



# Event Information

## Beneficiary Communications Boot Camp 7<sup>th</sup> – 11<sup>th</sup> October 2013 | Colombo, Sri Lanka

### Concept

Communicating with communities and affected population is vital before, during and after a disaster strikes. It allows the Red Cross and Red Crescent Societies to provide communities with life saving and life changing information. The process of communicating with communities is known as 'Beneficiary Communication' within the Red Cross and Red Crescent Societies. Beneficiary communication is about providing timely and accurate information, having two-way dialogue with communities and enabling communities to participate in the development of aid services and in their own recovery.

Effective communication with communities enables communities to learn and understand how to respond to emergency announcements and alerts; how to minimize the loss of life and property during a disaster; and how to share local community knowledge with the Red Cross and Red Crescent in delivering aid services. Effective communication gives those affected a voice and makes the Red Cross and Crescent accountable for the services it delivers. On the contrary, the wrong information, or no information at all, can exacerbate suffering, confusion and create civil unrest that will further impede the success of an aid operation and the safety of people in need of assistance.

The IFRC Beneficiary Communications Team hereby wishes to organize a “beneficiary communications boot camp” for the benefit of any national society wishing to participate in the goal of:

- 1) Creating a better understanding of how to develop a beneficiary communications plan for humanitarian disaster operations; and how to integrate into longer term programming and funding.
- 2) Furthering the development technical capacity in beneficiary communications in order to deliver on strategy; and
- 3) Developing strategies for embedding beneficiary communications in National Society activities.



## Deliverables

- Finalizing of a fully tested Beneficiary Communications Curriculum that will be launched as part of the BC presence at the General Assembly of the RCRC Movement in November 2013.
- Enhancing the capacity of national societies in BC
- Preparations of a fully-fledged plan in programme integration and execution of BC at NS level.
- Agreed steps on next steps and key plan for BC globally.

## Budget Details

- This workshop will be supported by funds from the IFRC BC Programme
- The cost of the flights, visa, full board per-diem of national societies will be covered by themselves or IFRC BC Programme will support certain participants through its regional delegations.
- National Societies who needs funding would need to open up a dialog with your respective Zone focal person. The list of contacts can be found at the bottom of this document.
- PNS's will self-fund their participants
- Delegations of IFRC will cover the cost of their delegates
- Here's a breakdown of how the cost will look like for per person.

1	Flights	From North America to Colombo, Sri Lanka – Direct	1600 CHF
		From South America to Colombo, Sri Lanka via Dubai	1700 CHF
		From Europe to Colombo, Sri Lanka – Direct	850 CHF
		From Central Europe to Colombo, Sri Lanka via Doha	1124 CHF
		From North Africa to Colombo, Sri Lanka via Dubai	800 CHF
		From Middle East to Colombo, Sri Lanka – Direct	450 CHF
		From Central Asia to Colombo, Sri Lanka - Direct	865 CHF
		From South East Asia to Colombo Sri Lanka – Direct	240 CHF
2	Hotels	Normal Hotel room in Colombo for one night	127 CHF
		Normal budget hotel room in Colombo for one night	80 CHF
3	Per-diem	Calculate as per NS given rate of the relevant country	
4	Visa	Online visa rate for all countries	20 CHF

- When booking flights check with these carriers as they provide the best rates to Sri Lanka. These airlines have direct flights to Colombo from its connecting hub.
  - Sri Lankan Airlines – <http://www.srilankan.com/> (Provides direct flights to CMB)
  - Qatar Airways - <http://www.qatarairways.com/index.html> (Connects you via Doha)
  - Emirates Airlines - <http://www.emirates.com/> - (Connects you via Dubai)
  - Malaysian Airlines - <http://www.malaysiaairlines.com/my/en.html> (Connects via KUL)
  - Thai Airways - <http://www.thaiairways.com/> (Connects you via Bangkok)
  - British Airways - <http://www.britishairways.com> (Connects you via London)
  - Korean Airlines - <https://www.koreanair.com/> (Connects via Seoul)



## Participants Profile

- From NS that has made significant progress in implementing Beneficiary Communications in community level in their respective countries.
- NS that are planning to implement BC in their programmes
- NS that are interested in having BC or researching BC to implement in their programmes.
- NS participation should be on a Programme Manager level
- NS participation should be either from Disaster Management, Health & Care, Communications, OD, First Aid, CBHFA, and other software programmes that engages with communities. We are not looking for only communications personnel, as the programmes priority is to seek integration between existing programmes and beneficiary communications.
- NS can propose 1 or 2 (or more if budgetary concerns are addressed by the NS itself) to participate in the boot camp.
- Participants should have good communication levels in English. (Translations in key RC languages will be provided.)

## Registration

Via online – Details will be sent out later on.

## Venue

Final venue to be decided later on.

## Visa Process

Applicants need to apply online. We will provide more information on this in the coming days.

**For further information, please contact the relevant focal point in your respective Zones:**

Name	Position/Location	Area	Email	Mobile
<b>Will Rogers</b>	Global Beneficiary Communications Coordinator (Kuala Lumpur, Malaysia)	Global	<a href="mailto:will.rogers@ifrc.org">will.rogers@ifrc.org</a>	+60 193232480
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