# UNHCR MENA Accountability to Affected People Toolkit Rollout Series

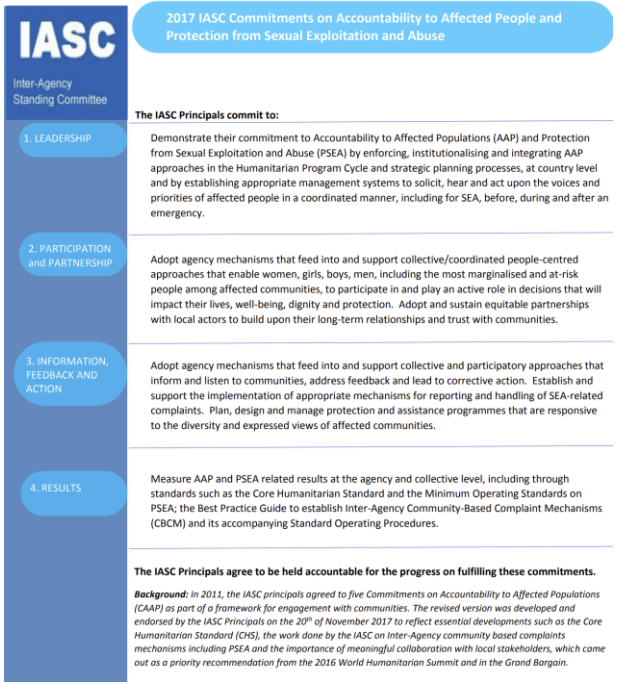
## Session II – Chapter III: Communication and Transparency

**UNHCR MENA REGIONAL BUREAU**
**Tuesday 15 October 2024**
**12:30 - 14:00 pm Amman time**

# Agenda

1. Welcome and Introductions
2. Overview of the UNHCR MENA AAP Toolkit Chapter III: Communication and Transparency
3. Messaging Matrix and Testing Template: Mixed movements Videos ( Mauritania)
4. The Refugee Knowledge Base: UNHCR (Libya)
5. Community Network: Nudum (Iraq)
6. Questions & Answers

# AAP Commitments and Policy Guidance



IASC

Inter-Agency Standing Committee

**2017 IASC Commitments on Accountability to Affected People and Protection from Sexual Exploitation and Abuse**

**The IASC Principals commit to:**

1. LEADERSHIP

Demonstrate their commitment to Accountability to Affected Populations (AAP) and Protection from Sexual Exploitation and Abuse (PSEA) by enforcing, institutionalising and integrating AAP approaches in the Humanitarian Program Cycle and strategic planning processes, at country level and by establishing appropriate management systems to solicit, hear and act upon the voices and priorities of affected people in a coordinated manner, including for SEA, before, during and after an emergency.

2. PARTICIPATION and PARTNERSHIP

Adopt agency mechanisms that feed into and support collective/coordinated people-centred approaches that enable women, girls, boys, men, including the most marginalised and at-risk people among affected communities, to participate in and play an active role in decisions that will impact their lives, well-being, dignity and protection. Adopt and sustain equitable partnerships with local actors to build upon their long-term relationships and trust with communities.

3. INFORMATION, FEEDBACK AND ACTION

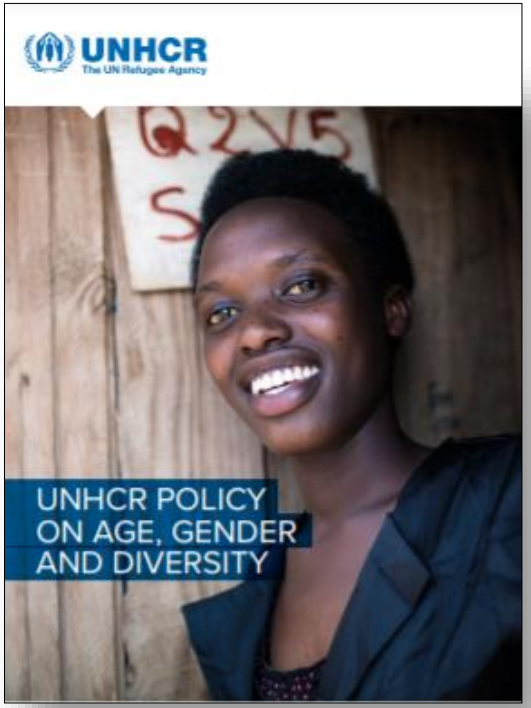
Adopt agency mechanisms that feed into and support collective and participatory approaches that inform and listen to communities, address feedback and lead to corrective action. Establish and support the implementation of appropriate mechanisms for reporting and handling of SEA-related complaints. Plan, design and manage protection and assistance programmes that are responsive to the diversity and expressed views of affected communities.

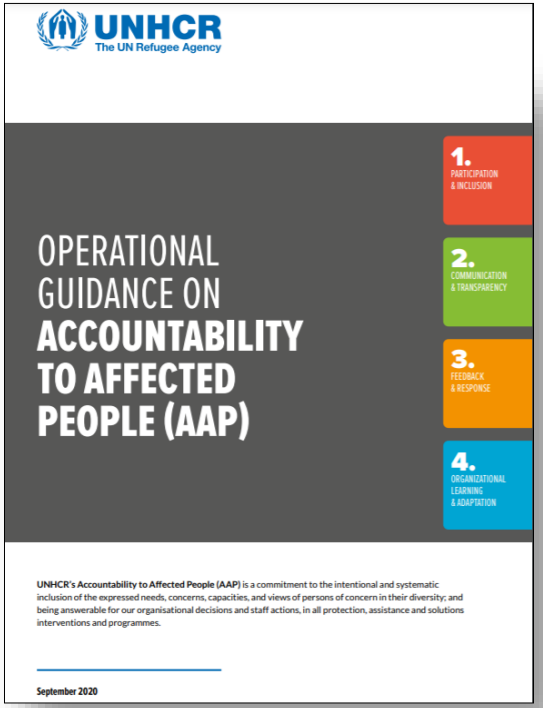
4. RESULTS

Measure AAP and PSEA related results at the agency and collective level, including through standards such as the Core Humanitarian Standard and the Minimum Operating Standards on PSEA; the Best Practice Guide to establish Inter-Agency Community-Based Complaint Mechanisms (CBCM) and its accompanying Standard Operating Procedures.

**The IASC Principals agree to be held accountable for the progress on fulfilling these commitments.**

***Background:*** *In 2011, the IASC principals agreed to five Commitments on Accountability to Affected Populations (CAAP) as part of a framework for engagement with communities. The revised version was developed and endorsed by the IASC Principals on the 20th of November 2017 to reflect essential developments such as the Core Humanitarian Standard (CHS), the work done by the IASC on Inter-Agency community based complaints mechanisms including PSEA and the importance of meaningful collaboration with local stakeholders, which came out as a priority recommendation from the 2016 World Humanitarian Summit and in the Grand Bargain.*

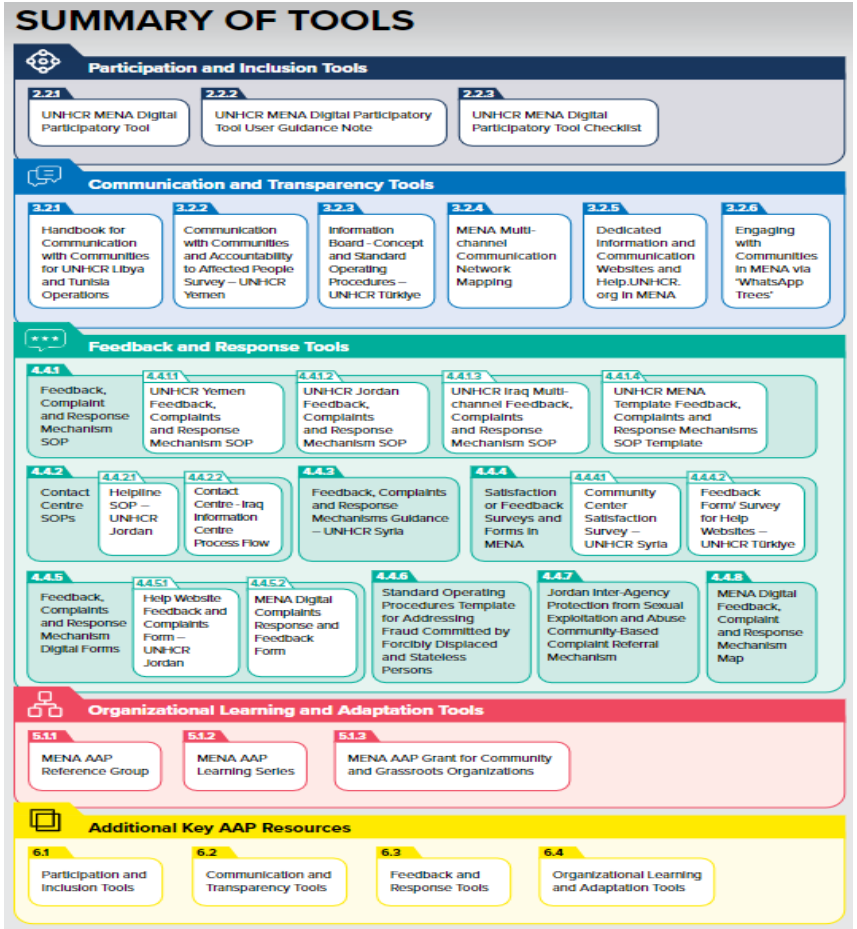


# What can you find in the MENA AAP Toolkit?

## 6 Chapters

I. Introduction
II. Participation and Inclusion
III. Communication and Transparency
IV. Feedback and Response
V. Organizational Learning and Adaption
VI. Other resources



# Chapter III

## Communication and Transparency Tools

**3.2.1** Handbook for Communication with Communities for UNHCR Libya and Tunisia Operations

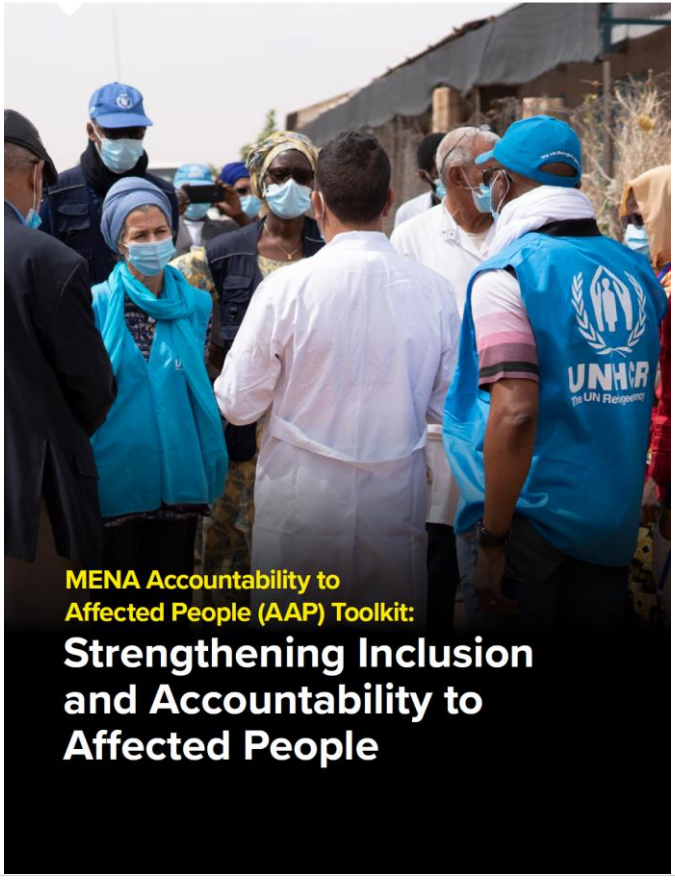
**3.2.2** Communication with Communities and Accountability to Affected People Survey – UNHCR Yemen

**3.2.3** Information Board - Concept and Standard Operating Procedures – UNHCR Türkiye

**3.2.4** MENA Multi-channel Communication Network Mapping

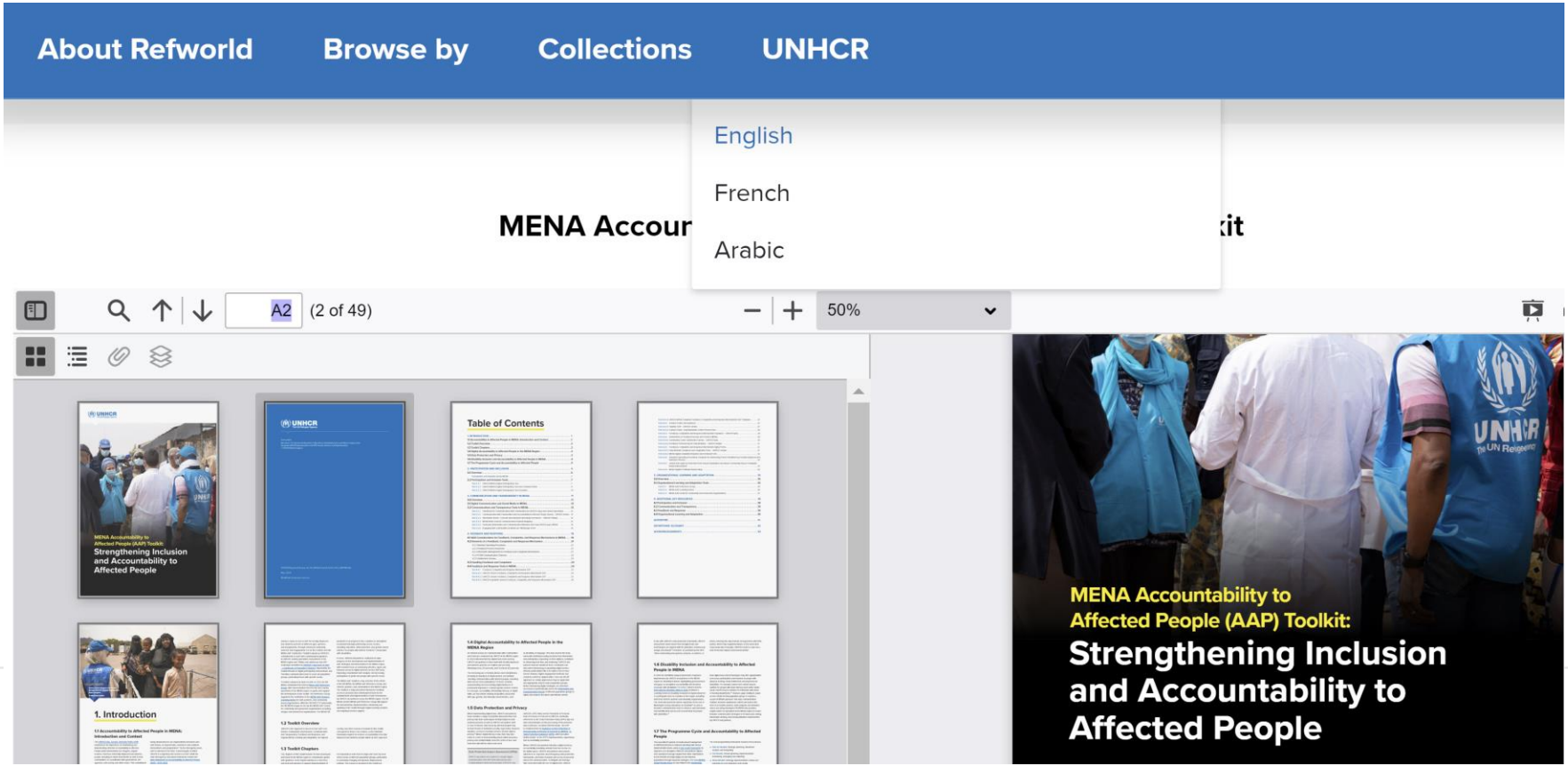
**3.2.5** Dedicated Information and Communication Websites and Help.UNHCR.org in MENA

**3.2.6** Engaging with Communities in MENA via 'WhatsApp Trees'



# How to access the MENA AAP Toolkit

https://www.refworld.org/policy/opguidance/unhcr/2024/en/148027



# Communication and Transparency

**Communication and Transparency**

**Core Action 3** requires that: At a minimum, all country-level protection and solutions strategies will detail the operation's approach to communicating with women, men, girls and boys of diverse backgrounds, through means that are appropriate and accessible to all groups in a community.

# Why is communication so important?

Communities have **the right** to access, relevant, accurate and timely information on their entitlements and services how to access them

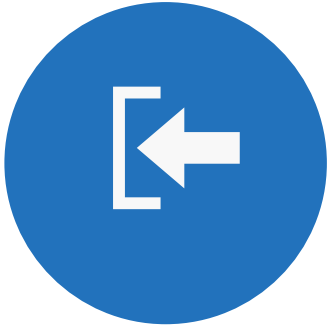
Accessing accurate, relevant and timely information is required **to make decisions** that affect their lives and to participate meaningfully in the society

# Ethical communication

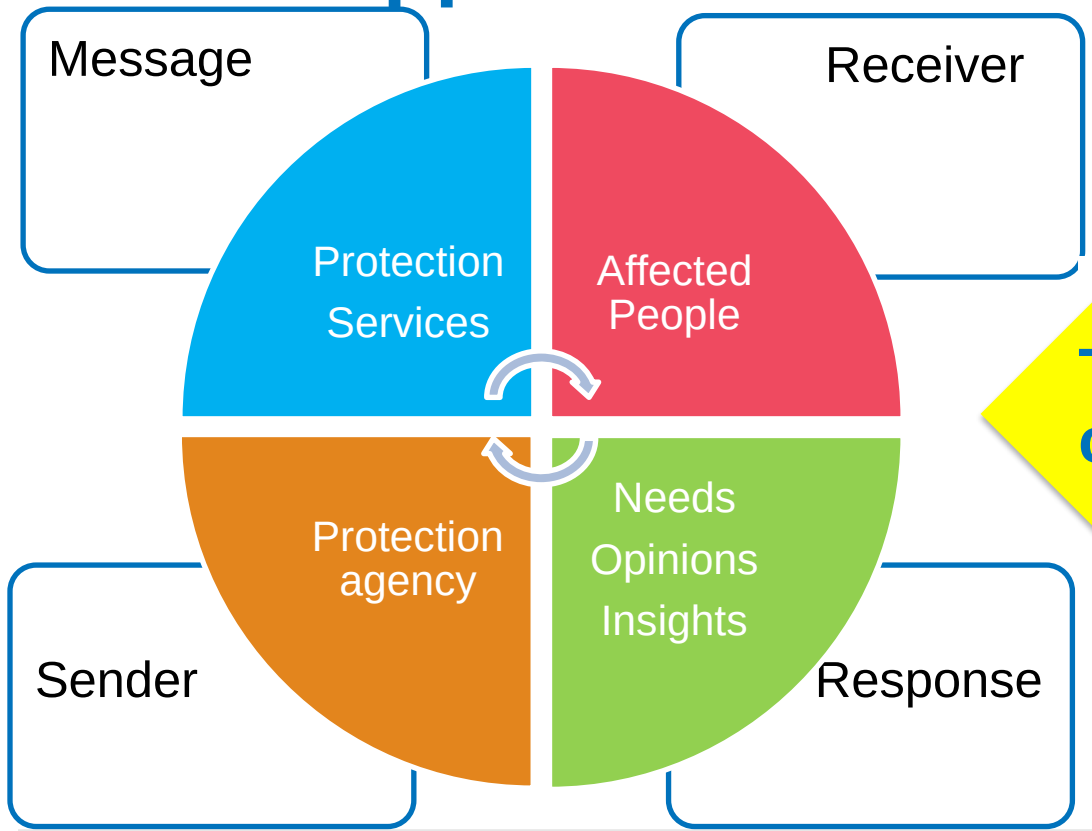
**Respectful** — Acknowledging everyone's intrinsic agency and listening to their choices

**Caring** — Prioritizing dialogue and not assuming we know best

**Responsive** — Preparedness to being led by the agendas of affected communities even if that makes our roles more challenging initially

| Messages | Audience | Channels | Cadence | Testing & adjusting |
| --- | --- | --- | --- | --- |
| | | | |  |
| What | Who | Where | When | How |

# Communication approach




**Two-way communication**

# The table shows some statements which are examples of good communication, and some which are examples of bad communication, choose the correct answer

| **Statements** | Good | Bad |
|---|---|---|
| Community members have equal and regular access to relevant, accurate, timely and contextually information. | ✓ | |
| Community representatives and leaders have regular access to information and decide how to disseminate it | | ✓ |
| All AGD groups can access preferred communication channels, receive information and provide feedback | ✓ | |
| Messages for communities are based on information needs assessments that are tested before dissemination | ✓ | |

# Messaging Matrix

| | | PROOF POINTS | COMMUNICATION AND TRANSPARENCY CHANNELS | OUTPUT | LANGUAGE |
|---|---|---|---|---|---|
| AUDIENCE 1 | *I.e: Asylum seeker* | | Preferred by audience 1 | Suitable to channel distribution | Suitable to audience 1 |
| MAIN CONCERN | *I.e. To qualify for refugee status* | | | | |
| CONSIDERATIONS | *I.e. Lower literacy level*<br>*Visual impairments* | | Inclusion features | Audio files | sign language |
| MESSAGE 1 | *I.e. UNHCR Office can help people who cannot return to their home country because they fear for their lives and wish to seek international protection* | • Once granted refugee status, you can access a range of support, such as…<br>• Our Helpline will assist you in case of emergency | Digital channels:<br>• Website or page<br>• Social and messaging apps<br><br>Traditional channels:<br>• Face-to-face<br>• Home visits Visits<br>• Meetings<br>• Outreach | Information piece (max 1000 words text) with optional multimedia (audio, visuals, video) or FAQ<br><br>Social copies (shorter text, simpler language) combined with easy-to-share multimedia pieces (audio, visuals such as cartoons, or infographics, video)<br>Leaflets, posters etc… | I.e. Arabic translated, etc… |

# Testing Template

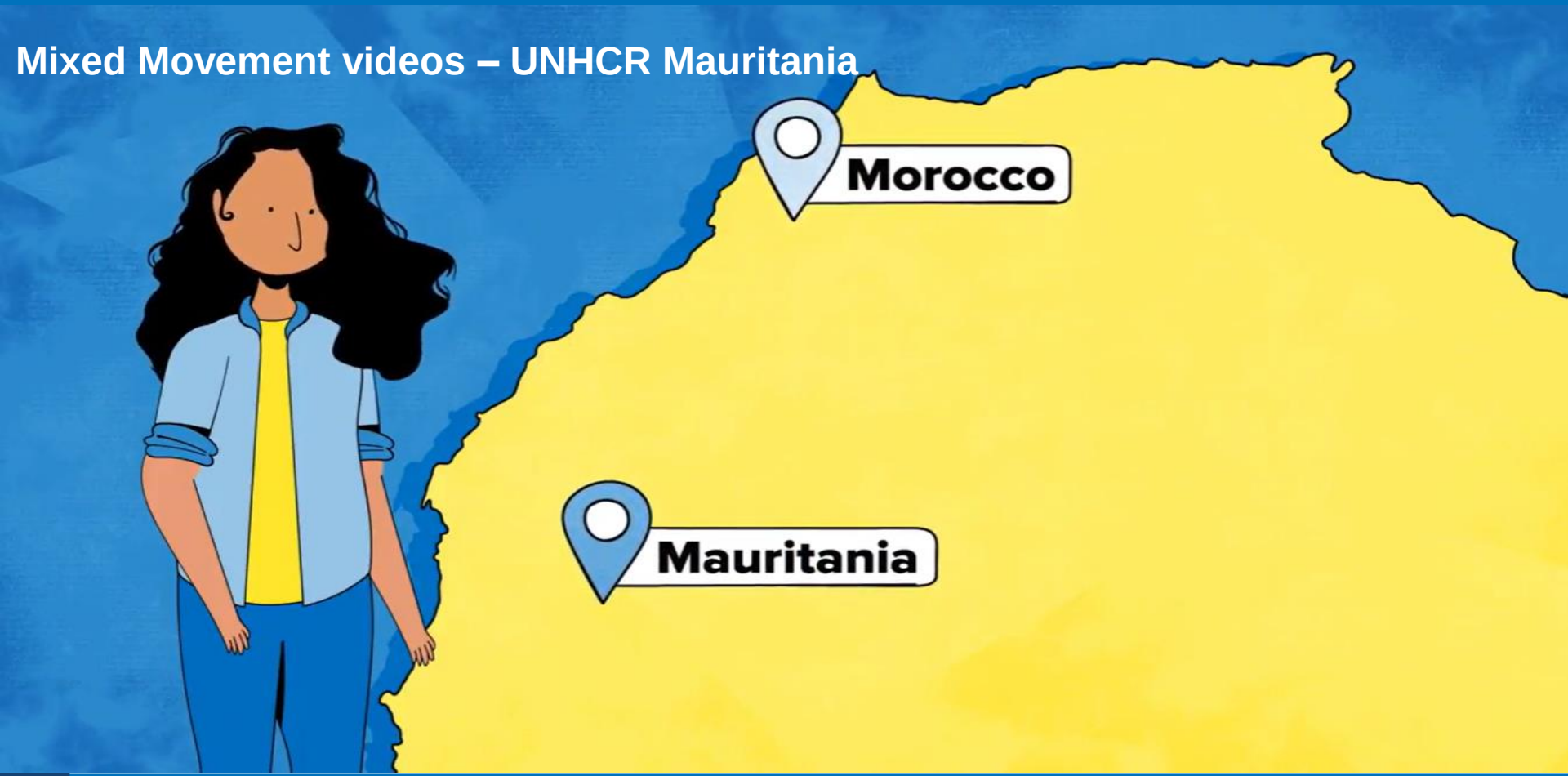
We want you to know that UNHCR [mention what UNHCR is concretely doing with regards to the specific topic or process with most recent examples]…….

In this regard, we would like to present you some messages to understand if you feel comfortable about receiving and disseminating them.

We would also be interested in understanding how you think that these messages would reach other population groups, and what would be their suggestions.

This is volunteering exercise so there is no retribution for participating in this session. We highly value your participation and feedback and ensure any information will be treated with full confidentiality. Your family or community members will not be informed of your participation and feedback to this session.

# Mixed Movement videos – UNHCR Mauritania



# Risks of irregular onward movements and alternates video creation process flow

- From the participatory assessments / FGD we realised that there is an **information need** due to the mixed movements from the urban areas (Nouadhibou) to European countries (Spain)

- Together with MENA Regional protection service, and by following the **messaging matrix**, we developed awareness raising video animation on the danger and the alternatives of the sea journey.

- We **tested the videos** using the testing template.  FGD held in different locations of the operation: Nouakchott and Nouadhibou to gather feedback.

- After the production of the final product, we **disseminated the video in the preferred communication channels** (TV stands in the reception center – whatsapp groups – Community gathering in Nouadhibou.) And we continue to receive the **feedback for the continuous adaptation.**

# The use of the Refugee Knowledge Base to enhance Communication and Transparency in Libya

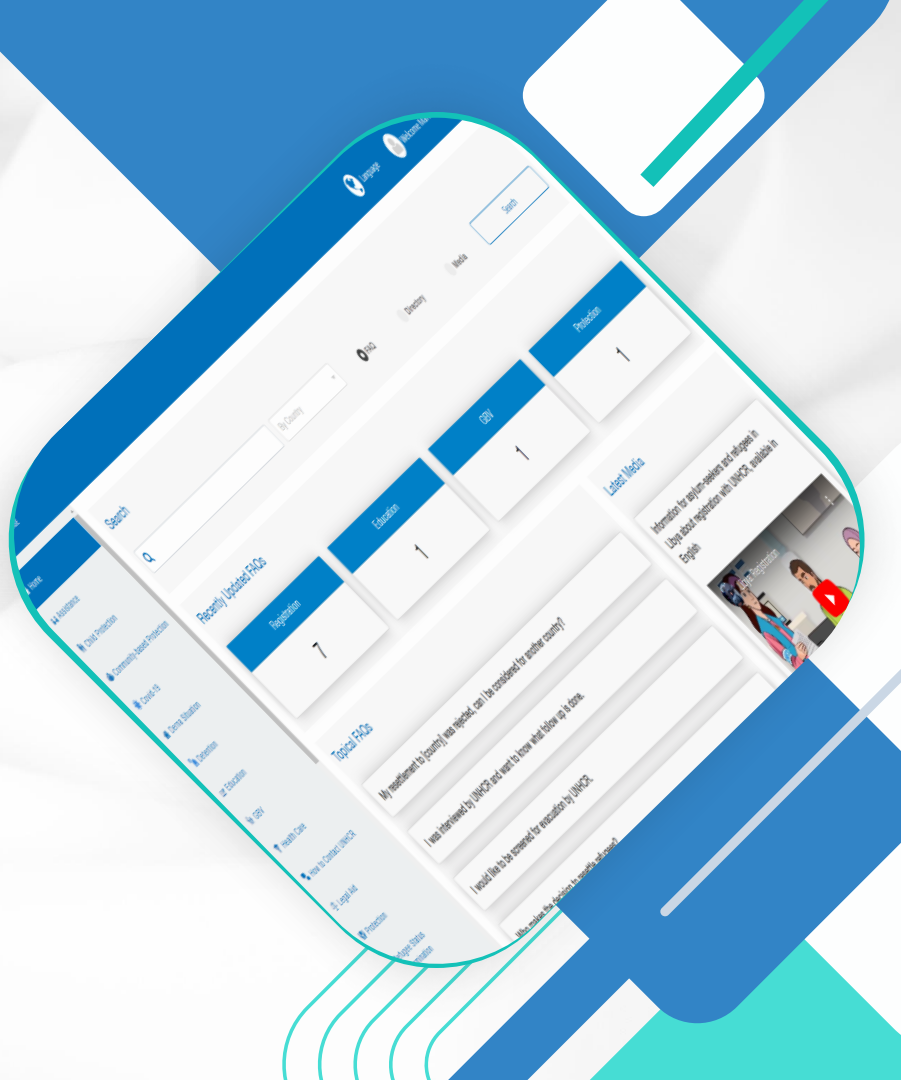
Presented by

**CBP-Outreach**

# Introduction

## The Refugee Knowledge Base (RKB)

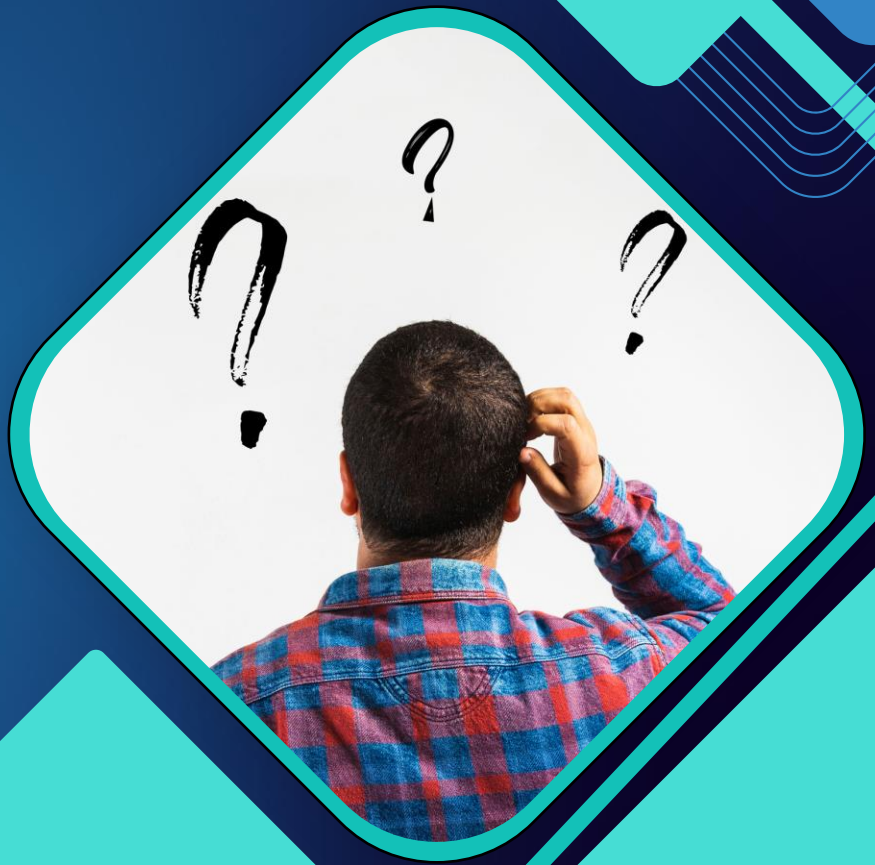
Is a digital platform designed to centralize and organize critical refugee-related information in **Libya** for UNHCR frontline staff and hotline operators



# Introduction

With the growing influx of refugees into Libya and the expansion of UNHCR services, it has become crucial to centralize information for frontline workers

# Objectives. What is the added value?



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# The added value of using the RKB ?

**Enhance Internal Communication**

**Accurate Information Sharing**

**Centralized Information Hub**

**Tiered Information Access**

# Previous Challenges!!

- ❑ Complexity in Navigating Information
- ❑ Ensuring Up-to-Date Content
- ❑ Consistent Information Sharing
- ❑ Quick Access to Cleared Information
- ❑ Involving Partners

# Implementation

- ❑ Training and Onboarding
- ❑ Multilingual Support
- ❑ User-Friendly Platform
- ❑ Ongoing Updates and Feedback

Additional Information

# Complementing Platforms like help.unhcr.org

# Feedback Mechanisms

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# Questions

MENA Community Protection Network

supported by UNHCR The UN Refugee Agency

# MENA Community Protection Network

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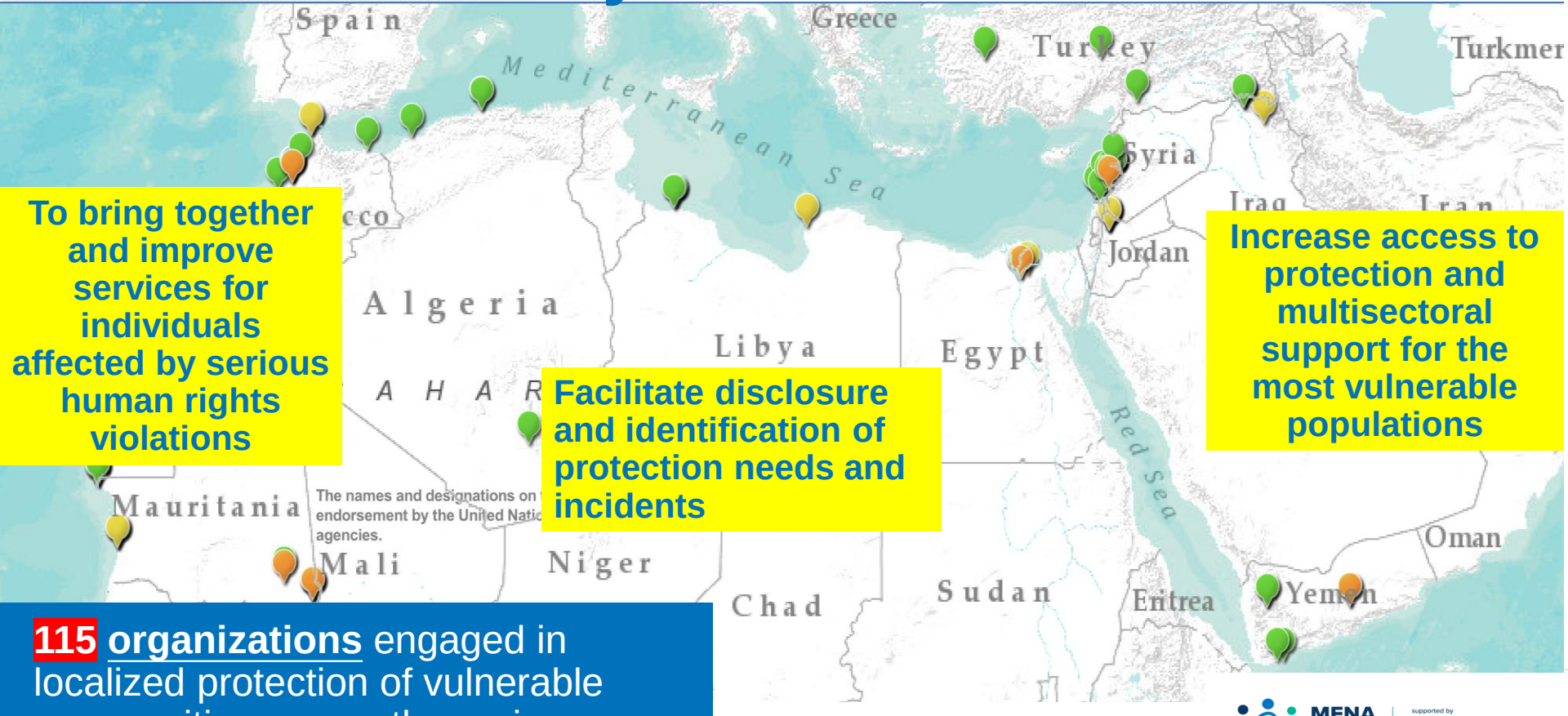



**To bring together and improve services for individuals affected by serious human rights violations**

**Facilitate disclosure and identification of protection needs and incidents**

**Increase access to protection and multisectoral support for the most vulnerable populations**

**115 organizations** engaged in localized protection of vulnerable communities across the region

MENA Community Protection Network

supported by UNHCR The UN Refugee Agency

# Main Communication and Transparency Activities :

Mapping of safe services

Outreach, disclosure and safe referrals

Capacity development & good practices

Identification of information needs and preferred channels



Protection monitoring

Other support activities identified by network members

# The Network Mapping tool:

Quarterly update and members verification

MENA Community Protection Network

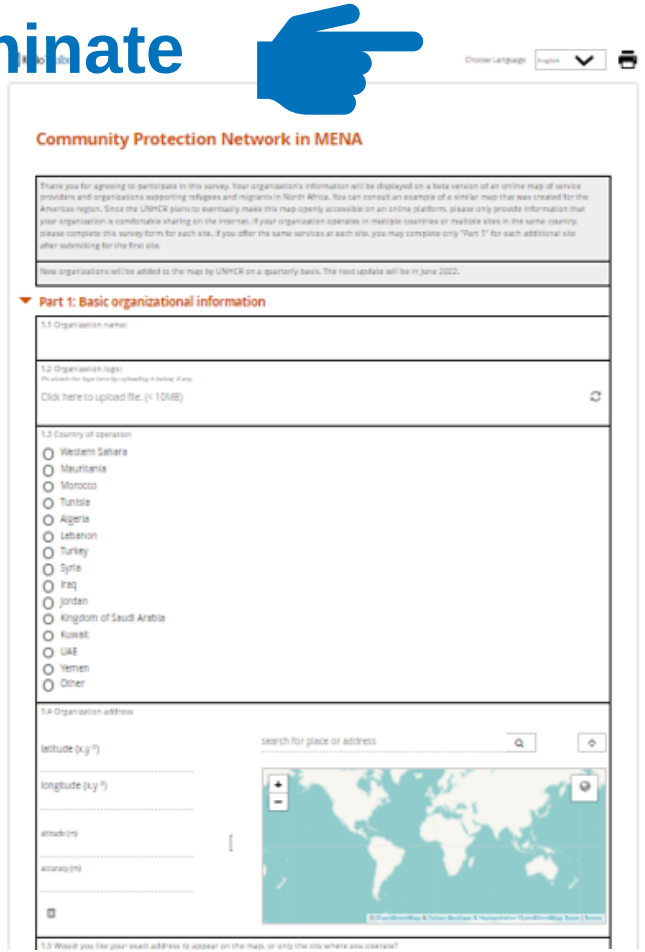
supported by UNHCR The UN Refugee Agency

# How to become a member and disseminate information about your services ?

- ❑ Fill application form [MENA Community Protection Network Application Form]( En, Fr, Ar)

- ❑ Meet the fundamental requirements and code of conduct:

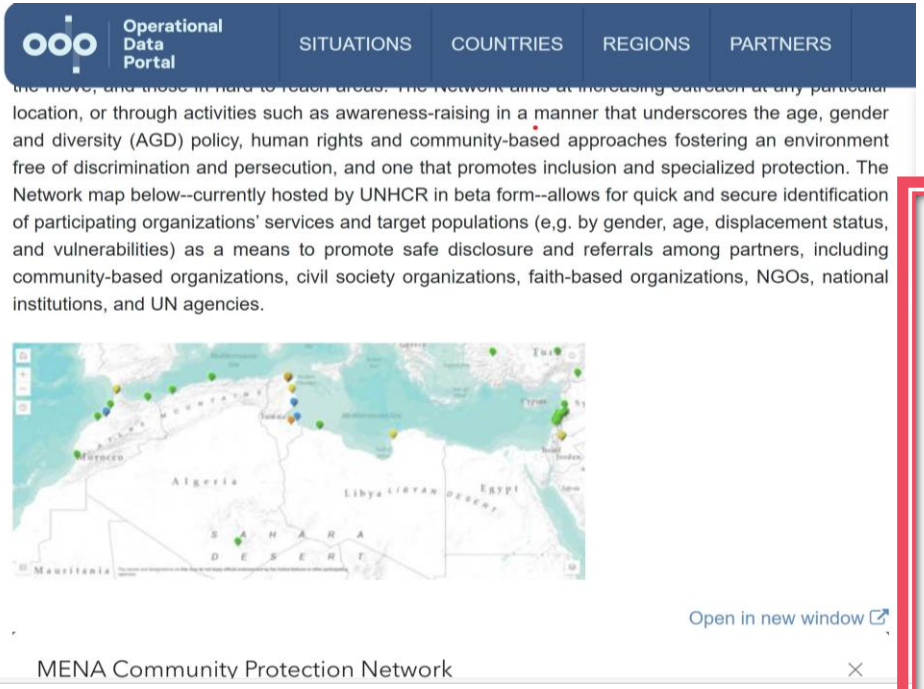
  - Work with forcibly displaced, stateless persons
  - Conduct outreach, or provide protection or multisectoral services
  - Respect human rights, Community-Based and Age, Gender, and Diversity approaches



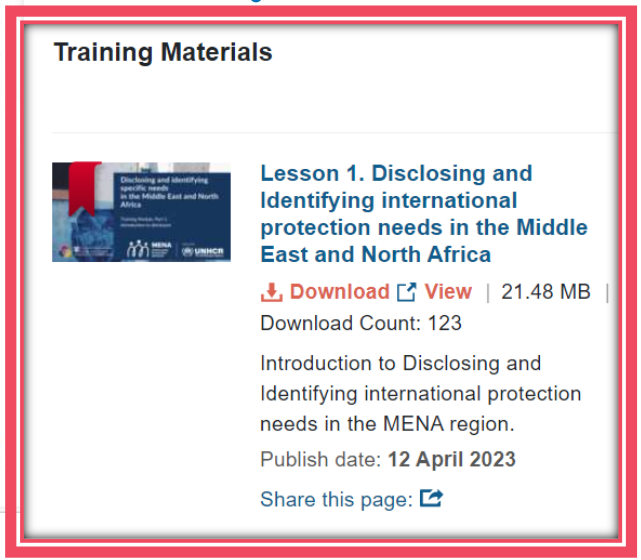
# The Network's Portal:

About the Network

The Map




Learning




[Working Group: MENA Community Protection Network (unhcr.org)]

MENA Community Protection Network | supported by UNHCR The UN Refugee Agency

# رؤية عضو الشبكة : منظمة نودم للتنمية المجتمعية

**بلد:** العراق

**النوع والدور**: منظمة تنمية مجتمعية غير ربحية

**المجتمعات التي تخدمها:** اللاجئين ، النازحين قسراً ، المجتمعات المضيفة

**سنة التأسيس:**2017 إلى 2023 ) CBOمنظمة غير حكومية (2023

**الخدمات المقدمة:** الحماية ، التمكين الاقتصادي للمرأة ، دعم الفئات الضعيفة ، البيئة

**عضوية الشبكة** :13 أغسطس 2023

# كيف يتماشى عمل المنظمة مع أنشطة الشبكة التي تهدف إلى دعم اللاجئين والمجتمعات المضيفة ؟

- **رسم خرائط الخدمات الآمنة،** وانشاء قاعدة بيانات متكاملة لتسهيل الوصول اليها.
- **تنظيم حملات توعية** تستهدف اللاجئين والمجتمعات المضيفة حول حقوقهم والخدمات المتاحة لهم.
- **تقديم المعلومات الموثوقة** حول خدمات الحماية والدعم لتسهيل الشفافية وبنا الثقة.
- **تنمية القدرات للموظفين** ، أو لمقدمي الخدمات في المجتمعات المحلية من خلال برامج تدريبية ، فعاليات او ورش العمل
- **تحديد الاحتياجات والرسائل المشتركة** من خلال التقييم الدوري لبرامج وأنشطة المنظمة ، والعمل على تطويرها بناءً على الملاحظات والتقييمات.

# بحسب رأيكم وتجربتكم، ماهي فوائد المشاركة في الشبكة؟

- **التدريب والتطوير** عبر تقديم جلسات تدريبية تعزز مهارات ومعارف أعضاء الشبكة.
- **التعلم من التجارب** و تشجيع تبادل الدروس المستفادة بين أعضاء الشبكة.
- **إنشاء قنوات تواصل فعالة** لتبادل المعلومات بين مقدمي الخدمات عن طريق توفير منصات تبادل المعلومات حول الاحتياجات الأساسية والخدمات المتاحة.
- **تعزيز الوعي بحقوق اللاجئين والنازحين قسراً** وسبل الحصول على المساعدة،لتمكينهم المطالبة بحقوقهم بطريقة أكثر فعالية.
- **تيسير الوصول إلى الخدمات المتاحة**، بتوفير معلومات دقيقة حل خدمات الدعم للاحتياجات الخاصة لتحسين قدرة النازحين للوصول اليها.

# Evaluation survey

MENA AAP Toolkit Rollout Session

2, 15 Oct 2024 - Evaluation Survey

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UNHCR
The UN Refugee Agency

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