



Figure 1. Dialoguing with Gladys. La Guajira. Life Stories can inform cash and voucher assistance

DIALOGUE WITH COMMUNITIES

Colombia - Meaningful dialogue with Refugees and Migrants from Venezuela. Deployment Report.

The Dialogue with Communities initiative (2019) seeks to better mainstream accountability to affected groups and community engagement in cash coordination forums and integrate it into technical capacity in-country, ensuring it is central to Cash and Voucher Assistance (CVA) design, implementation, monitoring and evaluation. During deployment, CashCap experts are well placed to bring people's voices into the Cash Working Group and enable key discussions within coordination structures and with decision-makers as well as supporting operational agencies improve programming. There is an increasing focus on investing in engaging people affected by crisis in two-way communication and gathering feedback; and the humanitarian community is keen on emphasizing the importance of listening to and understanding communities' concerns, priorities, and recommendations on how they would like to be better assisted. The initiative promotes a dialogue from a different angle, creating safe spaces and opportunities to affected people to engage in meaningful conversations with the cash and market community. This effort can contribute to bringing their voices to the center of a broader reflection on how the system is moving towards a people-centered approach and Grand Bargain's commitments that call for deeper community engagement and stronger accountability. This is a vision and mission that cannot be accomplished alone. CashCap will leverage on its unique role of providing multi-agency support, assisting as catalysts of collaboration and coordination among partners, liaising with perception-based researches in cash programming such as the Cash Barometer from Ground Truth Solutions and working side by side with Communication with Communities coordination fora and experts.

Self-portrait of
communities' realities

Amplifying
communities' voices

Communities organize
and direct their
stories

Communities lead the
editing

Stay tune at

<https://vimeo.com/dialoguewithcommunities>

**WE HAVE RAISED
THEIR VOICES, IS
ANYONE
LISTENING?**

1. *Why in Colombia*

There is an enabling environment to market-based responses, a focus on multipurpose cash assistance as an emergency response tool, and increased efforts in harmonisation and quality and understanding the information and communication needs of refugees and migrants in the Venezuela Situation.

- Colombia has been receiving over 50 percent of refugees and migrants from Venezuela, including those who remain in the country as well as those who transit through the country for onward movement.
- The Regional Refugee and Migrants Response Plan 2019 called for Communication with Communities (CwC) and AAP embedded at the core of the response. In October, the first AAP regional workshop was organized in Bogotá for partners and experts of the regional response. **An independent field assessment** conducted by Dhalia in July 2019 in Colombia and Ecuador with Venezuelans <http://dahlianeet.org/projects/walking-voices/> that focused on the challenges related to AAP and CwC (Communication with Communities) and a regional information and communication assessment November, 2019. Key findings in <https://r4v.info/en/documents/details/73683>
- **Assistance through cash-based interventions for immediate needs**, including multipurpose cash transfers, are prioritized as part of the emergency area of interventions in Colombia.
- **Colombia Cash Working Group** (or GTM, acronym in Spanish), created in 2016, is co-led by WFP and Colombia National Red Cross. It aims at coordinating and harmonizing cash and markets-based interventions at operational, technical and geographical level in the overall humanitarian response in Colombia.
- The Cash Collaborative Network (CCD) comprises 8 INGOs seeking a common approach on cash assistance to the Venezuela migration crisis affecting the country. Two consortiums- VenEsperanza (IRC, Mercy Corps, Save the Children, World Vision) and the ADN DIGNIDAD Consortium - (AAH,NRC,DRC)- unite their experience to deliver effective cash assistance to support highly vulnerable people in Colombia, including Venezuelan migrants, Colombians returning from Venezuela and host community members in Colombian territory.
- **NORCAP** has deployed during 2019, 12 experts in the response including **CashCap** experts that have supported The Cash Collaborative Network (CCD) with a CCD Coordinator, and a Monitoring, Evaluation and Accountability officer who has been facilitating the M&E and Accountability CWG sub-working group to help harmonize different initiatives in this line.

2. *About the selected methodology for this deployment*

Participatory Video (PV) is a Communications with Communities (CwC) and Participatory Communication methodology and tool recommended by CDAC (Communicating with Disaster Affected Populations) that enables and empowers communities to reflect on, identify, direct and film their own narratives and stories. For this reason, PV is more than making a film product, it is a process that stimulates a high-level of community engagement through community ownership of process, content and final product. The training method is designed to stimulate peer-to-peer training on a horizontal and spiral way. For that, the key orientation for facilitators is to give communities' space and time by a different supportive role that often means stepping-back. The method is based on trust and safe space for meaningful dialogues and free expression of bottom-up perspectives in a non-violent communication and constructive way. The methodology strengthens community participation as it invites affected populations to lead rounds of dialogue, discuss and prioritize the content owning the process with full editorial control over what messages they would like to film and share. One of the ultimate aspirations of the process is to develop participants' capacities to listen to others, communicate and reach consensus based on guiding principles defined by the very own group. It has been widely documented around the world by practitioners and researchers and one of its definitions is "a script-less video production process, directed by community members, moving forward in interactive cycles of shooting reviewing and aiming at creating video narratives that communicate what those who participate in the process really want to communicate, in a way that they think is appropriate" (1999, Maneno and Mengi).

It has been utilized by multiple development agencies as part of their communications for development (C4D) and monitoring and evaluation work streams, following the expansion of the participatory movement in the last decade. On the other hand, PV is still relatively new to the humanitarian sector but growing each day. To help illustrate, IOM, IFRC, OCHA and UNWOMEN are some of the organizations that have applied the methodology for different objectives of various programmes such as people-led accountability, participatory advocacy and research, qualitative monitoring and evaluation, social cohesion and community participation in camp management. Some of the countries and contexts where it was implemented include Ecuador 2016 earthquake response, IDP camps in South Sudan and Peru 2017 floods response, urban settings in Jordan, Afghanistan and

Madagascar and Venezuelan indigenous shelter in Roraima, Brazil. It is an adaptable method that must have its final design done on the ground context and community based.

In February 2019 CashCap rolled-out its first PV pilot in Northern Uganda to along with UN Women Uganda and its IP Refugee Law Project, to listen to South Sudanese refugees and host communities' women's priorities and needs, on how decision-making process impacted their day-to-days. The experience generated many learnings. Their videos were presented at multiple national coordination meetings and at the Cash Steering Committee in Geneva. The video album can be viewed here: <https://vimeo.com/dialoguewithcommunities> and documented lesson learned [here](#)

Life Stories of Cash Recipients. Communities' Voices on Cash video interviews consists of collection of short communities' testimonials related to different aspects and thematic of Cash and Vouchers, produced by the project facilitators (Meaningful Dialogue with Communities) in collaboration with the participating communities' members. These video-interviews was conducted in the form of story-telling or semi-structured interviews with different community profiles such as people on the move/ caminantes, elders and people with disabilities. This activity was possible thanks to the the collaboration of Action Against Hunger, Humanity and Inclusion, Save the Children and Colombian Red Cross. We have a dialogue about information needs, rumours, needs, feedback and recommendations for the humanitarian community. The content generated quality voices presented as a short video product of 15 minutes of feedback and recommendations shared at the Regional CBI platform with CWG leads and the CWG Colombia.



Figure 2. Participatory Video, El Refugio, Arauca, 9-13 December, 2019

3. Objectives

Guided by the CashCap Initiative and Communication with Communities, Community Engagement and Accountability, principles, in support to the Cash Working Group, this pilot aimed to:

1. Generate meaningful and innovative community-driven dialogues on Cash and Voucher assistance with Venezuelan affected communities in Colombia.
2. Demonstrate in practice to the Regional Response, a complementary approach to CwC, CE and AAP;
3. Implement the PV activity in a collaborative manner on the ground and exchange learnings-by-doing;
4. Build communication capacity on communities to video document their voices and perspectives on Cash and Vouchers Assistance.
5. Present jointly, the communities' "video-voices" at the Cash Working Group and other coordination fora in Colombia, regionally and globally to trigger further reflection and discussions on cash and vouchers interventions from a bottom-up people-centered angle.
6. Collect, document and share the experience and its learnings across the humanitarian system.
7. Package the communities' "video-voices" into original audiovisual products that can support cash and markets programming advocacy at the local, regional and global levels

4. Outputs

1. Accountability to Affected Population on Cash Assistance using the format of visual storytelling, produced collectively by the migrant community members themselves. Listen to the narratives around the positive impacts and the challenges experienced by Rosa, Jenny, José, Jhonathan, Nailleth, Kleidys, Rosita, Zoila, Rosa, Angelo and Mebis. Recorded during a Communications with Communities and Participatory Video training that happened in December in Arauca, Colombia. Only 5 km away from their "querida Venezuela". With the collaboration of Save the Children Colombia. 19 min, Spanish original language/ English subtitles. December) <https://vimeo.com/387810034>
2. Feedback and recommendations from migrants from Venezuela to Colombia on the humanitarian response and the different cash transfer programs. Methodology and approach: the interviews were carried out by independent specialists using a semi-structured questionnaire in the form of an open dialogue. Recorded between 11/25 and 12/19, 2019. Meaningful Dialogue with Communities CashCap with the collaboration with Action Against Hunger, Humanity and Inclusion, Save the Children and Colombian Red Cross <https://vimeo.com/389344762> highlighting the inclusion of People with Disabilities, in collaboration with Humanity and Inclusion the following clips <https://vimeo.com/390073318> and <https://vimeo.com/390067373>
3. A short video produced in a spontaneous dialogue style as we were invited to enter the life of Nailleth. Her family migrated to Colombia from Venezuela two years ago and recently received cash assistance for five months. Nailleth demonstrates how she lives, narrates some of her challenges and hopes. 6 min Spanish original version/ English subtitles Arauca, Colombia, December 2019 <https://vimeo.com/387805150>
4. Photo library -All participants have given CashCap and collaborating partner their consent to use their photos. This library is shared to humanitarian partners, for non-commercial use, framed as part of the humanitarian operation to Venezuelan Crisis in Colombia. When used, each photo should be credited to its author "Photo by Fernanda Baumhardt, NORCAP CwC Expert, Meaningful Dialogue with Communities, CashCap, 2019") and if possible, referencing the person's name and her or his message to the Cash Community. <https://vimeo.com/dialoguewithcommunities>
5. Led by CwC NORCAP Expert, 40 field practitioners participated in Express Training in Participatory Communication with Communities -organized in 3 rounds, in Bogota 29/11/2019, in Arauca 03-04/12/2019 and Bogota 18/12/19 with the support from Save the Children Colombia and the Colombian Red Cross

Express Training in Participatory Communication with Communities

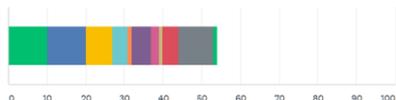
Facilitated by CwC NORCAP Expert

- Learn the basics of communication with communities with participatory approaches.
- Experience the participatory Video methodology with the necessary golden rules and equipment management.
- Inspire on how community perspective and participatory processes can strengthen the response to the migration crisis.



Seleccion las 3 frases principales que más representan cómo se siente después de este taller. ¡¡¡Sólo 3!!!! "Me gustó mucho ...

Answered: 18 Skipped: 0



- hablar de mi experiencia en el trabajo de campo con la comunidad
- escuchar a los otros miembros de mi equipo
- ganar mayor seguridad y confianza en mí misma/o
- sentirme orgullosa/o de ser quien soy
- sentirme libre y segura/o de decidir qué decir
- trabajar en equipo
- manejar los equipos de video
- tener la oportunidad de crear de forma conjunta con mis compañeros
- Hablar para que mi voz sea escuchada/o
- Otro (especifique)

¿Podría evaluar del 1 al 10 esta actividad?

¿Podría evaluar del 1 al 10 esta actividad?

Answered: 18 Skipped: 0

9,2★
valoración promedio

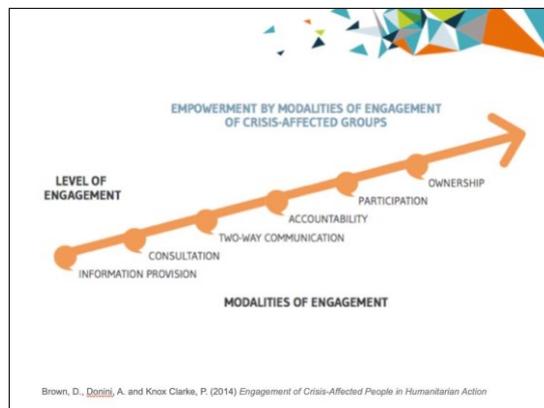


Let's listen to frontline staff from Save the Children in Arauca, discussing spontaneously about information needs in Cash Assistance Programs <https://vimeo.com/386309021>

5. A summary of the approach

Main guiding principles: - Bottom-up * People-centred * Creative * Meaningful Dialogues -

- An innovative modality of visual qualitative assessment, but less-extractive.
- Highly engaging ¹: a participatory method that promotes ownership (figure below);
- More than an assessment, it's community-led and centred dialogue-oriented.
- Focus on process, not on product outputs as it builds community communications skills, strengthens community participation and promotes active engagement: "to do, to go, to lead instead of to observe, to receive and to be led". ²
- Triggers community conversations, consensus building, collective thinking and creation.
- **Storytelling-oriented that evidence suggests can increase audience recall³, deeper emotional engagement and empathy from the receivers/listeners and decision makers⁴;**
- **The stories and testimonials filmed by the communities themselves are a powerful portable and visual way to deliver key messages to the coordination and programming fora.**



On the other hand, it is important to note that PV it is not an appropriate method for:

- Working with large groups/ samples.
- Assessments led by researchers and structured questionnaires focused on the outputs.
- Producing scripted videos, directed and edited by filmmakers and communications experts.
- Easy scaling-up.
- It is not a Communications activity for agency/programme visibility. Not to be filtered by PI strategy. Not to be led by the traditional top-down orientation of Communications and PI units

PV added value: the community communications training underlying the whole process

- The Grand Bargain and other global guidelines suggest, we must develop local capacity. And in our vision that should fundamentally include the very communities we serve. A solid PV process offers communities an introduction training in communications skills. Participants have the potential to strengthen and develop their capacities in message crafting, storytelling, imagery production, body-language, strong deliveries, consensus building and editing. If the participants proactively engage in the PV learning cycle, they may better absorb and retain the learnings to potentially apply them in other day-to-day activities such as meetings, town halls, consultations and presentations. Therefore, and to also serve as a stimulation for participation and self-development, upon the completion of the PV process, all the



Rosita Barrera with Karen Molina. Office Manager SCI, El Refugio, Arauca, December, 2019.

¹ Brown, D. Donini A. and Knox Clarke P. (2014) Engagement of Crisis-Affected People in Humanitarian Action

² Shaw & Robertson (1997)

³ Mandler and Johnson (1977)

⁴ Haven, K., (2007)

participants were **awarded a certificate of participation in participatory video and communication training. This was delivered alongside of a portrait picture. Rather than an official document, it is a gesture to recognise** the dedication of the participants in enrolling and completing all the stages of the training and process.

Evaluation/feedback from the participating community members

- To gather feedback from the participants about the activity, at the end of the training the PV team will do a quick evaluation. Potential methods to be used:
 1. Quantitative – a short and anonymous survey distributed to all the participants with closed and open-ended questions
 2. Qualitative – video interviews with a small sample of participants with three open-ended questions. <https://vimeo.com/381370402>
- The evaluation results should be compiled on an excel sheet and included in the project documents.

Community. 12 members of El Refugio, identified as Venezuelans, Ingas, Colombian Returnees, Youth, Women and Men.

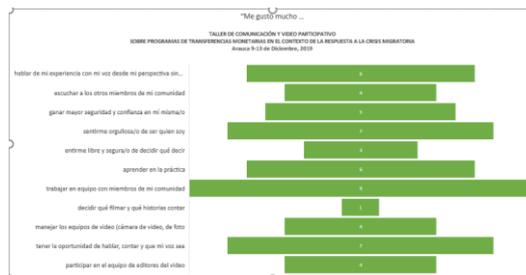
1. In a word, how do you feel after this week?



2. Did you learn / strengthen new skills? Please give 3 examples of what you learned and / or strengthened. Do you think that the skills you learned and / or strengthened help you in any way in your day to day? 100% of participants shared that they learnt new skills and that these ones will help them on their daily lives.



3. I loved “to work as a team with members of my community”, “feeling proud of who I am”, “to speak from my experience from my perspective without filters”, “have the opportunity to speak, tell and have my voice heard” , “learn by doing”



4. Expectations. 100% hope that decision makers will listen and act based on what we say and that this video will be spread around the world
5. On relation to the THEME (Cash transfers), 10 participants thought that it was excellent or very good, while 83% thought it was excellent to learn participatory communication techniques.

6. Suggestions and feedback were extremely positive, special for the level of engagement of facilitators for 6 days on a row for 5 hours a day with the group. Logistics and being certified as also highlighted.

Verbal and written informed consent:

- A strong PV process should be consent-based from minute one until the end. Consent is both verbal and written verbal in the beginning and throughout the process (as communities' film and review their stories and messages) and written at the end of the process after they review their final edited film. Their films and messages will only reach external audiences if there is individual and group consent.

The audio-visual equipment used during the training and process is a mean not an end.

Therefore, the purpose of this exercise is not to create video-hubs but to open-up creative spaces for dialogue with communities about cash and voucher programs by using audio-visual tools. We do this while developing communities' capacities to better communicate, reflect and reach consensus on messages. Ultimately, we offer capacity, tools, and space for communities to seat on the driving seat of a participatory process of feedback with a high-level of participation and ownership cherished by The Grand Bargain, The Core Humanitarian Standards and IASC to name a few.

6. Deployment Team. Roles and Responsibilities

- NORCAP CashCap funds and leads the activities and experts on the ground
- Maria Jimena Peroni/ NORCAP – CashCap expert and team lead, leading coordination with IP, CWG and external stakeholders, and other fora in the response. She reports to CashCap PM.
- Fernanda Baumhardt/ NORCAP - Communication with Communities (CwC) and PV expert leading the PV and CwC activities on the ground with the communities, **acting as gatekeeper of the method and participants' rights to express freely their opinions**. Also responsible for producing the related audio-visual products as well as facilitating the trainings on the approach and method. She carries and is responsible for all the video equipment gear
- CashCap on the ground-Emilie Arnaud facilitates linkages with Accountability Sub-WG and CWG and supports the activity
- **Partner in Colombia.** Save the Children Colombia. Arauca office (15 days), Action Against Hunger (3 days). The team actively supporting the activities especially in the capacities of: 1. Hosting the two NORCAP Experts Fernanda and Maria Jimena during the activity (**Experts are under the security umbrella and management of NRC**); 2. Leading operational logistics; 3. Ground coordination for community access, selection of project area, community mobilization and engagement; 4. Actively supporting run the activities; 5. Coordination with local actors; 6. All logistics and transport including space to run the trainings, refreshments, projector and sound system for the video screening.

Important: During the community PV and training activities, to build and sustain a safe, trustable and learning environment, it is recommended not more than 4 external people in the room (if big enough) including NORCAP facilitators.

7. Timeline

- From November 19th to November 25th -preparatory activities in Bogota and meeting with stakeholders
- From November 26th to 29th collection of short communities' testimonials related to different aspects and thematics of Cash and Vouchers (TBD), produced by the project facilitators (Meaningful Dialogue with Communities) in collaboration with the participating communities' members- La Guajira
- November 28th, Short introduction to the CWG
- November 29th- Express training in Participatory Video to accountability and CwC focal points
- From December 3rd to December 6th – Arauca -Preparatory activities in the field, Informative Session with Communities, Assembly, and interviews in the border (with the support of Save the Children)
- December 9th to December 13th -Arauca Participatory Video 1 Group (with the support of Save the Children)
- December 16th to 17th – Debrief and feedback to partners, CWG and CwC Group.
- December 18th Express training in Participatory Video to accountability and CwC focal points in support to the Colombia Red Cross

- December 19th - collection of short communities' testimonials related to different aspects and thematics of Cash and Vouchers (TBD), produced by the project facilitators (Meaningful Dialogue with Communities) in collaboration with the participating communities' members- Bogota.
- Online Debrief to Save the Children Colombia (January 2020)

8. Debrief

Explanatory note. Important to clarify that the mission was not intended or included in the ToRs to carry out an assessment of the information needs and feasibility of Communication with Communities strategies. These reflections are based on preliminary observations with a CwC lens in CVA programs in the discussion of PV content.

The general recommendation is to reinforce communication WITH (and not just FOR the communities). Key messages are built with the community, in an articulated way with local coordination platforms

- From a community perspective, the lack of information from cash transfer programs in a context of, high unmet with an environment inclined to rumors, to mouth to mouth communication": they are generating many rumors, false messages, bombardment of questions to field workers, disagreements, and risks of bribes, etc.
- There is a general perception from the community that participation in the eligibility survey automatically means being eligible for cash assistance, generating anxiety, more rumors and concerns, and reinforcing an environment of distrust of each other.
- To mitigate risks, as part of the profiling and targeting exercise, fine-tuned mechanism for bidirectional dialogue should be in place. Evidence shows this is the weakest stage, on transparency, information provision and engagement in decision making.
- Closure events or meetings are essential at a programmatic stage to be accountable to the community, share monitoring data. This gives a closure to the community with the opportunity to share all the doubts and questions, but above all to understand the exit, avoid rumors and false expectations.
- The key messages generated in Bogota, by the different actors of national or local CWG, must be adapted with the community (understand activities, location of the message, change of words to words used by the community, type of adapted formats community, etc.)
- Build capacity of all frontliners and key staff of fundamental concepts, tools and techniques of Communications with Communities.
- Identify amongst the staff a technical focal point (with a defined % of time assigned to the role) of Communications with Communities in every office and at head-office (ideally full time).
- At community level and household level - integrate into the Needs and Feasibility assessments, Information and Communication Needs/Ecosystems Assessment (quanti and quali), including: *Most used and trusted communications channels for communicating with communities, Current ways of accessing information if any, Trusted information sources, Information needs regarding humanitarian programming, Community organization structure, meetings locations and periodicity, Power Dynamics of the community (also connected to the above point), Predisposition/potential, scale and type of rumors circulating currently and, in the past, Preferred channel/means for two-way / (feedback) communication with humanitarian organizations, Language (applied for other contexts)*
- Based on the Information and Communications Needs/Ecosystem Assessment, field office (not head-office) to design a Communication with Communities strategy and workplan context-based (community-level focus) to support programming. This should include, to name a few activities: key and timely information provision throughout all phase of programming, key messages crafting and delivering them in the preferred channels/ formats of the community, rumors management, community perception assessments, analysis and action of feedback, training

communities communicators (reder de comunicadores comunitarios). Important: resources need to be assigned right at the start of programming planning/design stage

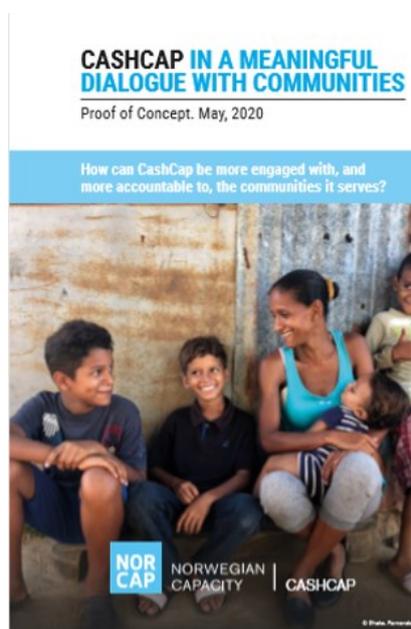
- Consistent and close monitoring of Information and Communications Needs throughout all phases of programming (by technical trained frontliners/focal point) not only with quanti methods but also quali and participatory for an in-depth understanding.
- Document and collect lessons learned and apply learnings in future phases of programming



Day 2. Session Timeline of CVA. Built by the participants. PV, Arauca

9. Next Steps.

Proof of Concept. How can CashCap be more engaged with, and more accountable to, the communities it serves? Road Map for 2020/2023. Internal document for CashCap Steering Committee (to be shared when approved)



Please contact Jimena Peroni- CashCap Expert for any question, comments or suggestions to jimena.peroni@nrc.no

