

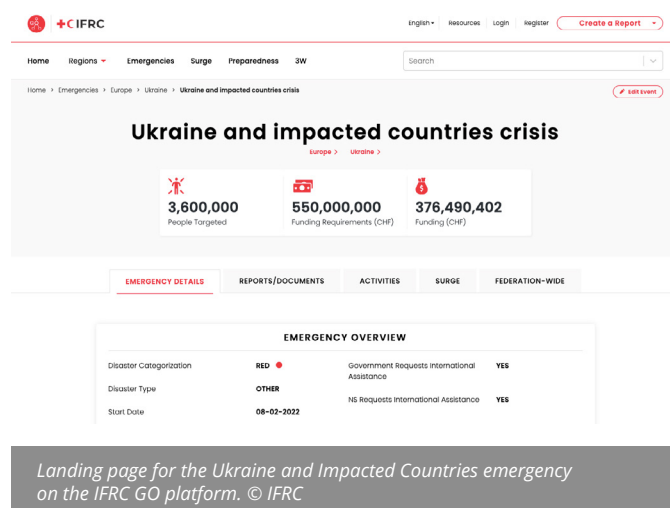


IFRC delegates hold a training session for volunteers and branch directors of the Slovak Red Cross on the registration and distribution of Cash and Voucher Assistance (CVA). © IFRC

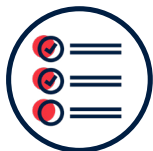
INFORMATION MANAGEMENT OPERATIONAL STRATEGY

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

Information Management (IM) is part of the enabling approaches supporting all sectors and components of the ongoing Ukraine and Impacted Countries operation. It does so by providing systems and digital solutions to ensure proper use of information for planning, monitoring, decision making, improving performance, reporting on impact and ensuring accountability. IM also supports delivery of specific sector programmes, such as Cash and Voucher Assistance (CVA), through the design and maintenance of payment and data management platforms. With this Operational Strategy, IFRC also seeks to build and enhance IM capacities among the National Red Cross Red Crescent Societies (National Societies) involved in the operation, for example through the delivery of training on IFRC IM best practices and onboarding of National Societies into the IFRC network's IM communities of practice.



WITH NEEDS CONSTANTLY EVOLVING and copious amounts of information being produced as part of this response, the need for easily accessible and accurate data cannot be overstated. A Planning, Information Management, and Monitoring (PIMM) cell has been established at the IFRC regional office in Budapest, including a Humanitarian Information Analysis function that provides regular situational updates and analysis to inform larger scenario planning for the operation. This function is also providing targeted technical support to responding countries for conducting assessments, data collection and analysis. The PIMM cell has set up several systems to ensure information collected and products developed at the IFRC regional office in Budapest are being shared across the operation and getting to those who need them.



IFRC'S INFORMATION MANAGEMENT PILLARS AND PRIORITY ACTIONS:

STRATEGIC PILLAR 1

Ensure Information Management support is embedded across the operations' sectors:

- Support CVA and CEA teams with data and digital solutions
- Cover data needs in CVA programmes through dedicated CVA-IM support
- Define remote CVA-IM support and explore potential solutions
- Make CVA, CEA, as well as Post-Distribution Monitoring (PDM) data available through information products



IFRC delegates hold a training session for volunteers and branch directors of the Slovak Red Cross on the registration and distribution of Cash and Voucher Assistance (CVA). © IFRC

STRATEGIC PILLAR 2

Adapt and develop Information Management systems:

- Develop a regional IM system to monitor the operation, in close coordination with Senior Management, PMER and Country teams
- Provide cross-sector IM support
- Align and standardize data collection systems and tools across countries and National Societies, including data protection approaches
- Produce country and regional standard visual products for situational awareness and analysis
- Promote the use of the GO Platform for the operation by National Societies and IFRC

STRATEGIC PILLAR 3

National Society Strengthening on Information Management skills and systems:

- Support National Societies to reinforce IM and data literacy and skillsets
- Build a network of IM peers within National Societies, enabling peer-to-peer support and knowledge exchange
- Define remote IM support for National Societies and explore potential solutions
- Support in defining IM staffing at National Societies



IFRC and the Polish Red Cross distribute their first financial assistance to displaced people from Ukraine. © IFRC

IFRC PLAYS A LEADING ROLE GLOBALLY

in Cash and Voucher Assistance (CVA), and its membership has extensive experience in the delivery of cash support. However, IFRC's traditional CVA approach relies heavily on the presence of staff and volunteers to support programme delivery. The response to the situation in Ukraine has forced us to think differently and to innovate and adjust our approach to be better suited to the context we face: building on experiences from across the membership, the IFRC's CVA and Information Management (IM) teams, with the strong support of American Red Cross, have developed a self-registration CVA app which has allowed affected people to register for assistance themselves and to choose how they wish to receive cash support, including remote cash distribution. This method of response has broadened the ability of the IFRC response to reach people at speed and at scale.



CALL 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 National Societies and the communities will receive the needed support. 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.

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.