

# SKILL SHARE

ISTANBUL  
FUNDRAISING & COMMUNICATIONS

#IFRCskills

CIIC

ISSUE 30: OCTOBER 2022

## EMERGENCY SOCIAL SAFETY NET (ESSN)

*Thanks to European Union funding and a partnership between the International Federation of Red Cross and Red Crescent Societies (IFRC) and the Turkish Red Crescent Society (TRC), over 1.5 million refugees living in Türkiye have been receiving humanitarian support through monthly cash assistance.*



### October snapshots

#### Transfers



**1,596,086 individuals**  
reached with cash assistance



**TRY 367,099,780**  
transferred to 270,268 households



**TRY 9,371,743,795**  
transferred since April 2020

#### Sweepbacks



**TRY 464,838.53**  
sweptback from 1,290 dormant  
accounts



**TRY 157,775**  
sweptback from 182 uncollected cards



**TRY 27,269,962.11**  
total sweepbacks since April 2020

### Highlights

#### Skills Share Event in Istanbul

IFRC Europe and Central Asia Region Communications and Fundraising Skills Share event took place in Istanbul on the last week of October 2022. With over 160 participants from 45 National Societies, the event was rated as an innovation hub aimed to guide the Movement's roadmap for digitalization and people-centred communication, as well as innovative fundraising. In addition to their role as event coordinators, IFRC Türkiye and TRC showcased their best practices in storytelling as the core of people-centred communication; community-based engagement; positive campaigning; philanthropic fundraising, and corporate communications.

#### Connected through Our Passions! #PowerToBe III Campaign

IFRC-TRC Power To Be III campaign has reached its mid-term connecting with an audience of over 35 million across Europe. Its positive content portraying social cohesion based on shared passions has enabled a positive reaction of over 95 per cent from its target audience. In this regard, the ESSN digital campaign for Türkiye, #HumanToHuman, has re-launched its production phase and its expected to go LIVE in the first quarter of 2023. Kindly refer to page four for more details about our heroes in this campaign.

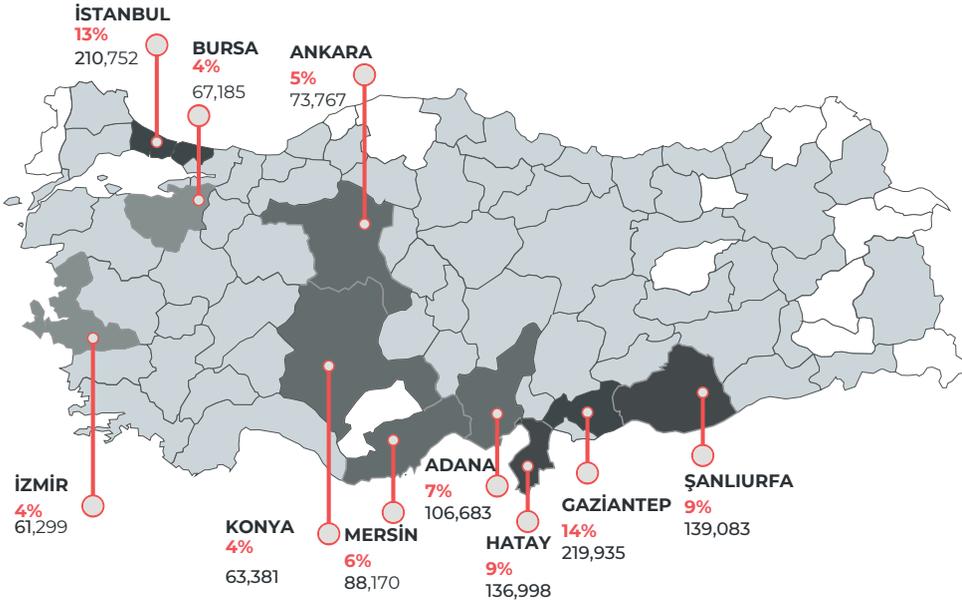


Funded by  
European Union  
Humanitarian Aid



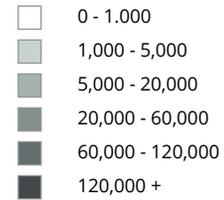
# ESSN APPLICATIONS

- In October 2022, a total of 3,657 household applications were received by the SASF offices and TRC Service Centres.
- While 32.5 per cent of these applications were received by TRC Service Centres, 67.5 per cent were received by SASF offices.
- The total number of household applications received since the beginning of the ESSN III Programme reached 679,101 with 36 per cent of the total applications having been received by TRC Service Centres.



## Province breakdown of ESSN recipients

### Number of individuals



## ELIGIBILITY



**97.6%**

263,841 households became eligible through gender-adjusted dependency ratio



**2.4%**

3,657 households receive the ESSN assistance within the scope of SASF Discretionary Allowance

## MOST COMMON FAMILY PROFILES



**72,906 (27%)**  
families with **1** adult male, **1** adult female and **3** children



**50,970 (19%)**  
families with **1** adult male, **1** adult female and **4** children



**26,978 (10%)**  
families with **1** adult male, **1** adult female and **2** children



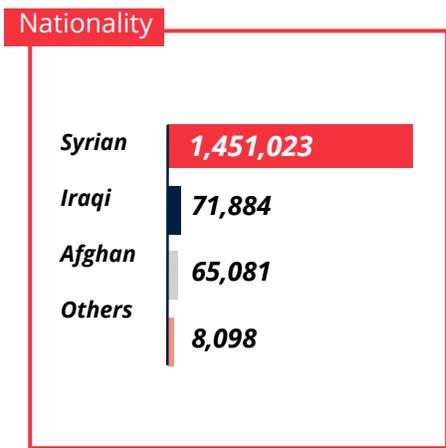
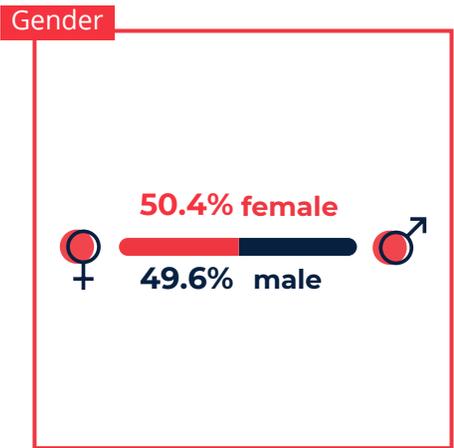
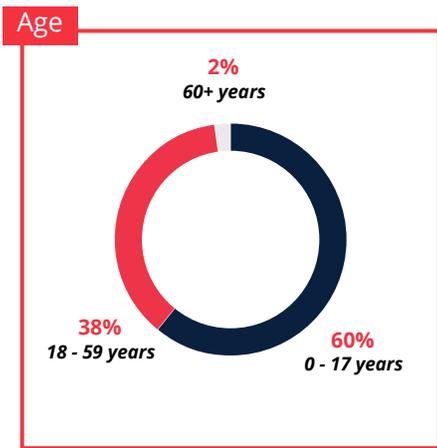
**24,827 (9%)**  
families with **1** adult male, **1** adult female and **5** children



**10,739 (4%)**  
families with **1** adult female (single female)



## IN NUMBERS: DEMOGRAPHICS OF PEOPLE WE SERVE



**Age breakdown** of ESSN recipients:  
**0 - 17 years:** 962,392  
**18 - 59 years:** 609,150  
**60+ years:** 24,544

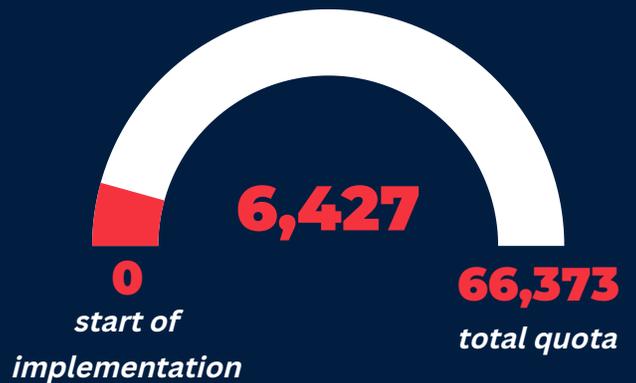
**Gender breakdown** of ESSN recipients:  
**Female:** 804,557  
**Male:** 791,529

Among the 'others' category are Iranian, Somali, Pakistani, Chinese, Palestinian and other nationals.

## SASF DISCRETIONARY ALLOWANCE

In October 2022, 6,427 households (28,111 individuals) received ESSN assistance via the SASF discretionary allowance (SDA) across Türkiye. The SASF allowance continues to play an integral role in minimizing exclusion errors and including vulnerable households into the ESSN.

Due to the criteria change, the ESSN's ability to target vulnerable households improved at a significant level. Therefore, many households that used to receive ESSN assistance under SASF quota are now directly covered via eligibility criteria.



## What We Love Connects Us

The #PowerToBe campaign aims to raise awareness about people that had to flee conflict by portraying them as who they are; individuals with passions.

Click pictures to learn more and share your #powertobe



### Davud

Loves all types of sports, but his favourite is parkour. He practices everyday on his favorite spot by the shore in Istanbul.



### Mohammed

Is a coffee enthusiast. He finds peace in coffee. He says the smell of coffee reminds him of his home in Syria.



### Ibrahim

While out to see a friend, got shot and became a paraplegic. He is in love with swimming which he says sets him free of all his limitations. Also volunteers to help children with their education.



### Hiba

Expresses herself through music as she believes it magically touches everyone. Most of her songs are about love. For Hiba, the most important thing she has is her guitar.

# PROGRAMMATIC HIGHLIGHTS

## Monitoring and Evaluation (M&E)

### Data collection completed for 15th round of Post Distribution Monitoring (PDM-15) study

This study will support the data-driven decision making of IFRC and TRC partnership. This is the primary source for a series of economic indicators such as reduced Coping Strategy Index (rCSI), Livelihood Coping Strategy Index (LCSI), Food Consumption Score (FCS), and debt levels. The data should support the efforts to understand households' coping strategies. Coming up next is data analysis and report production.

### Draft report prepared for FGD sessions on Housing and Impact of the Transfer Value

The main idea behind this practice was to understand the recipients' opinions on the increased transfer value. As a small-scale qualitative study, the FGD report is a crucial research tool to gather people with similar backgrounds together and exchange ideas among selected participants. The report is to be finalized and disseminated soon.

### Data analysis process completed for the second round of Intersectoral Vulnerability Survey (IVS-2)

The IVS is based on a comprehensive analytical framework specifically tailored to the relevant context in Türkiye to provide a methodological toolbox guiding data collection and analysis. The IVS is an integral part of the ESSN programme to support refugees in Türkiye. It was planned and designed to provide regular analysis of unmet needs with regard to how they evolve over time. Next step is report production which has been initiated.

## Referral and Outreach (R&O)

### Sensitization activities conducted targeting staff working at the Temporary Accommodation Centres

This activity was requested by staff working at Temporary Accommodation Centres in Eskişehir and Yozgat. While visiting these centres, TRC field teams identified around 100 Ukrainian nationals from high risk groups (elderly, disabled and single parents). Accordingly, the relevant staff were updated about the ESSN programme, as well as the application process to SASFs upon acquiring International Protection status. This is an important activity considering that Temporary Accommodation Centres are usually the first places that potentially vulnerable refugees go to.

### FGD conducted with the formally employed who dropped out of the ESSN assistance voluntarily

This activity was carried out to better understand the motivations of the individuals that have taken up formal work, thus lost the ESSN assistance. The information gathered through this activity is expected to help explore the motivation to find formal employment which will strengthen the socio-economic empowerment component of the ESSN programme.

## Community Engagement and Accountability (CEA)

### Programme website and Facebook

In October, 181 information requests/complaints/feedback have been received and responded to. It is important for ESSN programme implementation to ensure that reliable, official communication channels are in place so that programme applicants can be provided with up-to-date and accurate information about the ESSN assistance.

### 168 TRC Call Centre

The 168 TRC Call Centre is an efficient complaints and feedback platform for the programme target group. The Centre provides information provision services in multiple languages including Turkish, Arabic, Farsi, English, and Pashto. During the reporting period, a total of 17,274 calls were received and responded to. While 52.2 per cent of the calls were made by female applicants to the ESSN, 47.8 per cent received from male callers.

### Short Message Service (SMS)

Approximately 580.000 SMSes were sent out to target groups of the ESSN programme. The SMSes are sent to programme applicants regularly to inform them on important updates regarding their programmatic status such as eligibility/ineligibility, exclusion from the programme, monthly uploads, card distribution, etc. This service has been one of the most important communication tools of the programme in terms of information provision.

## Coordination

### ESSN Taskforce Meetings

Preparations for the ESSN taskforce meetings are expected to start once internal and external meetings have been completed at around mid-December. With an objective to share the most up-to-date information about the ESSN programme and Kizilaykart platform achievements with relevant stakeholders, the coordination unit is committed to attending other relevant sectoral meetings.