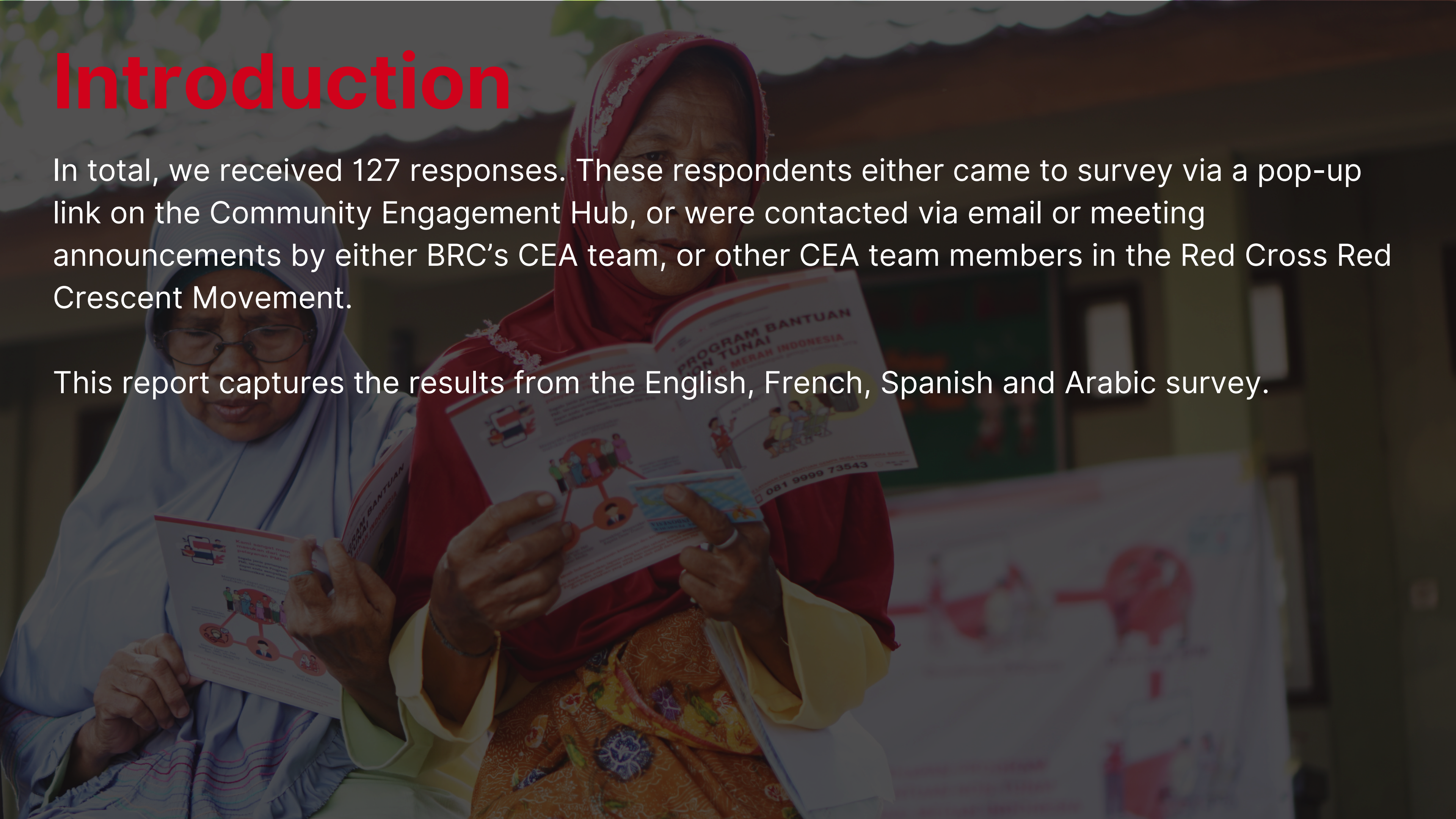
Observations & Findings

Hub Usage

The majority of respondents were staff from the RCRC Movement (50%), with nearly half (48%) based in the Americas region. Just over half (51%) identified their specific Movement organisation, with 35% affiliated with IFRC, 6% with the Ecuadorian Red Cross, and 5% each with the British Red Cross and the Kenya Red Cross. Notably, 87% of users consider the hub their primary platform for CEA.
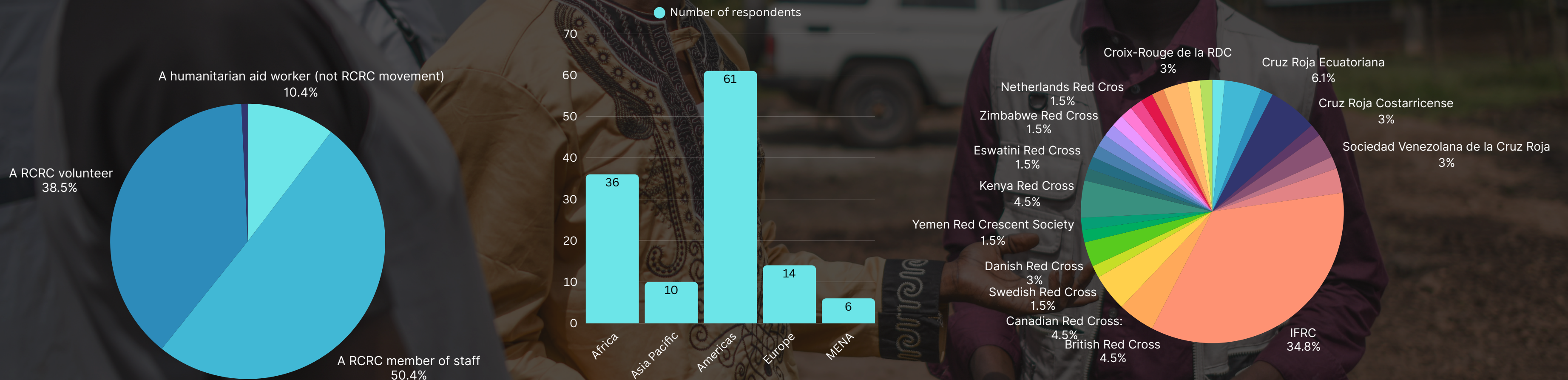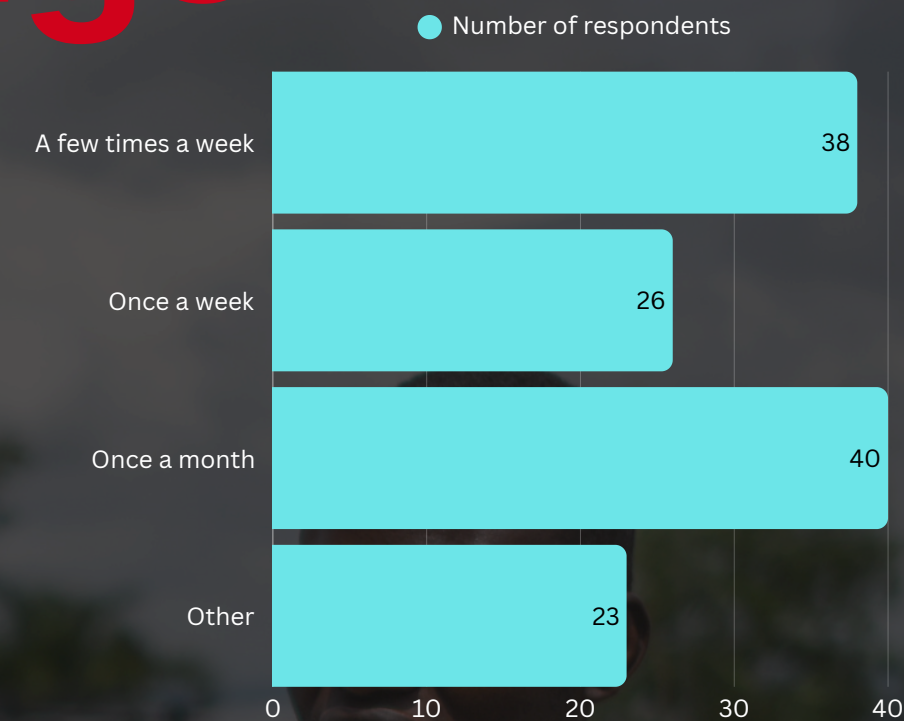
Observations & Findings

Hub Usage

The majority (31%) of hub users access the hub once a month, shortly followed by 'a few times a week' (30%).

Of those that selected 'other', respondents either said they use the hub on an ad hoc basis depending on need or that they sometimes or rarely use the hub.

Users most commonly use the site to learn more about CEA and to design and implement CEA activities (27%).

● Number of respondents

A few times a week	38
Once a week	26
Once a month	40
Other	23

0   10   20   30   40

Other
0.6%

To facilitate trainings
24.5%

To learn more about CEA
25.4%

To share resources with colleagues
20.1%

To design and implement CEA activities
26.6%

Observations & Findings

Satisfaction levels

Overall the CEA Hub is achieving satisfying the majority of users (90%), with respondents feeding back that they are either very satisfied (47%) or fairly satisfied (43%) with the hub.

Neither satisfied nor dissatisfied
5.5%

Very satisfied
47.2%

Fairly satisfied
42.5%
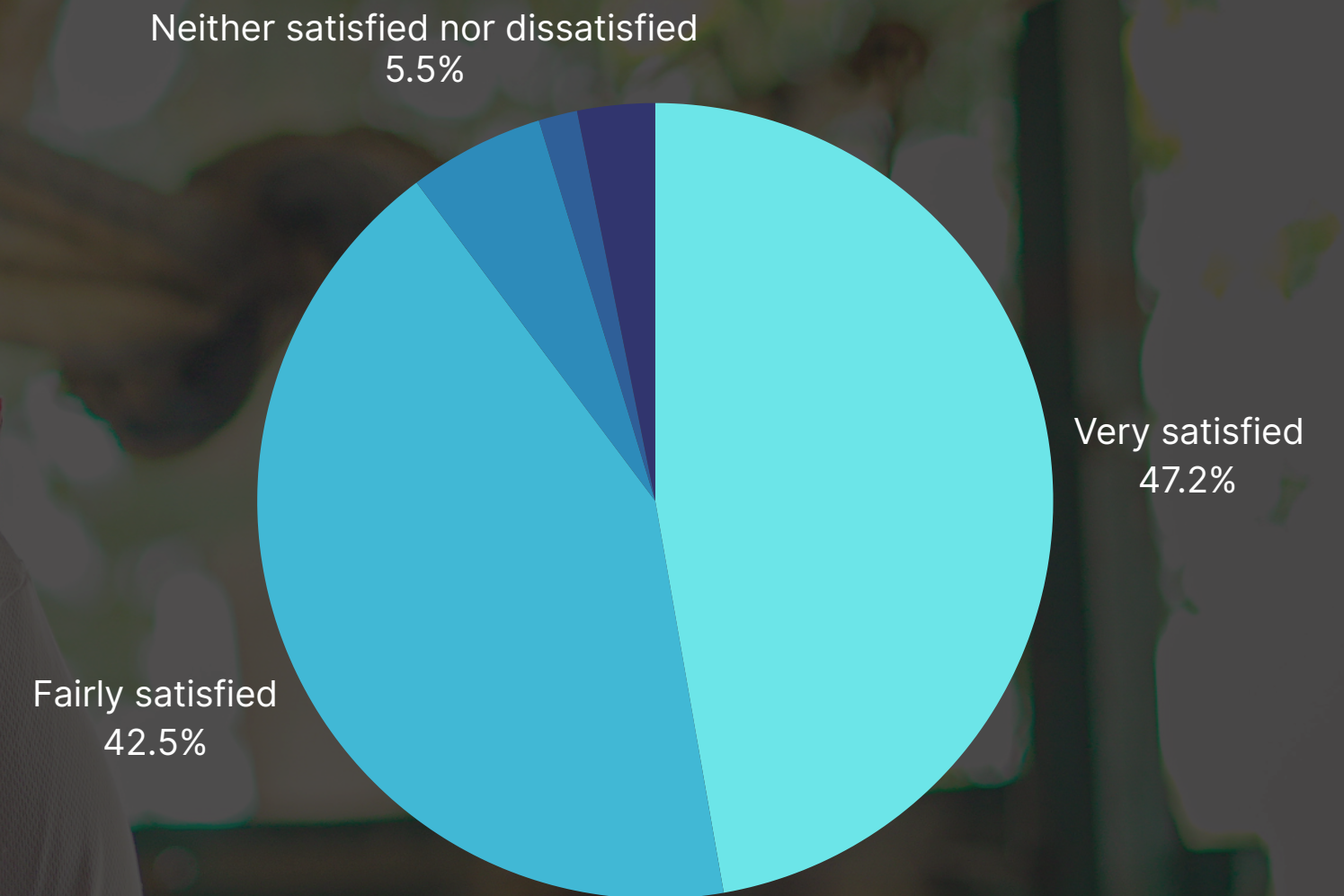
Observations & Findings

Contribution to mainstreaming

When asked if the mainstreaming of CEA would be negatively impacted if the CEA Hub no longer existed, the majority (81%) said they either 'strongly agreed' (49%) or 'agreed' (32%).

Disagree
2.9%

Neutral
13.2%

Strongly agree
48.5%

Agree
32.4%
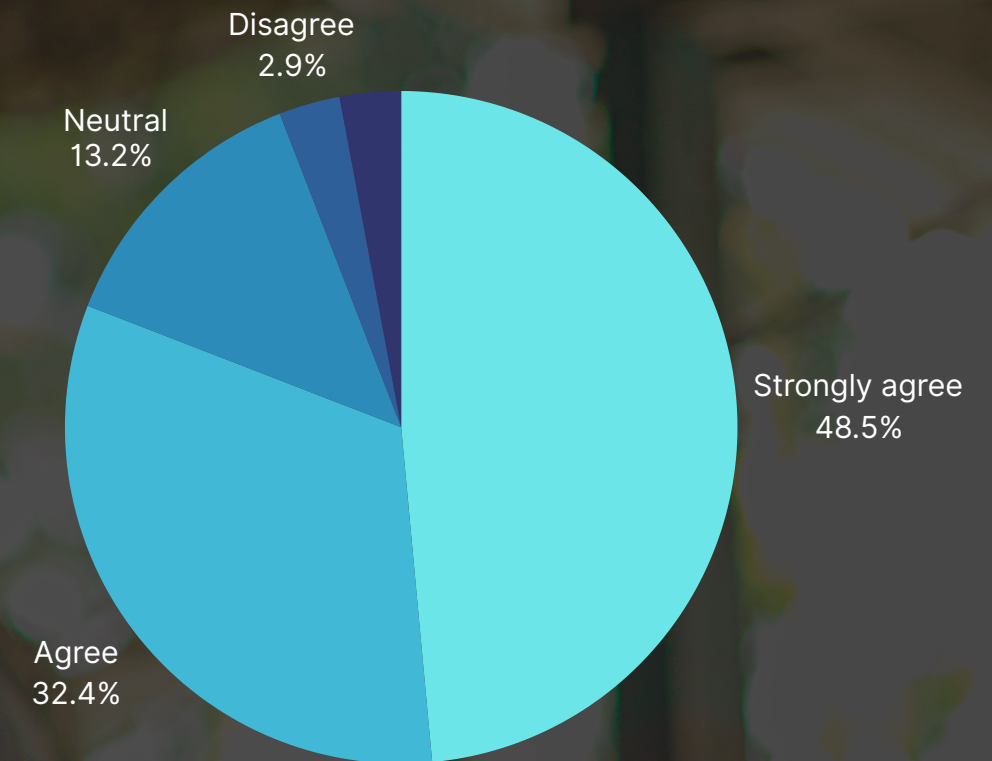
We do not have another platform that would provide this function. Without it, we would be back to sharing things on email and NS reinventing tools that already exist.

Without the Hub there would be very limited opportunities to access resources, learn about case studies, or to understand best practices for applying CEA tools in our own domestic context. The Hub is essential...

I believe that a number of RCRC NS are currently in the process of institutionalizing CEA, and YRCS is one of them. I think that the platform plays a crucial role in promoting and reinforcing the CEA.

Observations & Findings

Searching and structure

The majority (92%) of users said searching for resources was easy with 16% saying it is extremely easy, 49% very easy and 27% saying it is somewhat easy.
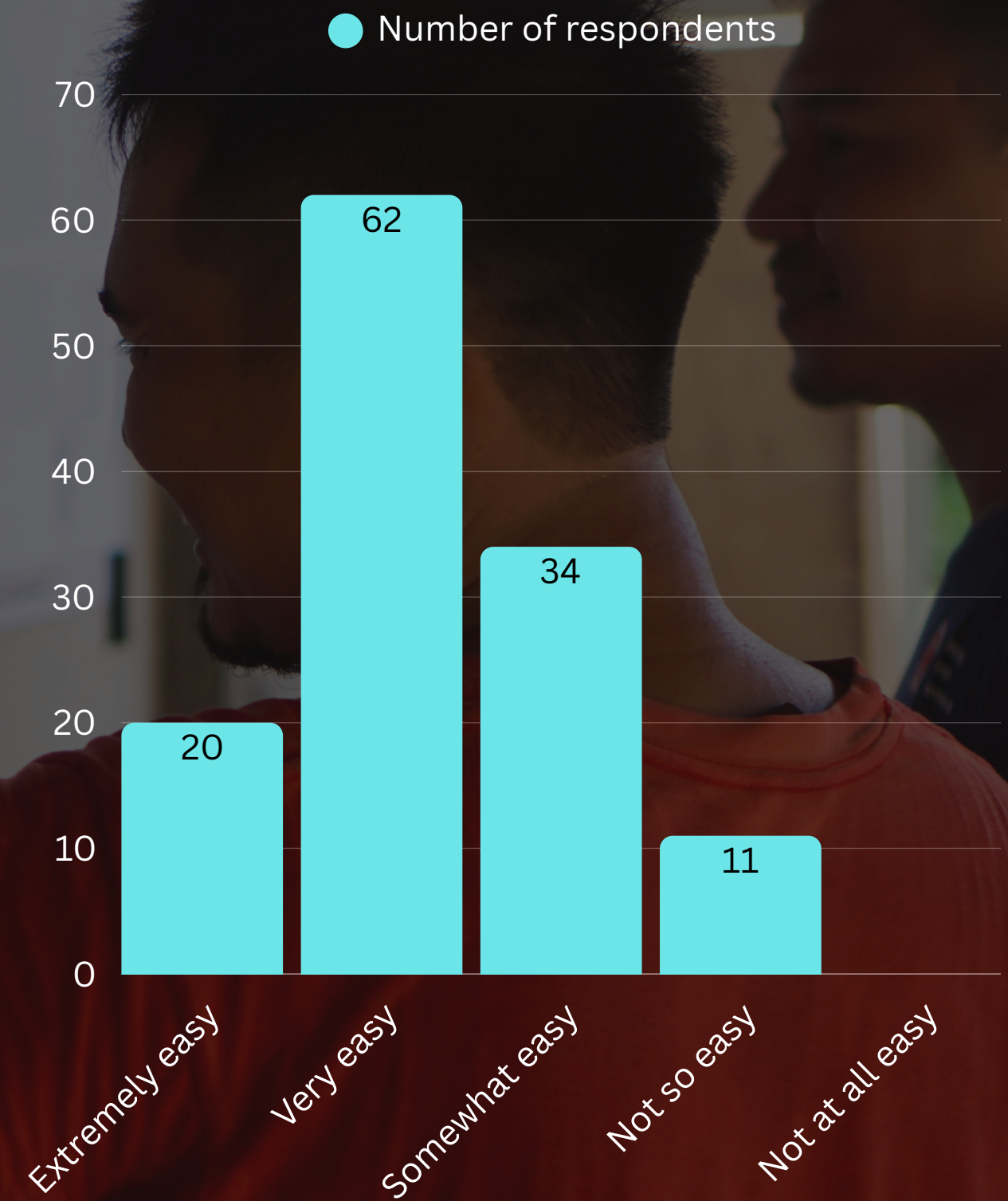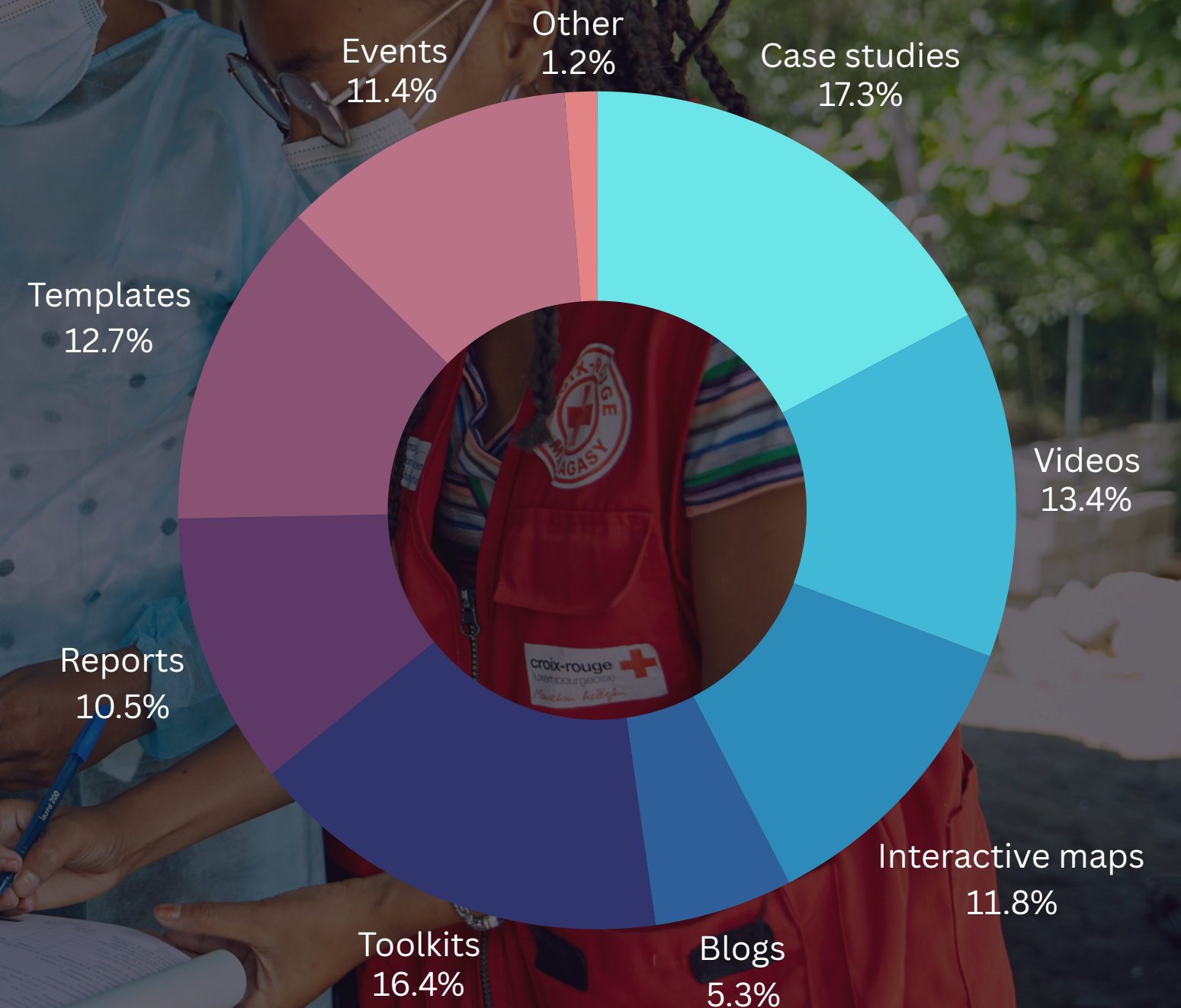
Observations & Findings

Content

The majority of users would like to see more case studies on the hub (17%), this is followed by toolkits (16%), videos (13%) and templates (13%).

Blog posts (5%) and reports (11%) were the least sought after resources.

Respondents reported a need to translate more resources, add more case studies and dashboards, and create online CEA trainings.

Events
11.4%

Other
1.2%

Case studies
17.3%

Templates
12.7%

Videos
13.4%

Reports
10.5%

Interactive maps
11.8%

Toolkits
16.4%

Blogs
5.3%

Observations & Findings

Feedback

Of the 127 respondents that took part in the survey, 73 (57%) disclosed more information on how the CEA Hub can be improved.

The majority of responses focused on suggestions for enhancing the content of the CEA Hub (37%). Key recommendations included adding more translations, uploading additional case studies, updating guides and tools, and expanding resources to cover a wider range of topics, such as Mental Health and Psychosocial Support (MHPSS).

Next, 15% of responses highlighted ways to improve user interaction and engagement, including broader dissemination of the platform and resources notifications or a monthly newsletter. Another 15% of responses offered suggestions related to training materials, such as the addition of more interactive online training opportunities.

View all feedback here.

Observations & Findings

Feedback

This platform is a crossroads of resources and updates that allows me to reinforce the CEA practice with the realities of the field.

The hub is essential to showcasing all the work the NS and the regions – across the movement – do on CEA. The only thing we need to invest a little more diversity on the language of the tools

Observations & Findings

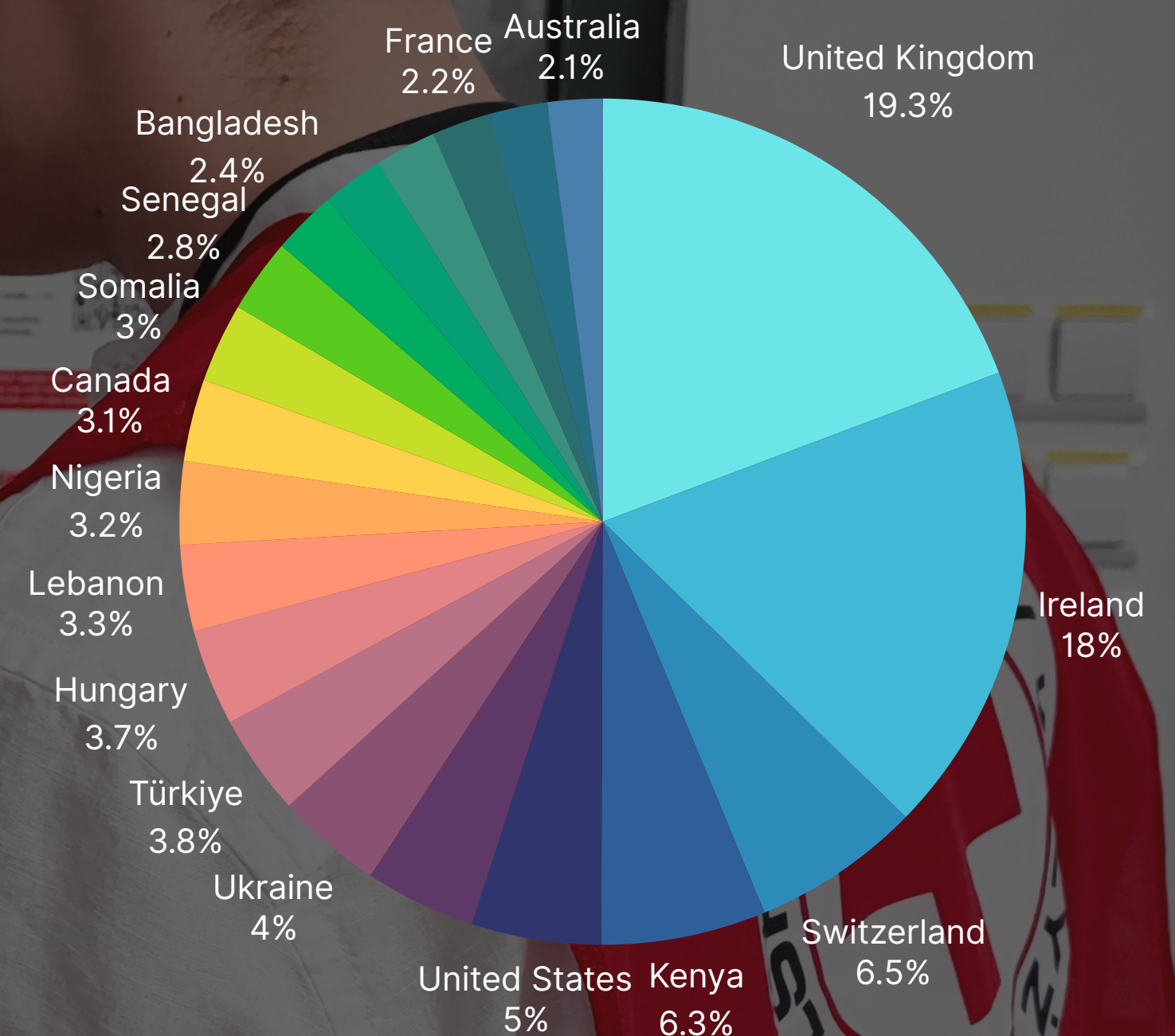## Google Analytics October -April 2025*

Views: 47,455
Sessions: 14,689
Users: 7,410

Countries & territories: Users have visited from **196** different countries & territories. 19% of these users came from the UK, 18% from the Ireland, 7% from Switzerland.

Top 20 visiting countries

- France 2.2%
- Australia 2.1%
- United Kingdom 19.3%
- Bangladesh 2.4%
- Senegal 2.8%
- Somalia 3%
- Canada 3.1%
- Ireland 18%
- Nigeria 3.2%
- Lebanon 3.3%
- Hungary 3.7%
- Türkiye 3.8%
- Switzerland 6.5%
- Ukraine 4%
- United States 5%
- Kenya 6.3%

*The data on this page was captured via Google analytics rather than the survey.

Observations & Findings

Next steps

Resource & Content Enhancement

- Work in collaboration with IFRC and NS to **translate key CEA resource**s into multiple languages to ensure wider accessibility.
- **Update the structure of the multi-lingual sites** and add missing content.
- **Identify a NS from each region to support** in sourcing and uploading regional resources.
- Do **an audit of existing hub resources** and engage with technical specialists to identify and fill thematic gaps, particularly in underrepresented areas.
- **Continue collaborating with NS to document their CEA initiatives**, focusing on evidence, impact, and best practices. Ensure these are added to the global case studies map and that this map is widely disseminate and well sign-posted.

Observations & Findings

Next steps continued

Interaction and Engagement

- **Improve signposting of the Communities of Practice (CoP) platform** on the hub, ensuring users know about the available chat functionalities.
- **Send out a monthly digest of new resource**s, either through email or via the CEA CoP
- Explore the feasibility of implementing **an automated resource notification system** that alerts users when new materials are available based on their preferences.
- Work with country teams to **increase the Hub's visibility**, including the creation of promotional materials to help spread awareness.

Observations & Findings

Next steps continued

Training & Capacity Building

- Continuously **update the Hub's training page** with both internal and external online training opportunities.
- **Develop and share clear learning pathways**, and create an upcoming training calendar to help users navigate available learning resources and plan their development.
- Explore **creating more interactive online training** packages with IFRC.

Observations & Findings

Next steps continued

Search and Accessibility Improvements

- Organise **user testing or feedback sessions** (e.g., during CoP meetings) on the search function to gather identify areas for improvement.
- Work with Digital and the Cash Hub to make improvements based on the feedback provided.