

**Model text for specific pledge**

**on building and reinforcing trust in humanitarian action through community engagement and accountability**

**(for National Societies)**

*Note: This document provides National Societies with a draft text and examples for a specific pledge on community engagement and accountability in relation to the International Conference theme of “Trust in humanitarian action”. It provides a sample menu of pledges and actions that can be undertaken at the country or regional level to build greater trust, transparency and accountability to the people and communities your National Society aims to serve and assist. These can be adapted to reinforce ongoing or planned initiatives aimed at improving community engagement and accountability. The pledge can also be expanded to include joint actions with governments or other partners and regional initiatives related to strengthening community engagement and accountability.*

# Pledge title

* *Building and reinforcing trust in humanitarian action through community engagement and accountability in [insert the name of country or region]*

# Type of pledge: SPECIFIC (INDIVIDUAL or JOINT)

**State(s) / National Society(ies) / other humanitarian partner(s)**

*Please indicate who is a signatory party to this pledge [insert the name of Government if a joint pledge] and the [insert the name of your National Society] and [insert the name of any other partners, if appropriate]*

1. Conference theme(s)/topic related to this pledge

*33rd International Conference theme: Trust in humanitarian action*

*Adopting community engagement and accountability as a core way of working is key to building and sustaining transparent relationships of mutual trust and respect with vulnerable, at-risk and affected people and communities. The draft resolution on a Movement-wide Commitments for Community Engagement and Accountability to be adopted at the 2019 Council of Delegates establishes a set of commitments and actions for National Societies, the International Federation of Red Cross and Red Crescent Societies (IFRC) and the International Committee of the Red Cross (ICRC) to reinforce people-centred approaches as a core way of working in the International Red Cross and Red Crescent Movement.*

*The draft resolution reinforces the need to ensure that actions and advocacy by the Red Cross and Red Crescent and their partners are effective and accountable and support vulnerable, at-risk and crisis-affected people in finding sustainable solutions to reduce their vulnerabilities and increase their resilience in line with their capacities, needs, priorities and preferences. Community engagement and accountability measures help ensure services and assistance are provided in ways that respect the needs, capacities and preferences of people and communities, protect their rights and dignity and generate outcomes that are timely, relevant, appropriate, effective and accountable* ***from their own perspective****.*

*As such, implementation of this draft resolution, following its adoption at the Council of Delegates, directly supports and contributes to the International Conference theme of Trust in humanitarian action.*

*Note: The following section provides a sample menu of pledges and related actions aligned to the Movement-wide Commitments for Community Engagement and Accountability. National Societies can select the most relevant and appropriate ones and adapt them to their country or regional context or develop their own pledges.*

*Please select keywords “community engagement and accountability” and “trust for humanitarian action” for your pledge*

**Pledge for the period 2019–2023**

1. Objectives of the pledge

*In line with the draft resolution on Movement-wide Commitments for Community Engagement and Accountability,* *[insert the name of your National Society and, if relevant, Government and/or other partners] pledge to undertake the following actions.*

*[Please select the relevant pledges and actions from the examples below and/or adapt them to reflect your context and existing programmes and initiatives.]*

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***Sample pledge 1***

* ***Incorporate people-centred community engagement and accountability approaches into*** *[insert the relevant policy or programming area, such as disaster management or civil protection, disaster preparedness, public health, child/youth education, volunteer and civic engagement and behaviour change campaigns]* ***policy frameworks and operating procedures.***

Action plan

[Insert target date, such as “By 2023, we will have made measurable progress in implementing the following actions]

Examples of actions include:

* Revise and/or adopt legislation to support [specify the sector or thematic area, such as youth engagement, volunteerism and community participation] in programmes and services.
* Require all programmes and services [specify the programmes or services, such as disaster management and health care] to incorporate mechanisms for vulnerable people and marginalized and disadvantaged groups to provide feedback and inputs and participate in decisions that affect them.
* Develop protocols to consult and engage with vulnerable and crisis-affected people and promote their active participation as standard operating procedures in [specify the programmes or services, such as disaster management and health care] programmes.

*­­­­­­****Sample pledge 2***

* ***Invest in improving needs assessment and context analysis tools and processes to better understand how gender, age, disability and diversity factors impact on the risks and vulnerabilities faced by different groups of people in the community.***

Action plan

[Insert target date, such as “By 2023, we will have made measurable progress in implementing the following actions]

Examples of actions include:

* Ensure age, gender, disability and other diversity data is regularly collected, analysed and used to inform the design and implementation of [specify the programmes or services, such as disaster management and health care].
* Carry out participatory consultations with representatives of different vulnerable and disadvantaged groups to understand their lived experiences, needs, perspectives and preferences around the design and implementation of [specify the programmes or services, such as disaster management and health care].
* Require all [specify the programmes or services] to conduct an analysis of social, economic, cultural and power dynamics within communities and incorporate conflict sensitivity, protection and “do no harm” approaches to ensure safe, equitable access to programmes and services.

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***Sample pledge 3***

* ***Support and mobilize the experience, knowledge and capacities of local people and communities and empower them to find meaningful solutions to their priority needs.***

Action plan

[Insert target date, such as “By 2023, we will have made measurable progress in implementing the following actions]

Examples of actions include:

* Provide long-term financial support and resources [specify funding targets or other resources, such as training, materials and infrastructure, if possible] as part of an aid localization strategy to support Red Cross and Red Crescent branches, community organizations and community volunteers as first responders.
* Allocate financial and technical resources [specify funding or other resources, if possible] to support community-led initiatives aimed at reducing vulnerability and increasing resilience.
* Engage with specific vulnerable groups and jointly develop programmes and services aimed at supporting them, based on their own expressed needs and priorities [specify the type of programmes or services and/or the intended population, for example, migrant populations].
* Expand youth empowerment initiatives [specify which initiatives, if possible, such as safe school and first aid programmes] using participatory approaches to support children and young people in finding solutions to address their priority concerns.
* Carry out participatory consultations with representatives of different vulnerable and disadvantaged groups to understand their needs, perspectives and preferences around the design of programmes and services.

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***Sample pledge 4***

* ***Systematically integrate effective feedback mechanisms into all programmes and services.***

Action plan

[Insert target date, such as “By 2023, we will have made measurable progress in implementing the following actions]

Examples of actions include:

* Include specific funding allocations [specify the funding targets] in programme budgets to establish feedback, complaints and response mechanisms in [specify the programmes or services], in consultation with the people and communities we aim to serve.
* Develop standard operating procedures to require all programmes and services [specify the programmes or services] to formally define how feedback and complaints will be collected, analysed and acted on, and outcomes reported back to people and communities.
* Include specific policies and measures to address issues of child protection, protection against sexual abuse and harassment, corruption, nepotism and other sensitive issues, ensuring data privacy and confidentiality.
* Ensure programmes and services [specify the programmes or services] regularly track and transparently report back to people and communities and other relevant stakeholders (such as local authorities) on the overall number of instances and type of feedback received, any decisions or follow-up actions taken as a result and people’s perceptions of and satisfaction with their opportunities to influence decisions that affect them.

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***Sample pledge 5***

* ***Build and strengthen relations of trust through improved transparency and communications.***

Action plan

[Insert target date, such as “By 2023, we will have made measurable progress in implementing the following actions]

Examples of actions include:

* Regularly consult with communities, in particular vulnerable, at-risk and marginalized groups, on their preferred communication channels and trusted information sources and incorporate the findings into [specify the programmes or services] communication activities.
* Develop and implement protocols to ensure all programmes and services [specify the programmes or services] share and update transparent, accessible and understandable information on what can be expected from the Red Cross and Red Crescent and partners, programme aims and objectives, selection criteria and how people can access information and provide feedback and complaints, and any other relevant information.
* Develop and implement protocols to track and address rumours and misinformation in programmes and services [specify the programmes or services].

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***Sample pledge 6***

* ***Strengthen organizational capacity to implement and monitor community engagement and accountability in our working approaches.***

Action plan

[Insert target date, such as “By 2023, we will have made measurable progress in implementing the following actions]

Examples of actions include:

* Designate a focal point and “goodwill ambassador” in senior governance and leadership teams to promote community engagement and accountability within the organization and externally among key stakeholders and the public.
* Develop tools and protocols to ensure community engagement and accountability performance indicators are fully integrated into monitoring, reporting and evaluation processes.
* Adopt community engagement and accountability assessment criteria in all funding and project proposals.
* Include community engagement and accountability performance criteria in people management processes (recruitment, orientation, performance appraisals) for all staff engaging with people and communities.
* Develop and implement mandatory staff and volunteer training on key community engagement and accountability concepts and practices, such as protection against sexual exploitation and abuse (PSEA).
* Reinforce an organizational culture of accountability by clearly defining senior management’s roles and responsibilities in taking corrective action when the organization fails to meet its accountability commitments to people and communities.

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***Sample pledge 7***

* ***Coordinate and harmonize community engagement and accountability approaches with other actors when working with people and communities in the same contexts.***

Action plan

[Insert target date, such as “By 2023, we will have made measurable progress in implementing the following actions]

Examples of actions include:

* Integrate community engagement and accountability requirements into all cooperation and partner agreements.
* Coordinate with other actors to ensure a harmonized and coherent approach to community engagement and accountability when working in the same contexts and with similar populations.
* Promote the establishment of and participation in common platforms and mechanisms for community engagement and accountability, such as joint feedback mechanisms or methods to foster the inputs and participation of people and communities in decision-making processes.
* Participate in relevant coordination mechanisms and platforms with other actors and transparently share relevant information, input, feedback, data and analyses from people and communities to improve quality, effectiveness and accountability in programmes and services.

1. Indicators for measuring progress

*Please include information on how you intend to measure the progress of implementation. Examples include:*

* Number of policies/procedures revised to include community engagement and accountability or degree to which they are revised
* Number of programmes/services with effective feedback and response mechanisms
* Percentage increase in funding and resources for community-led initiatives to reduce vulnerability and increase resilience
* Percentage increase in funding and resources for community engagement and accountability measures in programmes
* Number of staff, volunteers and partners trained in community engagement and accountability concepts and practices

1. Resource implications

*Please indicate, as far as possible, the resources that may be required to support the implementation of this pledge.*

For additional information, please contact:

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