HOW TO
STRENGTHEN
COMMUNITY
ENGAGEMENT &
ACCOUNTABILITY
IN PARTNER
NATIONAL SOCIETIES

Secure staff
- Identify community engagement focal points in HQ and branches

Strengthen capacity
- Support the implementation of the Movement-wide Minimum Commitments and Actions to CEA
- Include community engagement in sector and emergency response unit trainings
- Support a consistent approach to engaging communities by using the CEA Guide and toolkit
- Support peer learning between National Societies

Integrate community engagement into
- Strategies, annual plans and budgets
- Existing and new policies, guidelines and toolkits
- All programmes and include a feedback and complaints system

Provide funding
- Provide funding and support to National Societies to institutionalize community engagement (don’t limit support to only bilateral programme areas)
- Work with partners to mobilize financial resources to institutionalize CEA
- Include in donor proposals and budgets
- Include community engagement in National Society partnership agreements
- Make a rule that all budgets include a % for community engagement

Adapt internal processes
- Discuss how to act on community feedback in programme and operational meetings
- Build flexibility into donor proposals to respond to changing community needs
- Consult communities during proposal development

Improve internal accountability
- Include community engagement responsibilities in job descriptions, inductions and appraisals
- Introduce 360° appraisals and an internal feedback and complaints system

Collect and share evidence
- Capture and share evidence showing the impact of community engagement
- Include indicators to measure accountability in programmes and operations
- Conduct and commission research to capture CEA impact and best practices

Learn more: media.ifrc.org/ifrc/ceastrategyafrica/