

TRAINING

Community Engagement and Accountability: a Guide for National Red Cross and Red Crescent Societies

Yangon, Myanmar, 20 – 24 May 2019

“At the 2017 Council of Delegates, participants at Community Engagement and Accountability workshop called for a ‘Movement-wide commitment to further integrate accountability to affected people across all programmes.’ As a Movement we have committed to more systematic and better documented approaches to communicating, engaging with and being accountable to the vulnerable people we support, through pledges made in the context of the Grand Bargain launched at the World Humanitarian Summit in 2016.”

INTRODUCTION

Working in partnership with communities is at the heart of the work of the Movement. The International Federation of Red Cross and Red Crescent Societies (IFRC), the International Committee of the Red Cross (ICRC) and its member National Societies (NS) have a long history of engaging with people and communities and fostering accountability to them – a way of working that is core to the Movement but that has evolved to become more systematic and driven by the desire to improve quality and performance of humanitarian action.

There is however a substantial room for improvement to bridge the gap between rhetoric and reality in both policy and operational reviews. This is where Community Engagement and Accountability (CEA) plays a key role. CEA is an approach that puts communities in the centre of Red Cross and Red Crescent programming and operations by drawing on communication, participation and accountability approaches.

CEA is increasingly recognised as an essential priority pivotal to operational success, acceptance and trust and building long term community resilience. CEA ensures local actors and communities are equal partners in humanitarian response and that programmes and operations are driven by needs and realities on the ground.

Movement commitments to CEA

Today CEA is a key value of the International Red Cross and Red Crescent Movement which is reflected in its [programmatic approach](#) and several commitments of the [ICRC](#), [IFRC](#) (including the Principles and Rules for Red Cross and Red Crescent Humanitarian Assistance and the General Assembly Beneficiary Communication Resolution DD/6.4/1) and [National Societies](#). In addition, the Movement has committed to more systematic and better documented approaches to communicating, engaging with and being accountable to the vulnerable people we support through [pledges](#) made in the context of the [Grand Bargain](#).

As a Movement, we want to be more systematic in the way we communicate with communities, to listen proactively and include them in decisions that affect their lives, as well as create spaces where their voices are heard and acted upon. The need to improve the approach to CEA is also magnified by the rapidly changing humanitarian landscape, technological innovations and changes in how people communicate and connect, developments that empower communities to demand greater transparency and participation.

RATIONAL FOR THE TRAINING EVENT

In February 2017, the IFRC and ICRC have launched the [Community Engagement and Accountability \(CEA\) Pilot Guide](#), including a set of tools and templates, that provide Movement partners with adaptable and practical guidance on ways to integrate CEA approaches into any programme or operation. The ambition is to strengthen IFRC, ICRC and National Societies' capacity to:

- provide accessible, timely, relevant and actionable life-saving information, promote better understanding of people's perceptions and behaviours and sustain changes over time
- promote two-way communication, participation and feedback to listen and address people's needs, concerns, feedback and complaints as well as foster an environment of greater, engagement, trust and accountability
- leverage on relevant social mediums and connectivity that can best reach and engage the communities.
- create spaces for communities to speak out and make their voices heard to influence decision making.

There is growing demand from National Societies for training and assistance in developing local capacity and CEA. The training will serve as a platform to introduce and strengthen CEA in the Movement focusing on ways we can integrate CEA approaches and activities within operations as part of the programme cycle as well as provide opportunity to discuss strategically about existing CEA activities and encourage the sharing of experiences, good practices and lessons learned among the Asia Pacific countries.

LEARNING OBJECTIVES

Goal: Participants are familiar with the theory and the practice of how to integrate CEA within the Red Cross and Red Crescent programme cycle during emergency operations, longer-term protracted crisis, both in contexts of natural disasters and armed conflict, as well as development programmes.

Learning objectives	<p>Participants will know how to:</p> <ul style="list-style-type: none"> - Explain the principles of CEA, its purpose and how it can benefit programmes and operations - Define and explain how CEA components of Community Participation and Feedback, Information as Aid, Behaviour and Social Change Communication and Evidence-Based Advocacy and how they link together - Explain how CEA can be integrated into each stage of the programme cycle as well as emergency response operations - Explain how to integrate CEA into emergency response operations - Introduce ways in which CEA can be institutionalised in National Society processes and procedures - Explain how to set up and roll out simple feedback mechanism using Feedback Starter Kit - Link to surge optimisation and CEA in emergencies
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Trainers and facilitators	<ul style="list-style-type: none"> - Main facilitator: Husni, Interim Regional Coordinator – Community Engagement and Accountability, IFRC Asia Pacific Regional Office <p>Trainers</p> <ul style="list-style-type: none"> - Prashan Thalayasingam, Advisor – Community Engagement and Accountability, Swedish Red Cross - Alexandra Sicotte Levesque, Manager – Community Engagement and Accountability, IFRC Geneva - Richard Cewers, Advisor – Planning, Monitoring, Evaluation, Reporting, Swedish Red Cross - Phyo Thant, - Richelle Ann Esguerra, Advisor – Digital Community Engagement, ICRC Geneva
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OUTLINE OF THE TRAINING

Five days of training (three-day CEA training package, one day on Feedback Starter Kit, one day on Planning) with structured time to share experiences, good practices, ideas, lessons learnt and define country level plans.

EXPECTED PARTICIPANTS

Participants from National Societies, IFRC and ICRC teams from **Myanmar, Bangladesh, Philippines, Indonesia, Nepal, Pakistan, Japan, Timor-Leste** (from the communications and technical department), including participants from other supporting National Societies, and two government representatives from Myanmar.

Participants will need to:

- be fluent in English
- be currently engaged in CEA activities
- have completed the online [Project/Programme Planning \(PPP\) training](#),

Selected participants will need to read through the CEA guide and toolkit (<http://www.ifrc.org/CEA>). There will also be opportunity for participants to be further capacitated to be part of the CEA surge roster.

VENUE AND DATES

Dates: 20 – 24 May 2019 (participants should arrive on 19 May)

Venue: Yangon, Myanmar (Hotel Melia, Function Room 6, Level 1)

For further administrative details, please read the welcome pack and security update.

Contact information

For more information about the training, please contact Husni, Interim Regional Coordinator – Community Engagement and Accountability, IFRC Asia Pacific Regional Office, husni.husni@ifrc.org