



Accountability to the Affected Population – Ukraine response

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INTRODUCTION TO AAP

Humanitarian Aid and Accountability to Affected Populations



humanitarian
AID...

INTRODUCTION TO AAP

Accountability to Affected People (AAP)

An active commitment by humanitarian actors and organizations to use power responsibly by **taking account** of, **giving account** to and **being held to account** by the people they seek to assist [IASC].

- Providing information to affected communities about humanitarian agencies' activities.
- Ensuring humanitarian agencies' decisions are informed by the views of affected communities.
- Enabling affected communities to assess and comment on agencies' performance, including for sensitive complaints.

INTRODUCTION TO AAP

Why is Community Engagement important?

- **Helps save lives** – information, such as how to reconnect with family, which hospitals are functioning and how to make safe drinking can save lives, livelihoods and resources.
- **More effective programming and use of resources** – also supports programme and response-wide adaptation.
- **Improves acceptance and trust** – open and honest communication builds respect, helps address rumors, opens up humanitarian access and prevents reputational risk.
- **Empowers people and builds community resilience** – People can make informed decisions, find answers to their problems and connect with others to organize their own recovery.

Communications with communities

- **Provide useful information:** that is timely, accurate, actionable; make sure it is **updated and responsive** based on changing programme implementation and on community feedback.
- **Receive and respond** to questions, feedback; ensure that users of the MPC and other programs are able to send questions and receive accurate, timely and actionable advice.
- **Manage, refer and track** complaints; coordinate and ensure that SOPs are in place so that complaints are responded to by the appropriate and responsible agency/NGO.
- **Distribute and disseminate** all key materials through establish and trusted channels; share through new channels as programmes evolve.
- Communicate with communities **where they are and through channels they use**; find out where that is, take the time to respond and explain.

Accountability and community engagement

- Humanitarian organisations and evolving digital world
- Risk communication and communication engagement
- Bringing humanity back to the humanitarian response
- Its not about only the Mandates but rather collaboration
- Using new ways of communicating with communities meaningfully and proactively
- Meaningful two-way communication, you need to invest in it

AAP WG priorities to pursue

- ✓ People-centred response
- ✓ Inter-Agency Community Feedback Mechanism
- ✓ Gender sensitive programming
- ✓ Mapping out feedback mechanisms
- ✓ Digesting the feedback and tailor our response accordingly
- ✓ Key messages - avoid duplication
- ✓ At least three ways of community engagement channels
- ✓ Complementarity to the Government's efforts

Are we listening to affected people in the Ukraine response?

