



At a Humanitarian Service Point (HSP) in the town of Velké Slemence, near the border with Ukraine, Slovak Red Cross volunteers provide a range of services, including information about transportation and access to healthcare. © IFRC

COMMUNITY ENGAGEMENT AND ACCOUNTABILITY (CEA) OPERATIONAL STRATEGY

Ukraine and Impacted Countries Emergency Appeal (28/02/2022 - 31/12/2025)

Community engagement and accountability is a way of working that recognises and values all community members as equal partners, whose diverse needs, priorities, and preferences guide everything we do. We achieve this by integrating meaningful community participation, open and honest communication, and

mechanisms to listen to and act on feedback, within our programmes and operations. Evidence, experience, and common sense tells us when we truly engage communities and they play an active role in designing and managing programmes and operations, the outcomes are more effective, sustainable, and of a higher quality.

IFRC categorises CEA into four key components:

PARTICIPATION AND FEEDBACK: Provide opportunities for communities to inform Red Cross programmes by listening and including them in programme design. Create mechanisms for communities to share feedback and respond and act on this feedback.

INFORMATION AS AID: Communicate clearly to communities about who we are and what we are doing. Share timely, actionable and potentially lifesaving information with communities quickly, efficiently and at scale.

BEHAVIOUR AND CHANGE COMMUNICATION: Understand people’s behavior and use innovative and participatory communication approaches to support communities to adopt safer and healthier practices.

EVIDENCE BASED ADVOCACY: Build a strong primary evidence base, which features community voices and perspectives, to inform advocacy at all levels.



IFRC'S CEA STRATEGIC PILLARS AND PRIORITY ACTIONS:

STRATEGIC PILLAR 1

Communities are informed, consulted, better connected and have meaningful participation in the operation:

- Provide contextualised, timely, accurate and trusted information
- Facilitate affected people's participation in assessments and programme design processes
- Establish community feedback channels that include steps to collect, consolidate, analyse, visualise and act on feedback received
- Monitor trends in community perceptions and attitudes including in relation to host communities and displaced people
- Respond to community concerns through open and honest communication, participation of a wide range of community groups and community-based activities

STRATEGIC PILLAR 2

Institutional Capacity and mainstreaming of CEA are strengthened:

- Reinforce CEA capacities with dedicated human resources at National Red Cross Red Crescent (National Society) headquarters and branch levels
- Build National Society volunteer teams with skills and understanding of CEA
- Regularly share examples and case studies of CEA best practices in the response with National Societies
- Mainstream CEA approaches across all sectors of the operation

STRATEGIC PILLAR 3

IFRC actively participates in coordination and ensures voices and perspectives of affected people inform humanitarian diplomacy:

- Establish frameworks and mechanisms for internal and external coordination so that communities receive consistent information about humanitarian activities, and feel listened to and respected by all response actors
- Integrate CEA into Communications and Humanitarian Diplomacy strategies and ensure a clear flow of data and insights to inform both
- Identify trends in data and insights that require programming and/or advocacy consideration



Ukrainian Red Cross staff receive training on Community Engagement and Accountability. © IFRC



CASE FOR SUPPORT

While the ongoing crisis in Ukraine has drawn extraordinary levels of support from inside and outside the Red Cross Red Crescent Movement, additional capacity and resources are necessary to ensure that the Red Cross Societies and the communities will receive the needed support, from training and guidance to the development and/or adaptation of tools and roll out of activities. The operational budget will facilitate the establishment of the necessary HR structure at national, sub-regional and regional levels to provide the services and support described above.



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Contact us

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While this strategy is intended to guide IFRC's sectoral response throughout the duration of the Ukraine and Impacted Countries operation, we will remain flexible and adaptable, which means adjustments to the strategy may be made if deemed necessary to best meet changing and evolving needs in this protracted crisis.