



PICTURE ENABLED COMMUNITY TARGETING (PECT)
An improved way of targeting

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What is this presentation about?

This presentation explores the concept of Picture Enabled Community Targeting (PECT) as an innovative approach to targeting beneficiaries in Humanitarian Cash and in-kind programs. PECT combines community-based targeting with technology by utilizing pictures of households to aid in the identification of eligible individuals for assistance. It examines the benefits, challenges, and learnings associated with PECT and its potential to enhance the effectiveness, efficiency, and inclusivity of Humanitarian Cash and in-kind programs.

BACKGROUND

Targeting is the process of finding people in need within a defined space who meet a defined set of criteria to receive a particular kind of aid.

- The origin of targeting in humanitarian work can be traced back to the early 1990s, when the international community began to recognize the need to improve the efficiency and effectiveness of humanitarian assistance. Prior to this time, humanitarian assistance was often provided on a non-discriminatory basis, regardless of the needs of the individual or community. However, it became clear that this approach was not sustainable, as it led to a waste of resources and a failure to reach the most vulnerable people.

BACKGROUND

- Targeting is now an essential part of humanitarian work, and it is used by all major humanitarian organizations. It is a complex and challenging process, but it is essential to ensure that humanitarian assistance reaches those who need it most.
- Community-based targeting holds members of the recipient population responsible for defining eligibility criteria and applying them in the selection of beneficiaries. The involvement of communities can occur through local authorities (e.g. local government, chiefs or elders) or through elected relief committees
- <https://odihpn.org/wp-content/uploads/2011/06/gpr11.pdf>

PREMISE FOR COMMUNITY TARGETING

The notion that humanitarian response should center on the people it serves, rather than the aid agencies serving them, has been repeatedly codified in humanitarian commitments as far back as the early 1990s.

To produce real systemic change, the aid system must move beyond technical and rhetorical approaches to accountability and begin reshaping the power and incentive structures that influence aid decision-making. (Jeremy Konyndyk and Rose Worden, center for global development)

Premise for community Targeting –NE Context

- In the North East of Nigeria, the peculiarity that necessitated the modification of the default community targeting approach were as follows;
- Multiple registrations, and creation of fake families. The creation of fake families is enabled by a male claiming a woman and random kids as their own. Usually, there is an agreement on how the proceeds, which is the aid would be shared.
- Some households are excluded because of reached target. Due to the continuous reduction in funding, there is a gap on the caseload of beneficiaries which is arrived at by some households missing in the final selection. In other ways, there is a lot of exclusion errors
- Individuals bearing the same name and even surname. Very particular in the Northeast is the case of distinct family heads bearing the same name, and even surname. Meaning that you could have Umar Kachallar appearing four times within a registration. At data cleaning level, this would be seen as some form of duplication, but in reality the families exist. More worsening is the fact that middle names hardly help, as they don't keep track of such names.

Premise for community Targeting

- Literacy level, even when the community targeting approach is in use, the community is not able to read and identify households or individuals by their names. The community targeting approach is mostly better suited when a list of beneficiaries is provided either physical or through some grouping, thereafter the sorting through community knowledge is done to arrive at the wealth grouping. It was observed, that some communities could hardly go through the names, and were left to blindly make wealth classification. This was evident when the ECHO SAHaRA project team used the default targeting approach before using the PECT; households that had been removed or classed as well to do were then seen to be more vulnerable. The frequency of occurrence showed it wasn't intentional

Premise for community Targeting

- With the emergence of technology (ODK) registrations are enabled which is believed to support the targeting approach either before or after.
- Technology can't take the place of native intelligence, suffice to say that with the emergence of beneficiary information management platforms like the Redrose, Segovia etc they can only work with the quality of data inputted. With Artificial intelligence, facial recognition takes time, and the project management timing might not support the exploration of the facial recognition completely. From experience with a big humanitarian organization, facial recognition was used as a form of verification to avoid multiple registrations.

These challenges have led to the development of a new targeting approach called Picture Enabled Community Targeting (PECT). PECT is a hybrid approach that combines community-based targeting with technology. It uses pictures of households to help community members identify those who are eligible for assistance.

Project Focus

The Scaling Up Assistance in Hard-to-Reach Areas (SAHaRA) project funded by the European Union Civil Protection and Humanitarian Aid Operations (ECHO), jointly implemented by Caritas Germany, CAFOD, CCFN, and JDPC in Kaga and Magumeri LGAs of Borno State was aimed at providing safe, accessible, dignified, and inclusive humanitarian food and WASH assistance to the most vulnerable IDPs and host community members. The action targeted areas in which people have hardly been able to access humanitarian assistance and placed great emphasis on the protection of vulnerable groups.

The intervention planned to reach 1,300 households, with activities focused on providing direct access to integrated multi-sectoral, context-adapted assistance, covering the most urgent humanitarian needs of the most vulnerable people and communities. The project was implemented in 10 communities of the two LGAs from May 2021 to February 2022 (currently in its 3rd phase).

The sectoral focus of the intervention was food security through the provision of unrestricted cash through banks cards, water, sanitation, and hygiene (WASH) services through hygiene promotions, repairs of water facilities, construction of new facilities, and lastly protection through the development of community structures and systems to prevent the occurrence of protection cases and improve their reporting and referral.

Project Focus

In line with its specific objective, the project provided safe, accessible, dignified and inclusive food, WASH and protection assistance. The intervention took place in 10 communities in hard-to-reach areas of Kaga and Magumeri LGAs in Borno state. In the period from May 2021 to February 2022, the action improved the food security of 1,300 households (509 in Magumeri and 791 in Kaga LGAs) by disbursing four tranches of cash valued at NGN 25,650 each. The beneficiaries have withdrawn all cash transferred (NGN 133,380,000), which they used primarily for purchasing food items.



Picture Enabled Community Targeting (PECT) is a hybrid approach that combines community-based targeting with technology. It uses pictures of households to help community members identify those who are eligible for assistance. PECT was developed by the ECHO-SAHARA project in the North East of Nigeria.

- Train enumerators to provide household registration.
- Map project communities to identify groups within the community and the boundary definition of each community.
- Select Community Project Implementation Committee (CPIC) members or targeting committees based on the identified groups within the community through and during a community sensitization and dialogue meeting. As the community mapping has been conducted, all possible groups within the community will be identified and they will select those who should represent them in the CPIC.
- Train selected CPIC members on the targeting approach and other core values like equity, transparency, empathy, love, and justice amongst others.

How is it
done?

Upon complete and satisfactory community entry, the following steps are taken

- Conduct house-to-house registration inclusive of GPS coordinates, and family pictures. The family picture does a couple of things; It helps to ascertain the number of household members where they are all present, and it also helps in the eventual targeting process, as that is what the committee will use in identification.
- Verify data to ensure that all registered households fall within the defined geographical space and the right data set is collected, inclusive of pictures.
- Clean and prepare data for Picture Enabled Community Targeting. This entails downloading the data from the platform used, which could be a free platform like KoboCollect or other paid platforms. There, the rows and columns are formatted to enable readability by the targeting team.
- Harvest pictures. This is either done automatically via the KoboCollect platform through the creation of links for all pictures and using DownloadThemAll addIns on browsers or other similar solutions. Please note, the DownloadThemAll solution isn't free. On the other hand, all of these steps can be avoided by just copying all images from the phones used for registrations daily. Once completed for a community, all the pictures are put in a single folder and given the name of the community.

How is it done?

Upon complete and satisfactory community entry, the following steps are taken

- Notify the CPIC to attend the targeting exercise. Because this exercise would need a projector and power source, it is likely it won't be at the community, except if they have power and a conducive environment to carry out the activity.
- Conduct Picture Enabled Community Targeting by connecting a laptop to the projector and going through each picture for the selected committees to identify and stratify accordingly. At the venue of the targeting, the committee members are requested to identify the targeting criteria of the following groups: Rich, Well to do, Poor, and Very poor.
- With well defined criteria for each group, and pasted for all to see and remember during the targeting process. The same list in a well formatted document should be printed and given to all CPIC members to sign. The team keeps a copy and the Bulama and CPICs keep one each.
- The first part of this activity would be to identify registered community members from the pool of pictures. This does one thing, takes away false registrations.



How is it done?

Upon complete and satisfactory community entry, the following steps are taken

- The second part of this activity would be to stratify the identified community members into the four groups mentioned above. A simple folder on the laptop for each group is created, so as a household is identified, you cut and paste in the respective group folder
- The third part of this activity would be to generate a list of beneficiaries based on the stratification done in the second part. This is done in recent Microsoft excel versions, by asking excel to fetch data from a folder, it will take the names of the pictures and store them and rows and columns. Thereafter, using basic excel command like “index-match” or Xlookup, you use this list to identify the households from the main list gotten from KoboCollect or other similar platforms.
- The first draft list is pasted for engagement with the community members with the selection criteria. It is expected that a complaints and feedback mechanism should be in place before all of these. With the mechanism in place, community members with concerns will reach out and the project team will engage as best fit.
- Thereafter, a final list is provided to the community leadership for accountability's sake. Though this comes with a challenge of possible taxing by the community leadership, as they know everyone who is receiving, it has a greater importance as it takes away the risk of including unknown persons by the field team or other stakeholders within the spectrum of implementation.



How is it done?

WHAT WERE THE CHALLENGES OF THE IMPLEMENTATION?

- **Bias:** The PECT system is still susceptible to bias, as community members may be influenced by personal relationships or political considerations. This can lead to the exclusion of some people who are in need of assistance.
- **Privacy:** The use of pictures in the PECT system raises privacy concerns. It is important to ensure that the pictures are used in a way that respects the privacy of beneficiaries.
- **Accuracy:** The PECT system is not perfect and can lead to errors. It is important to verify the accuracy of the data before using it to select beneficiaries.
- **Technical challenges:** The PECT system uses technology, which can be challenging to implement and use. If technical challenges arise, the system may not be effective.

HOW WERE THE CHALLENGES RESOLVED?

- **Addressing bias:** Community members were trained on how to identify bias and to avoid it in the targeting process. It is also important to have a system in place to review the targeting decisions and to identify and correct any biases that may have been introduced. This was done using the Accountability system
- **Protecting privacy:** Pictures used in the PECT system are stored securely and are only accessible to authorized personnel.
- **Ensuring accuracy:** This can be done by cross-checking the data with the community knowledge base and this forms the very first part of the process

How were the challenges resolved?

- **Addressing technical challenges:** Trainings were provided for the MEAL team on how to support the process. Similar the program team were taught how to manage the process and anticipate possible challenges with adaptive and community centered solutions

Are there other
options than
PECT?

YES

- Income-based targeting
- Asset-based targeting
- Vulnerability-based targeting
- Community-based targeting
- Blanket targeting is the simplest approach.
- Computer-based targeting

Benefit of the PECT

- **Security:** PECT is advantageous in contexts where security is poor. Since the approach does not require the participation of all community members in the targeting process, it minimizes the risks faced by aid agency staff and reduces the potential for manipulation or bias.
- **Efficiency:** By using pictures of households, PECT streamlines the targeting process and makes it more efficient. Trained community members can easily identify eligible beneficiaries by referring to the pictures, reducing the time and resources required for data collection and analysis.
- **Transparency and accountability:** PECT promotes transparency in the targeting process. Community members can visually verify the identification and stratification of households, making the process more transparent and accountable.

Benefit of the PECT

- **Inclusivity:** PECT provides an opportunity for community members to actively participate in the targeting process. By involving selected and trained community representatives in the Community Project Implementation Committee (CPIC), the approach ensures inclusivity and local ownership in decision-making.
- **Gross reduction in diversion of funds:** This is made possible as every beneficiary is identified by the community or community representatives. Here, there is a greater chance of having the funds go to the most vulnerable.
- **In the project implemented,** 3989 households were registered using mobile data-capturing devices across the 10 communities in the two LGAs.

Using the Picture Enabled Community Targeting (PECT), 509 households were selected in Magumeri LGA after removing both households that were not from the project communities and those that didn't meet the selection criteria. Similarly, 791 households were selected across the 6 communities in Kaga LGA.

Community	General registration	Identified households	Unidentified registered households	Selected households using PECT	% of households selected from identified HHs	% of households selected from the general registration
Chiromari	571	306	265	144	47%	25%
Dalari	161	120	41	71	59%	44%
Gremari	240	155	85	100	65%	42%
Kumbumeri	833	438	395	221	50%	27%
Kumburi	480	305	175	155	51%	32%
Tsalleke	334	242	92	100	41%	30%
	2619	1566	1053	791	51%	30%

Conclusion

- PECT is effective in addressing the challenges faced in the North East of Nigeria. It has helped to reduce multiple registrations, improve accuracy, and increase transparency.
- Overall, PECT is a promising new approach to targeting that has the potential to improve the effectiveness of humanitarian interventions (Cash and In-kind). It is important to continue to research and develop new targeting methods that can help to ensure that resources are allocated to those who need them most.