

Collective Anticipatory Humanitarian Action for Monsoon Flooding

Bangladesh

FINAL REPORT



Project Context

The United Nations facilitates collective action to predictable humanitarian crises. This innovative approach has the potential to lead to faster, more efficient and more dignified responses. In July 2020, the United Nations and its partners provided such anticipatory humanitarian assistance before peak monsoon floods in Bangladesh's Jamuna river basin.

As part of the piloting phase, the learning framework brings together i) documentation on the process setting up pilots, ii) monitoring and evaluation carried about the implementing partners to measure outputs and iii) independent impact measurement carried out by the Centre for Disaster Protection, Oxford University and 60 Decibels.

[60 Decibels](#) focused on listening to the beneficiaries' experience and measuring the impact of aid through two rounds of phone surveys - the baseline in October 2020 with 965 beneficiaries ([report link](#)) and the follow-up in January 2021 with 785 beneficiaries. 60 Decibels used proprietary and standardized survey tools to compare results across time.

Welcome To Your 60dB Results

We enjoyed hearing from 785 of your beneficiaries – they had a lot to say!

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Recap of Research Goals

Assessing the impact of anticipatory action and identifying opportunities to improve beneficiaries' experience.

Answering these questions will help OCHA better manage their existing grants and support their partner UN agencies to identify opportunities for improvement.

Research Goals

- Who are the UN agencies serving? How do their poverty levels compare to Bangladesh averages?
- What is the beneficiary's experience of receiving aid from the agencies?
- What is the impact of the aid on beneficiaries' lives? Is the aid achieving the desired objectives? Has this changed 6-months after the aid was provided?
- How could the offering be improved with respect to content or delivery in the future? How are different forms of aid perceived by beneficiaries?
- Is this model of phone-based impact performance research replicable?

A Note on Benchmarks

Benchmarks are built by asking the same questions time and again, and by standardising how (training, method) those questions are asked.

Compared to causal impact (investigated using experiments), comparatively less interest has been placed on ordinal impact.

But in order to maximise social impact, i.e. not just whether we do good but whether we do great, ordinal impact is every bit (perhaps even more) important.

One of the things 60 Decibels is especially focused on is the ordinal (or relative) impact of various initiatives. We investigate ordinal impact by building benchmarks.

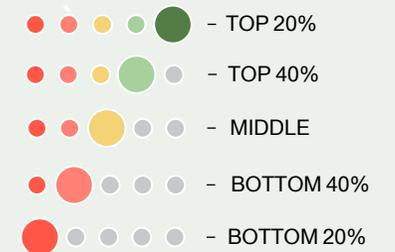
All about Benchmarks

You'll see simple Quintile Assessments throughout this report comparing your performance against our Benchmarks.

Our whole database has performance data on 400+ (and growing) organizations. Whilst it's true that most organizations we work with are social enterprises (meaning they are very different to UN agencies) we still think that there is value in making the comparison.

For the purpose of this exercise data from the 3 agencies is compared specifically to our Agriculture Benchmarks in the main body of the report. This data set is comprised of 84 companies, across 24 countries. We make some wider comparisons in the [Appendix](#).

Performance vs. Benchmark



Illustrative funds and companies in our Agri. Benchmarks



About the Data

The follow-up interviews were conducted with the same set of beneficiaries whom we spoke with in the baseline. Given the high response rate of 81% in the follow-up, we believe these results to be highly representative of the baseline beneficiary base.

There were slight gender differences in the sample by agency. Most UNFPA beneficiaries (91%) were female; WFP and FAO had a more balanced split with 67% and 61% female beneficiaries respectively.

The information in this report was collected between October 2020 - January 2021 over the phone by a team of 10 60dB research assistants.

About The Beneficiaries We Spoke With

	● Baseline	● Follow-up
Sample Size	965	785
Gender (% female)	85%	74%
Average Age	34	34
Average Household Size	5.1	5.2
Sample Breakdown (By Agency)	WFP (n = 308, 32%) UNFPA (n = 346, 36%) FAO (n = 311, 32%)	WFP (n = 262, 33%) UNFPA (n = 295, 38%) FAO (n = 228, 29%)
Sample Breakdown (By Division)	Rangpur (89%) Mymensingh (7%) Rajshahi (4%)	Rangpur (87%) Mymensingh (7%) Rajshahi (6%)

Beneficiary Profile: Consumption Trends

Beneficiaries' consumption patterns have remained consistent since the baseline.

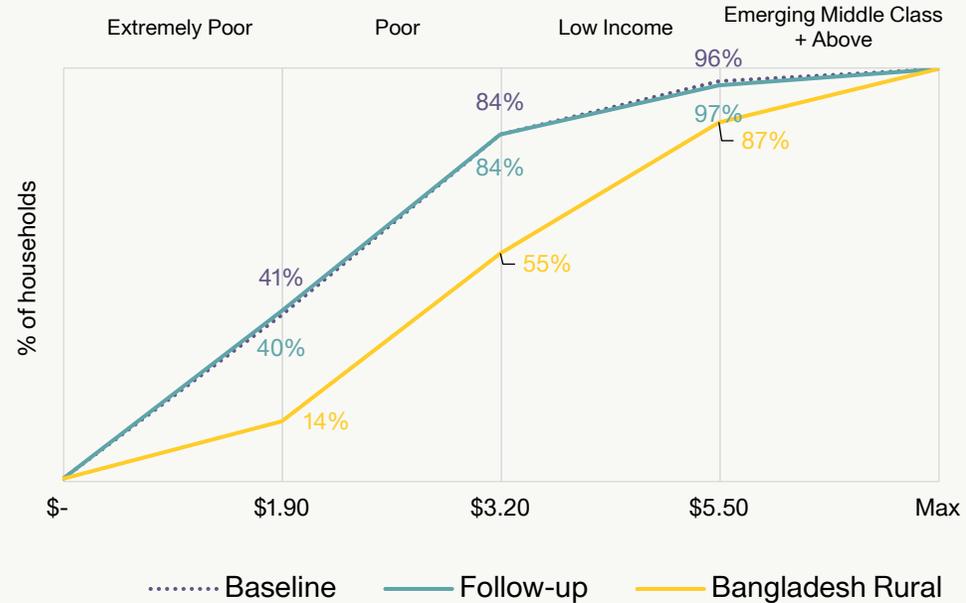
To understand beneficiaries' consumption patterns and hence disposable incomes, we used a specially designed consumption-based version of the **Poverty Probability Index®**.

The reveals whether you are under- or over-penetrating certain income segments. You can think of it as a way of gauging your inclusivity.

The agencies seem to be serving a low-income famer base resulting in an inclusivity ratio of greater than 2. This is significantly higher than the 60dB Agriculture benchmark of 1.19.

Consumption Trends of the Beneficiaries We Spoke With

% living below \$xx per person / per day (2011 PPP) (n = 965 Baseline; 785 Follow-up)



Inclusivity Ratio

Degree that each agency is reaching low-income beneficiaries in Bangladesh

2.19

2.23

We calculate the degree to which you are serving low-income beneficiaries compared to the general population. 1 = parity with national pop. ; > 1 = over-serving; < 1 = under-serving. See [Appendix](#) for calculation.

9 Insights: What's The Current Situation?

1 **Recovery continues to be slow:** 8 in 10 beneficiaries report being in very early stages of recovery from last year's floods. WFP is both more likely to have a higher proportion of beneficiaries in early and complete stages of recovery versus UNFPA and FAO whose beneficiaries are more distributed across the spectrum. Beneficiaries asked for cash, livestock, farm inputs, and support with rebuilding their homes in helping them recover. (Page [24,25](#))

2 **Financial situations continue to suffer:** 4 in 10 beneficiaries are financially worse off than they were at the same time last year, 4 in 10 have seen at least some improvement since the floods and just 2 in 10 report an improvement since last month. Here too there is significant variation by agency, with WFP beneficiaries being more likely to report an improvement since the floods than FAO and UNFPA beneficiaries. Could this be explained by any additional aid that the WFP beneficiaries received since the initial cash transfer? (Page [22, 23](#))

3 **Food based coping mechanisms are still being used but less:** Beneficiaries are more likely to use a greater number of food-based coping mechanisms during follow-up than baseline. That said, they now use them less frequently, in some cases less than half as often as they did before. This seems to suggest that beneficiaries may have access to more coping mechanisms than they did before and need to use them less. (Page [28](#))

9 Insights: How Do Beneficiaries Value Different Forms of Aid?

4 **How does the value of aid vary at different times?** Early indications suggest that cash is worth more to beneficiaries before and after the floods than during the floods. In other words, food, agricultural storage equipment, and dignity kits are worth more to beneficiaries (in absolute cash terms) during the floods than before or after it. (Page [48](#)) We're not surprised with these results, given that beneficiaries report that essential goods becomes scarcer and more expensive during the floods.

5 **How much is the aid worth?:** In absolute cash terms, the agricultural storage equipment was valued the highest followed by a typical week's worth of food, and then the female dignity kits. (Page [48](#)). All the non-cash forms of aid were valued lower than the 4500 taka that WFP beneficiaries received before the floods. This is especially surprising given that during baseline 2 in 10 of WFP beneficiaries reported no change in their quality of life. These beneficiaries when asked how much more cash they would need to report more significant quality of life improvements, requested for an additional 20,000 taka. This might help us get closer to answering the question—how much cash is enough cash?

9 Insights: Ideas for Action

7 **Women feel slightly less unsafe:** 1 in 20 women report feeling unsafe in their current location compared to the baseline where 3 in 10 women reported feeling unsafe. Beneficiaries returning to their homes and the receding water levels are the major drivers of this improvement. (Page [33](#), [36](#)).

8 **Variability in information sources:** Close to 8 in 10 UNFPA and FAO beneficiaries received information about the floods from friends and family whereas nearly half of WFP beneficiaries heard about the floods via TV/radio. Additional information about where to receive aid from and locations of shelters/safe houses would be helpful to beneficiaries. Surprisingly, 50% of beneficiaries report not receiving any information that a flood was coming. (Page [40](#)).

9 **Shifts in beneficiary satisfaction:** Between baseline and follow-up, the Net Promoter Score® - a common gauge of satisfaction and loyalty - has stayed constant for UNFPA and gone up significantly for WFP. However, for FAO the NPS has dropped from an excellent score of 53 to -6. Detractors (respondents who report low levels of satisfaction) requested for cash and additional farm inputs. Did WFP and UNFPA beneficiaries receive follow-on support that FAO beneficiaries did not? (Page [44](#)).

Performance Snapshot: Overview

Results are largely consistent with the baseline with positive impact outcomes and a higher sense of safety. That said, beneficiaries are struggling financially and very few have recovered from the floods.

<p>Profile</p> <p>41%</p> <p>live in extreme poverty below \$1.90/day 84% live in poverty below \$3.20/day</p> <p>Baseline: 40%</p>	<p>Impact</p> <p>91% ↑</p> <p>report quality of life improved</p> <p>Baseline: 80%</p>	<p>What Impact</p> <ul style="list-style-type: none"> • 27% mentioned being able to purchase food • 10% reported purchasing livestock • 10% reported improved livestock health / crop production 	<p>Recovery from Floods</p> <p>7%</p> <p>report having recovered from floods</p>	
<p>Net Promoter Score®</p> <p>44 ↓</p> <p>on a -100 to 100 scale for beneficiary satisfaction and loyalty</p> <p>Baseline: 59</p>	<p>Women's Safety</p> <p>5% ↑</p> <p>women report feeling unsafe in their current location</p> <p>Baseline: 30%</p>	<p>Financial Situation</p> <p>42%</p> <p>report financial situation improved since floods</p>	<p>Gender Equity</p> <p>78% ↑</p> <p>report the aid benefitted both men and women equally</p> <p>Baseline: 70%</p>	<p>Key</p> <p>↑ Better than baseline</p> <p>↓ Worse than baseline</p>

Performance | Voices



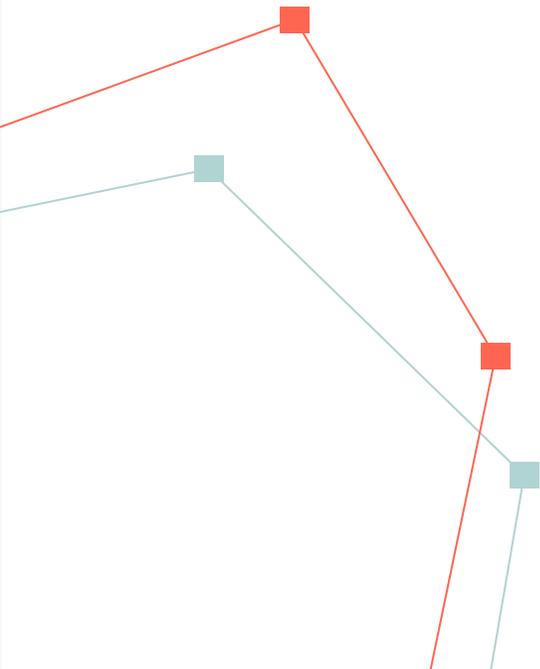
WFP Performance Snapshot

Compared to baseline, WFP beneficiaries have reported a much higher NPS and an improved sense of safety. While situations seem to be improving, most are yet to recover from the floods.

<p>Profile</p> <p>39%</p> <p>live in extreme poverty below \$1.90/day 82% live in poverty below \$3.20/day</p> <p>Baseline: 42%</p>	<p>Impact</p> <p>94% ↑</p> <p>report quality of life improved</p> <p>Baseline: 92%</p>	<p>What Impact</p> <ul style="list-style-type: none"> • 43% mentioned being able to purchase food • 21% are now able to buy livestock as future business investment • 13% are able to repair/renovate their homes 	<p>Recovery from Floods</p> <p>15%</p> <p>report having recovered from floods</p>	
<p>Net Promoter Score®</p> <p>83 ↑</p> <p>on a -100 to 100 scale for beneficiary satisfaction and loyalty</p> <p>Baseline: 53</p>	<p>Women's Safety</p> <p>3% ↑</p> <p>women report feeling unsafe in their current location</p> <p>Baseline: 31%</p>	<p>Financial Situation</p> <p>65%</p> <p>report financial situation improved since floods</p>	<p>Gender Equity</p> <p>91% ↑</p> <p>report the aid benefitted both men and women equally</p> <p>Baseline: 76%</p>	<p>Key</p> <p>↑ Better than baseline</p> <p>↓ Worse than baseline</p>

Beneficiary Voices: WFP

We love hearing beneficiary voices.
Here are some that stood out.



Impact Stories

94% shared how WFP's cash transfer had improved their quality of life

"We were able to eat properly during the flood. So we are now fit. Who knows, if we hadn't got the money, some of us could not have survived." – Male, 36, Rangpur, WFP

"Although we live with a family, we can't let them bear all our expenses. The money helped us a lot because we had no money left." – Female, 30, Rajshahi, WFP

"I repaired the tractor. Now I use it to work in the field. But it would be great if I could have had 7,000 taka. Then I would have been able to buy a new machine." – Male, 18, Rajshahi, WFP

"My father was sick for few days during the flood. Most of us thought it was corona. A lot of money was used to do his testings. But after testing, it was negative. We were out of cash to even buy rice. Thanks to your money, we were able to buy food then." – Female, 55, Rajshahi, WFP

"During the flood it was very hard to buy good food. Because prices were very high and all things were not available. But with this money I bought rice, eggs and milk. Which I couldn't even think of buying without this money." – Female, 34, Rangpur, WFP

Opinions On WFP's Value Proposition

88% were Promoters and were highly likely to recommend

"When all our paddy went under water, we were unable to buy anything. That was our only hope. We were in a big uncertainty how to survive the flood days. But at that moment, your money came with a blessing. Thanks to you, we were able to buy food and survive." – Male, 40, Rangpur, WFP

"WFP taking care of us after the floods, this makes this agency different from others. This is the actual reason to recommend." – Female, 22, Mymensingh, WFP

Requests for Support

"It would be helpful to get a goat or few chickens. You see sir, the goat will give birth to 2 babies within 6 months. I can sell them and earn money. Also by having chicken, I could get both meat and eggs." – Female, 35, Rajshahi, WFP

"I need money to be debt-free. People who gave me money, I have to pay them back. Then I can live a better life." – Male, 23, Rangpur, WFP

Performance | Voices



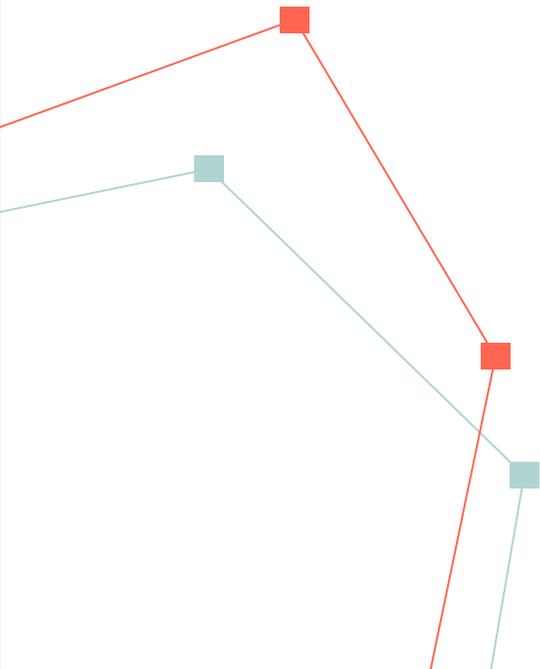
UNFPA Performance Snapshot

Compared to baseline, UNFPA beneficiaries report a consistent NPS and an improved sense of safety. Beneficiaries' financial situation are yet to improve, and recovery rates are quite low.

<p>Profile</p> <p>45%</p> <p>live in extreme poverty below \$1.90/day 86% live in poverty below \$3.20/day</p> <p>Baseline: 44%</p>	<p>Impact</p> <p>90% ↓</p> <p>report quality of life improved</p> <p>Baseline: 99%</p>	<p>What Impact</p> <ul style="list-style-type: none"> • 48% mentioned improved personal hygiene • 25% talked about improved access to essential products • 14% reported feeling safer from COVID-19 	<p>Recovery from Floods</p> <p>4%</p> <p>report having recovered from floods</p>	
<p>Net Promoter Score®</p> <p>47 ↓</p> <p>on a -100 to 100 scale for beneficiary satisfaction and loyalty</p> <p>Baseline: 55</p>	<p>Women's Safety</p> <p>3% ↑</p> <p>women report feeling unsafe in their current location</p> <p>Baseline: 23%</p>	<p>Financial Situation</p> <p>34%</p> <p>report financial situation improved since floods</p>	<p>Gender Equity</p> <p>66% ↑</p> <p>report the aid benefitted both men and women equally</p> <p>Baseline: 55%</p>	<p>Key</p> <p>↑ Better than baseline</p> <p>↓ Worse than baseline</p>

Beneficiary Voices: UNFPA

We love hearing beneficiary voices.
Here are some that stood out.



Impact Stories

90% shared how UNFPA's female dignity kit had improved their quality of life

"It helped me to live a hygienic life, which in turn helped me keep my family safe during the floods."
– Female, 31, Rangpur, UNFPA

"Our quality of life was improved. Due to the COVID situation, health and hygiene maintenance was necessary. The kit helped to achieve that in a way."
– Female, 37, Rangpur, UNFPA

"We were suffering financially at that time. But nail cutter, candle, lighter, soap, toothbrush, toothpaste and sanitary napkin are most needed for us. By getting them not only we were benefitted, but also were able to save the money."
– Female, 18, Rangpur, UNFPA

"During flood my cloths got wet all the time as I had to work in water. I could use the sari at that time, which was very helpful for me. We used all the products that improved our life."
– Female, 22, Rangpur, UNFPA

"All the kits were very useful for our daily life. We didn't need to buy them. This is the main thing. If your agency hadn't sent the help, there's no way we would have been able to buy them or use them during the flood, so it obviously improved our life."
– Female, 25, Rangpur, UNFPA

Opinions On UNFPA's Value Proposition

58% were Promoters and were highly likely to recommend

"I've lost almost everything in this devastating flood. I had to move away from my house, I lost all my livestock. But in all these losses I've received the help from your agency. It was like a blessing. I'm still using the sari, towel, shoes that I got as a help from your agency. I'm very much grateful to you all."
– Female, 30, Rangpur, UNFPA

"We never received this kind of aid before. We would surely recommend it to our family and friends."
– Female, 27, Rangpur, UNFPA

Requests for Support

"We need economic support to be fully recovered. My husband's income is not sufficient for fulfilling our daily needs so it's not possible to recover fully without a handsome amount of financial assistance."
– Female, 21, Rangpur, UNFPA

"I need a lot of things if I want to recover from the flood, but I know that's not possible. I need money the most, also some food item like rice and lentils will also help my family."
– Female, 30, Rangpur, UNFPA

Performance | Voices



Food and Agriculture
Organization of the
United Nations



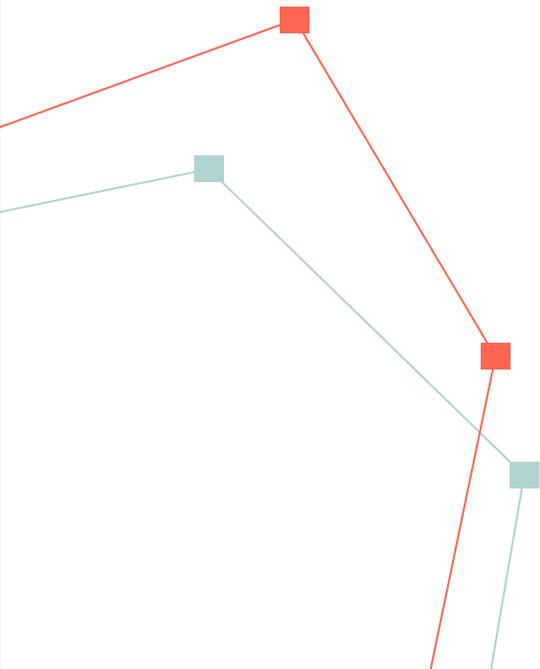
FAO Performance Snapshot

Compared to baseline, FAO beneficiaries report a much lower NPS, and perceptions of safety are lower than for other agencies. Beneficiaries' financial situation is yet to improve and recovery rates are quite low.

<p>Profile</p> <p>35%</p> <p>live in extreme poverty below \$1.90/day 80% live in poverty below \$3.20/day</p> <p>Baseline: 43%</p>	<p>Impact</p> <p>87% ↓</p> <p>report quality of life improved</p> <p>Baseline: 96%</p>	<p>What Impact</p> <ul style="list-style-type: none"> • 50% mentioned improved livestock productivity / crop production • 17% talked about increased storage space for essentials • 10% talked about increased storage space for essentials 	<p>Recovery from Floods</p> <p>1%</p> <p>report having recovered from floods</p>	
<p>Net Promoter Score®</p> <p>-6 ↓</p> <p>on a -100 to 100 scale for beneficiary satisfaction and loyalty</p> <p>Baseline: 53</p>	<p>Women's Safety</p> <p>10% ↑</p> <p>women report feeling unsafe in their current location</p> <p>Baseline: 33%</p>	<p>Financial Situation</p> <p>25%</p> <p>report financial situation improved since floods</p>	<p>Gender Equity</p> <p>79% ↓</p> <p>report the aid benefitted both men and women equally</p> <p>Baseline: 81%</p>	<p>Key</p> <p>↑ Better than baseline</p> <p>↓ Worse than baseline</p>

Beneficiary Voices: FAO

We love hearing beneficiary voices.
Here are some that stood out.



Impact Stories

96% shared how FAO's animal feed and storage equipment had improved their quality of life

"I was able to feed the livestock and they survived during the flood. If the livestock had died, we would have faced a huge financial problem." – Male, 40, Mymensingh, FAO

"The feed saved our cattle from dying out of hunger." – Male, 26, Rangpur, FAO

"I was able to hold back fresh water and avoid water-contaminated diseases." – Male, 60, Rangpur, FAO

"Getting the help from FAO, we got some courage to fight back. And after the flood, any initial help matters a lot." – Female, 32, Rangpur, FAO

"Many problems have been solved. It enabled me to buy necessary food for my family. We made some reconstruction work for my house. Without that, how could we would manage, I don't know." – Male, 34, Rangpur, FAO

"I was able to feed my family with the rice." – Female, 35, Rangpur, FAO

Opinions On FAO's Value Proposition

21% were Promoters and were highly likely to recommend

"I will recommend it to a friend or family member because FAO is trying to learn about my current condition and will help me cope with the future floods." – Male, 38, Rangpur, FAO

"The way they came to help us with zero conditions. And the amicable behavior of the employees." – Female, 32, Rangpur, FAO

Requests for Support

"After the floods, people can grow vegetables. If you can provide seeds, it will be very helpful." – Female, 32, Rajshahi, FAO

"Whatever you give, I will be blessed. We are very poor. Don't know what to ask for that damage, but whatever you can give will be very helpful for my family." – Male, 36, Rangpur, FAO

Key Questions We Set Out To Answer

- What is the effect of floods on beneficiary households?
 - > Change in financial situation
 - > Recovery from floods
 - > Change in food consumption
 - > Change in access to essential goods
 - > Loss of assets
- What is the current status of beneficiary households?
 - > Current perceptions of safety and security
 - > Change in perceptions of safety and security
 - > Current challenges
- Are beneficiaries satisfied with the agencies?
 - > Information about floods
 - > Net Promoter Score & drivers
 - > Comparison of cash vs. other aid options
 - > Requests for support
- What impact are the agencies having?
 - > Change in ability to cope with future floods
 - > Impact on equitable access to aid
 - > Impact on quality of life
 - > Top outcomes being experienced

“Although one of our animals died during the flood, we were able to save the rest by providing them with the food we received from the agency.” – Male, 45, Mymensingh, FAO

Key Questions We Set Out To Answer

- What is the effect of floods on beneficiary households?
 - > Change in financial situation
 - > Recovery from floods
 - > Change in food consumption
 - > Change in access to essential goods
 - > Loss of assets
- What is the current status of beneficiary households?
- Are beneficiaries satisfied with the agencies?
- What impact are the agencies having?

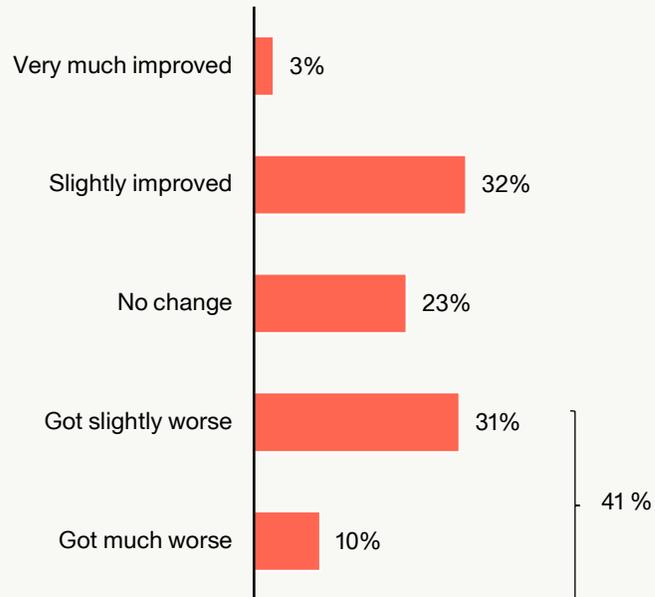
“All my livestock was affected by the flood. My only milking cow got sick due to the habitat in the water and the calf died. This was a huge loss for me and my family. My house was broken. I don't have enough money to fix it again.” –Male, 43, Mymensingh, FAO

Change in Financial Situation

4 in 10 beneficiaries are financially worse off than they were at the same time last year, 4 in 10 have seen at least some improvement since the floods. Only 2 in 10 report an improvement since last month.

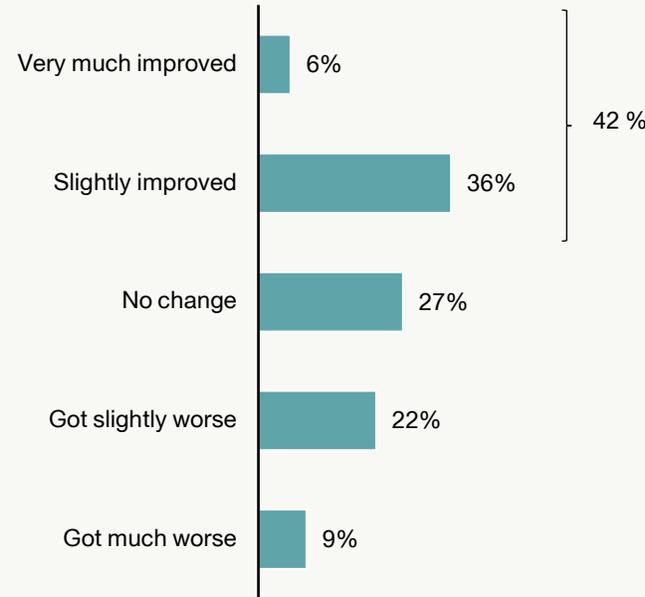
Financial Situation (Since last year)

Q: Overall, today, is the financial situation of your family better or worse compared to the same time last year? (n = 774)



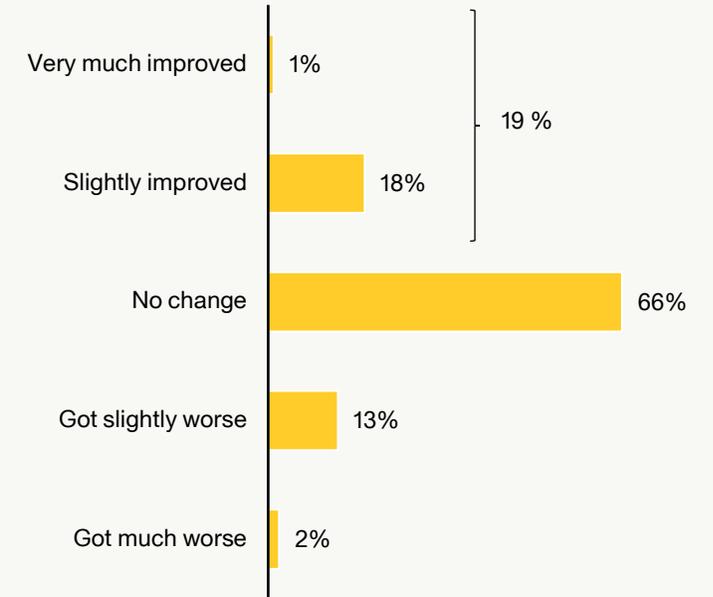
Financial Situation (Since floods)

Q: Has the financial situation of your family changed since the floods? (n = 783)



Financial Situation (Since last month)

Q: Has the financial situation of your family changed since last month? (n = 785)

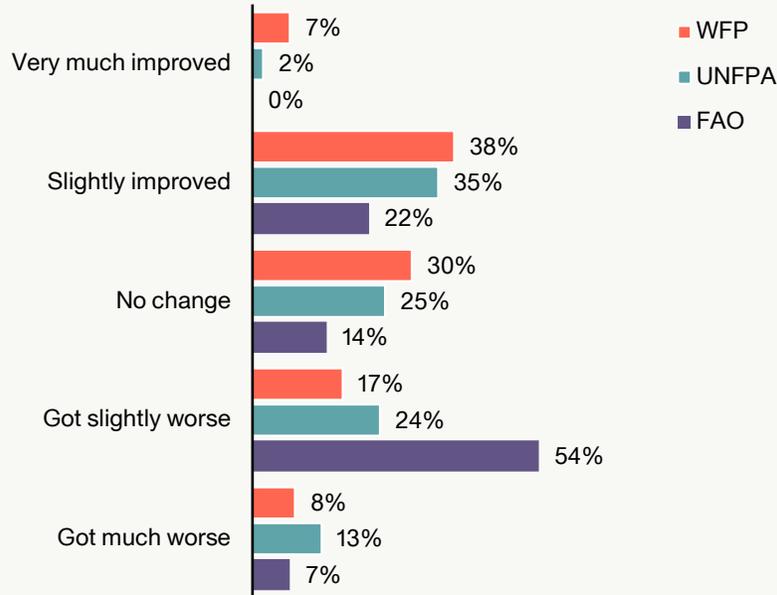


Change in Financial Situation (By Agency)

FAO beneficiaries seem to have suffered the greatest dip in financial situation since same time last year. Encouragingly, over 6 in 10 WFP beneficiaries report seeing an improvement since the floods.

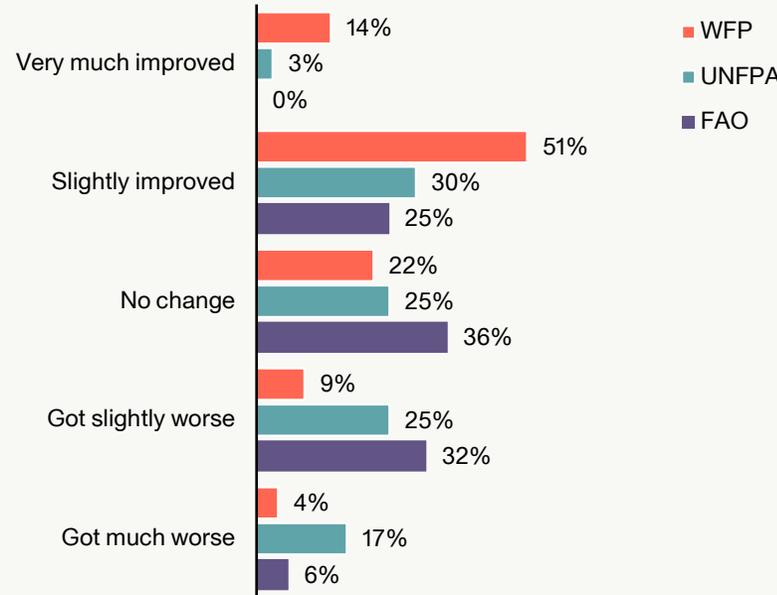
Financial Situation (Pre-floods)

Q: Overall, today, is the financial situation of your family better or worse compared to the same time last year?
(n = 774; 254 WFP; 292 UNFPA; 228 FAO)



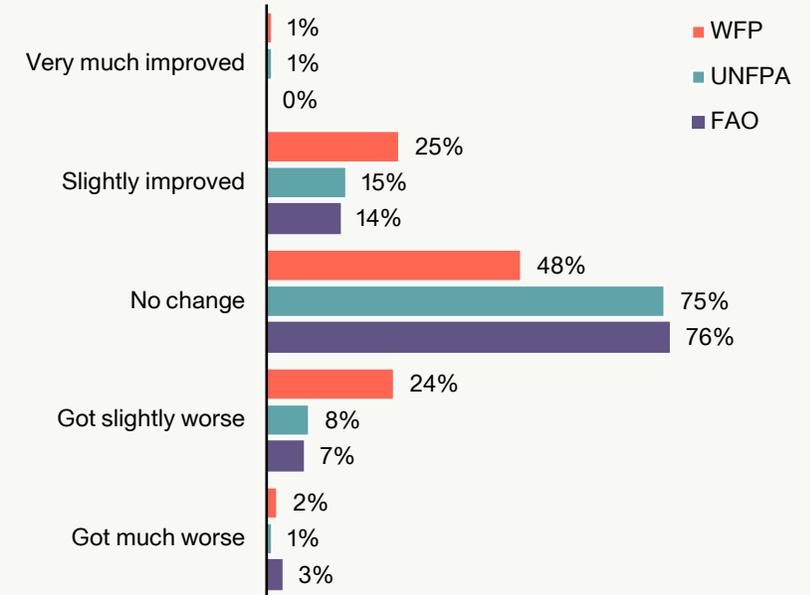
Financial Situation (Since floods)

Q: Has the financial situation of your family changed since the floods?
(n = 783; 261 WFP; 294 UNFPA; 228 FAO)



Financial Situation (Last month)

Q: Has the financial situation of your family changed since last month?
(n = 785; 261 WFP; 294 UNFPA; 228 FAO)



Recovery from Floods (1/3)

There are significant differences by agency, shown on the next slide.

Over 4 in 10 beneficiaries are yet to begin recovery.

Recovery from Floods

Q: On a scale of 0-10, to what extent do you feel your family has recovered from last year's floods, where 0 is not began to recover at all and 10 is fully recovered (n = 725)

7%

Recovered

(gave a score between 9-10)

Recovered:

“I earned and borrowed some money to repair my house and to treat my cow and goats. It took a long time to recover.” – Female, 48, Mymensingh, WFP

14%

Recovering

(gave a score between 7-8)

Recovering:

“We need some additional financial help, if possible, any standard amount to give a new start in our life.” – Female, 33, Rangpur, FAO

35%

Early Recovery

(gave a score between 4-6)

Early Recovery:

“Actually, during flood there is no way to do anything and to go out. After flood we need more money to recover.” – Female, 30, Rangpur, UNFPA

44%

Beginning to Recover

(gave a score between 0-3)

Beginning to Recover:

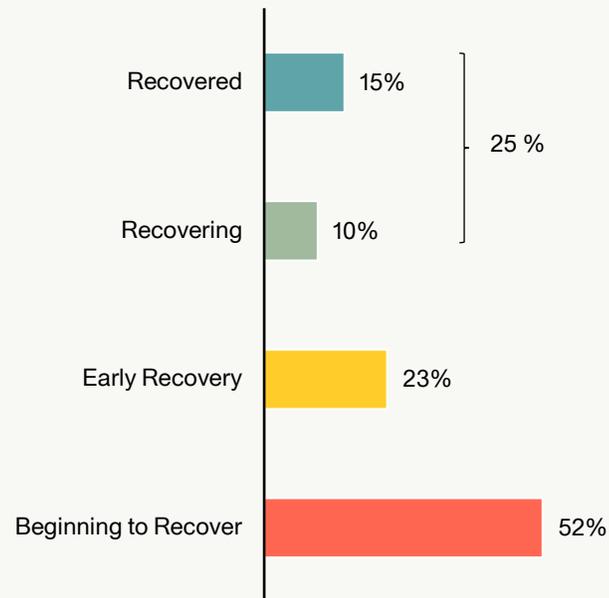
“I need an income source so that I can support my family.” – Female, 30, Rangpur, FAO

Recovery from Floods (2/3)

Over a quarter of WFP and FAO beneficiaries are recovering whereas nearly 9 in 10 UNFPA beneficiaries are still in early stages of recovery.

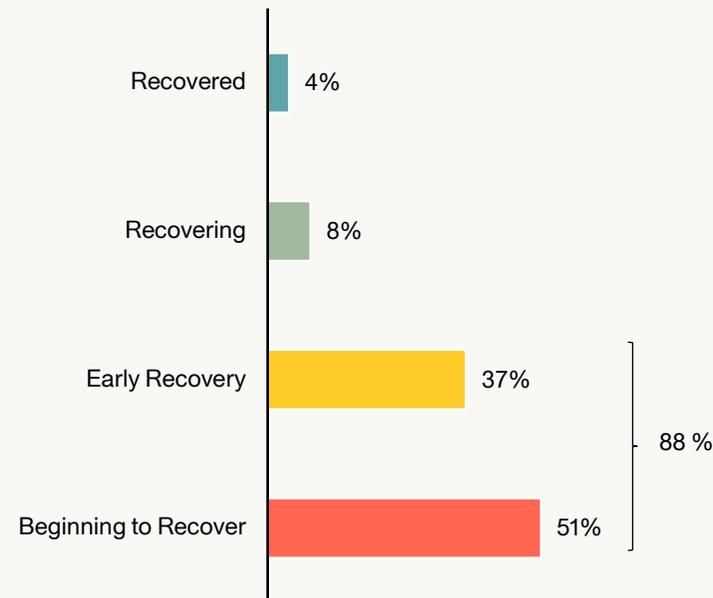
WFP

(n = 248)



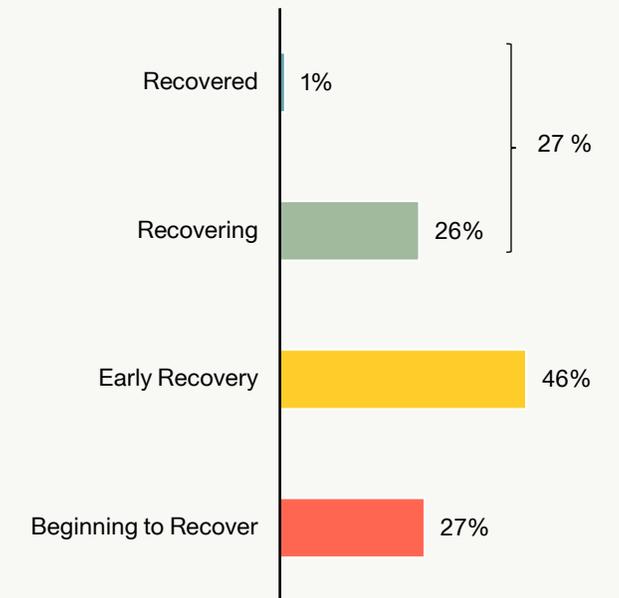
UNFPA

(n = 254)



FAO

(n = 223)



Recovery from Floods (3/3)

Cash is king – it has helped beneficiaries recover from the floods and is also the top request from those beneficiaries who are still recovering / beginning to recover.

Recovered

What has been most important to recover:

1. Having an income source
(29% of those who have recovered / 2% of all beneficiaries)
2. Cash handouts
(24% of those who have recovered / 2% of all beneficiaries)
3. Loans / being able to borrow money
(22% of those who have recovered / 2% of all beneficiaries)

“I have a daily income from all the work I have been doing in the land for crops which I didn’t have before.” – Male, 30, Rangpur, UNFPA

Recovering

What additional support is required to fully recover:

1. Cash handouts
(64% of those who are recovering / 9% of all beneficiaries)
2. Livestock
(15% of those who are recovering / 2% of all beneficiaries)
3. Farm inputs
(11% of those who are recovering / 2% of all beneficiaries)

“I had borrowed some money to recover from last year's flood. Now as additional support I need some money as help so that I can repay my loan.” – Female, 38, Rangpur, WFP

Beginning to Recover and Early Recovery

What is needed to help begin recovery:

1. Cash handouts
(46% of those who are beginning to recover / 37% of all beneficiaries)
2. Livestock
(22% of those who are beginning to recover / 18% of all beneficiaries)
3. Support to repair house / permanent shelter
(22% of those who are beginning to recover / 18% of all beneficiaries)

“I need financial assistance (it may be hand cash) and other types of agricultural assistance (seeds) to recover from the crisis.” – Male, 65, Rangpur, FAO

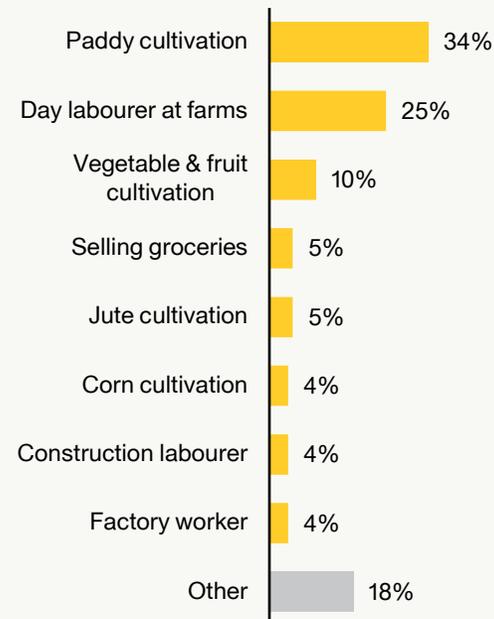
Change in Primary Income Sources

Other income sources include livestock and poultry rearing, rickshaw pulling, household work such as cleaning, cooking, and selling fish.

Beneficiaries' top incomes sources have remained largely the same before and after the floods.

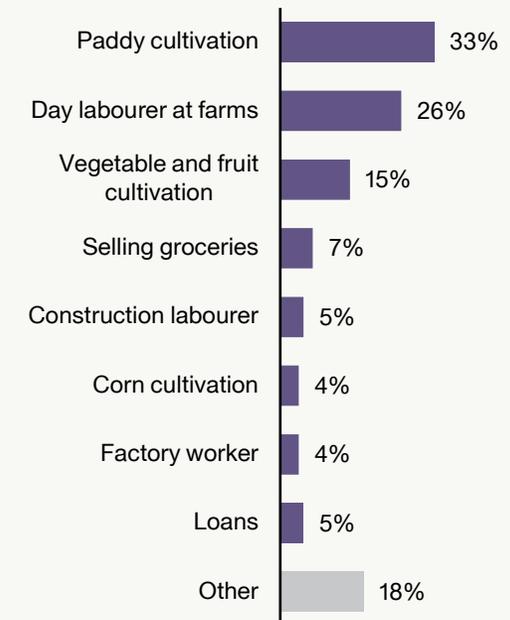
Primary Income Source: Pre-floods

Q: What were your main income sources before the floods? (n = 735)
Open-ended, coded by 60 Decibels.



Primary Income Source: Current

Q: What are your main income sources now? (n = 710) Open-ended,
coded by 60 Decibels.



Change in Food Consumption

Fewer beneficiaries are using at least one of the coping mechanisms now (73%) than during the baseline (90%) and on average for fewer days (3.7 days per week, compared to 2.6 now).

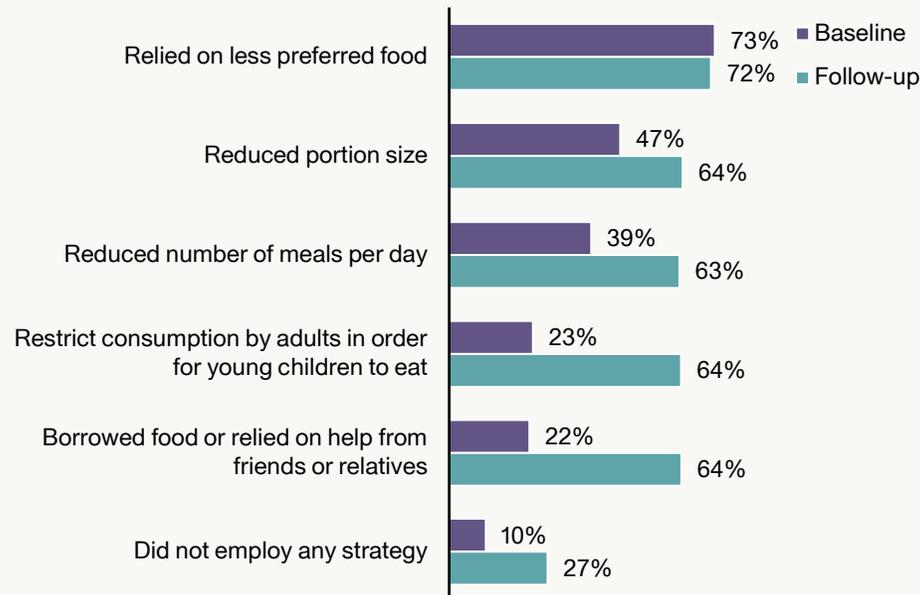
However, a higher proportion of beneficiaries are using each of the individual coping mechanisms now.

On average, beneficiaries are using 3.3 of the 5 coping mechanisms, which is concerning.

Even now, 7 in 10 beneficiaries continue to change their food consumption patterns to cope.

Coping Mechanisms Used (Currently)

Q: During the last 7 days, how many days did your household have to employ one of the following strategies, if any?
(n = 965 Baseline; 785 Follow-up)



Days Per Week the Coping Mechanism is Used

Baseline Follow-up

Coping Mechanism	Baseline	Follow-up
Relied on less preferred food	5.2	4.3
Reduced portion size	4.1	3.3
Reduced number of meals per day	3.5	2.7
Restrict consumption by adults in order for young children to eat	2.9	1.3
Borrowed food or relied on help from friends or relatives	2.9	1.3

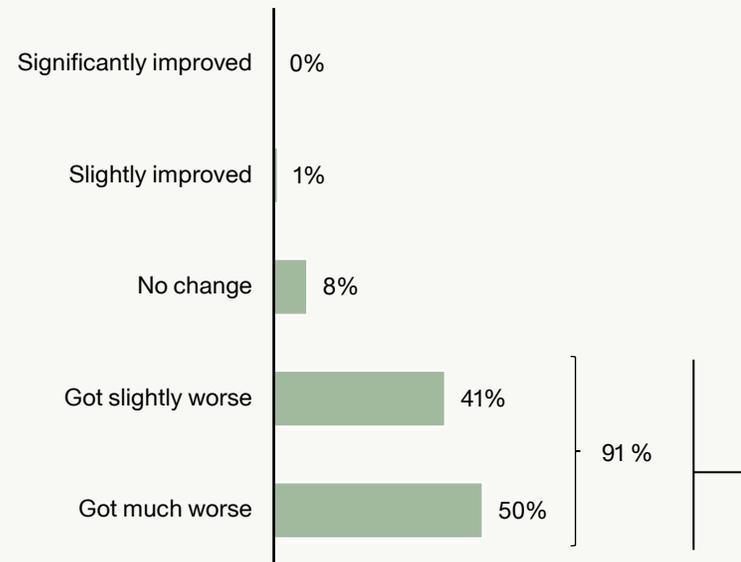
Change in Access to Essential Goods

9 in 10 beneficiaries report reduced access to essential goods during the floods. Top reasons reported were inability to travel to purchase goods, higher prices, and unavailability of goods in the market.

There were no significant differences by agency.

Change in Access to Essential Goods

Q: Did your access to essential goods (e.g., food, drinking water, clothing, agricultural supplies) change during the floods? (n = 757)



Reasons for Worsened Access

Q: In what way did access get worse? (n = 686, multiple responses allowed)



Loss of Assets (1/2)

Almost all beneficiaries report some loss to their assets due to the floods. The greatest loss has been to their homes, followed by damage to livestock and crops.

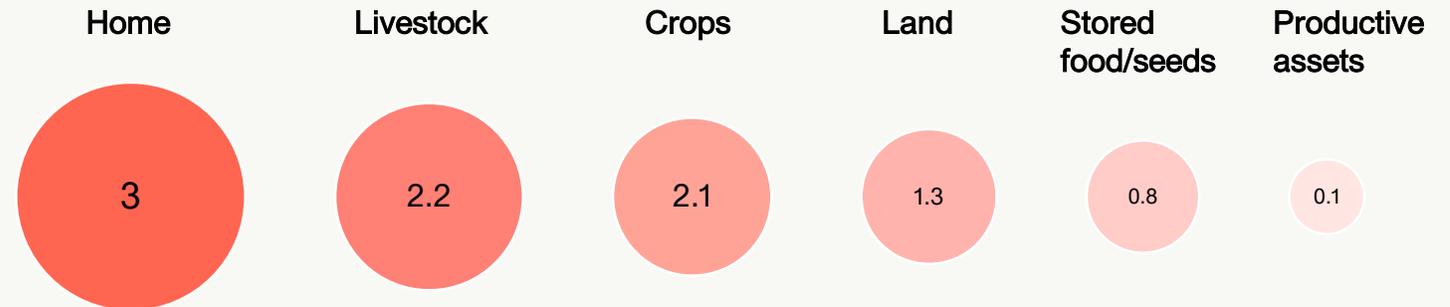
We asked beneficiaries about the extent of their loss/damage across several assets and almost all beneficiaries said that they experienced at least some loss across all assets.

There were no significant differences by agency.

Also, 54% of beneficiaries report having to relocate from their homes because of the floods.

Average Extent of Loss Across Assets

Q: On a scale of 0-5 (where 0 is 'no loss' and 5 is 'completely lost') how much loss/damage did you experience to any of your assets or possessions due to the floods? (n = 785)



Loss of Assets (2/2)

Other reported themes included:

- Financial losses due to no or low income (17%)
- Erosion of land due to flood water making it infertile for farming (13%)

These themes remain the same for beneficiaries across agencies.

Over half the beneficiaries report damaged houses and having to relocate. A third talk about losses to their livestock and a quarter mention damaged crops.

Top Qualitative Themes

Q: Could you further explain how this loss of assets and possessions has affected you? (n = 785)
Open-ended, coded by 60 Decibels.

55%

mentioned **damaged/flooded houses and having to relocate**

“My house was damaged. After the flood I had to spend money on my house. If my house would have been okay, then I could have spent my money on other things.” – Female, 18, Rangpur, WFP

33%

talked about **loss of livestock due to diseases/lack of cattle feed**

“Some of my hens and ducks died due to flood water, our goat became sick. Crops have been totally damaged.” – Female, 21, Rangpur, UNFPA

26%

reported **destroyed harvest and stored supplies due to flood water**

“All the paddy and jute that I harvested last year got washed away in the flood.” – Male, 40, Rangpur, FAO

Key Questions We Set Out To Answer

- What is the effect of floods on beneficiary households?
- What is the current status of beneficiary households?
 - > Current perceptions of safety and security
 - > Change in perceptions of safety and security
 - > Current challenges
- Are beneficiaries satisfied with the agencies?
- What impact are the agencies having?

“Our land was full of paddy. But flood water destroyed them all. Now there is only thick sand in the land, so we can't cultivate now. Also 10 ducks and 9 chicken of mine died.” – Female, 36, Rangpur, WFP

Current Perceptions of Safety and Security (Women)

In the follow-up study, WFP beneficiaries were significantly more likely to report feeling 'very safe' (76%) compared to UNFPA (41%) and FAO (23%) beneficiaries.

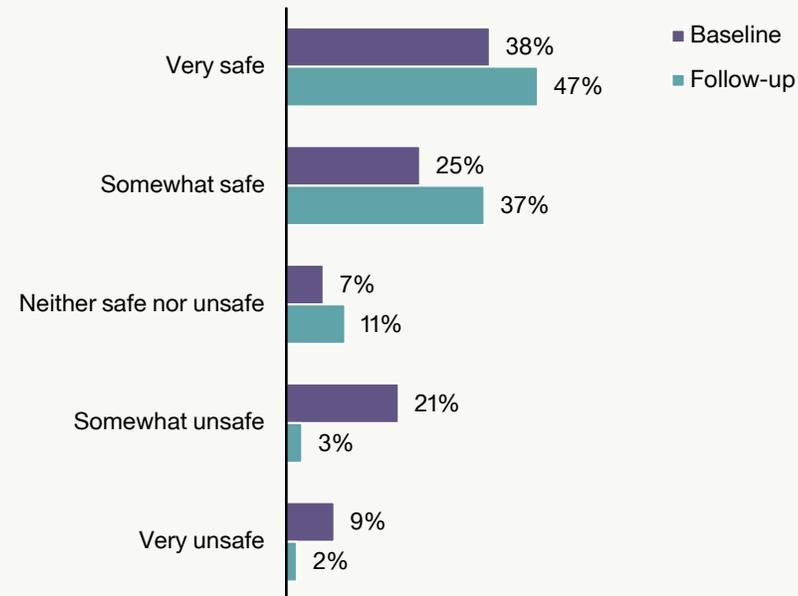
Question for Discussion

Are the differences in safety perception by agency a function of the aid or of some underlying characteristics (access to support networks, location, etc.) of the beneficiaries?

It's encouraging to see that the proportion of women feeling unsafe has dropped from 3 in 10 during the baseline to 1 in 20 during the follow-up survey.

Current Perceptions of Safety Reported by Women

Q: Do you or female members of your household including adolescent girls feel safe in your current location? (n = 744 Baseline; 573 Follow-up)



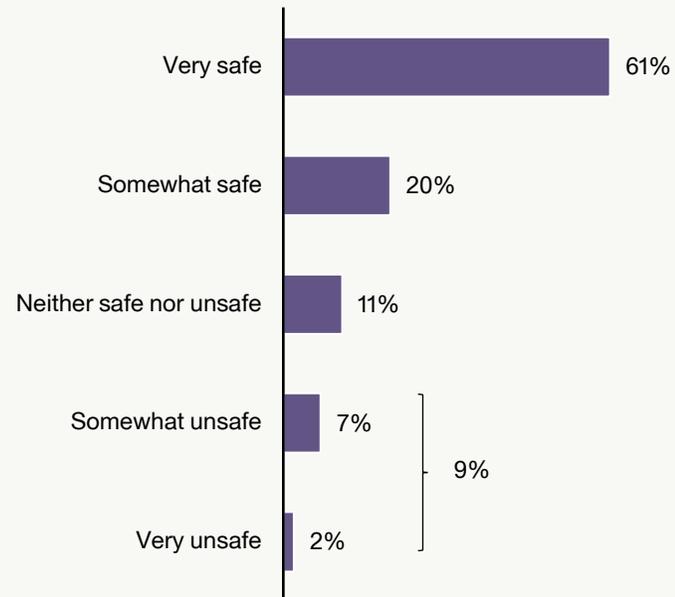
Current Perceptions of Safety and Security (Men)

We observed differences by agency. WFP (81%) and UNFPA (73%) beneficiaries are much more likely to report feeling safe compared to FAO beneficiaries (37%).

1 in 10 men report feeling unsafe in their current location.

Current Perceptions of Safety Reported by Men

Q: Do you and/or male members of your household including adolescent boys feel safe in your current location? (n = 199)



Change in Perceptions of Safety and Security

Over 7 in 10 beneficiaries report no change in their perception of safety within their community compared to during the floods.

We also asked those beneficiaries who report feeling less safe now (2%) about what can make them feel safer. Top suggestions included:

- Police patrolling (1% of total beneficiaries)
- Better/safer accommodation (1% of total beneficiaries)
- Flood-resistant houses (1% of total beneficiaries)

We asked beneficiaries what has helped them feel safer. These details are on the next page.

Change in Perceptions of Safety and Security

Q: Compared to during the time of the monsoon flood peaks, how would you describe your feelings about your safety within your community now? (n = 783; 262 WFP; 293 UNFPA; 228 FAO)



Reasons for Feeling Safer

Other reported reasons included improved incomes, reduced risk of harmful insects and animals such as snakes in the floodwater, and repaired houses.

Beneficiaries report feeling safer now because they can live in their own homes again, not worry about flood water, and travel freely.

Top Reported Reasons by 22% of Beneficiaries Who Report Feeling Safer

Q: What has been most helpful in making you feel safer? (n = 173) Open-ended, coded by 60 Decibels.

63%

mentioned **being able to live in their own homes now**

(14% of all beneficiaries)

“We took shelter in the school during the flood. But now we are at home which making me feel safer.” – Female, 45, Rangpur, FAO

18%

talked about **water levels having receded**

(4% of all beneficiaries)

“We face sewerage problem, living environment problem during floods. Now we don't face such problems that make us feel better, safer.” – Male, 34, Rangpur, WFP

9%

reported **improved ability to travel and having market access**

(2% of all beneficiaries)

“I feel safe because I know that now people around me can help me if I need help from them unlike during the flood when nobody could move.” – Female, 25, Rangpur, UNFPA

Current Challenges

Other reported challenges include:

- Lack of job opportunities (8%)
- Inability to cover household expenses (8%)
- Health issues and inability to cover medical expenses (6%)

The reported challenges are consistent across the three agencies.

Beneficiaries are currently facing a financial crunch, do not have good accommodation, and are unable to purchase sufficient food for their families.

Top Reported Challenges Beneficiaries are Currently Experiencing

Q: Q: What are the most significant challenges that you are currently facing? (n = 785) Open-ended, coded by 60 Decibels.

33%

mentioned **financial crisis due to floods, COVID-19, and bad economy**

“After every flood, the situation gets worse. This time the corona lockdown increased the misery in many ways. I am facing money crisis badly. I can barely run my family with the income I have now.” – Female, 55, Rangpur, FAO

16%

talked about **not having a permanent shelter / having a damaged house**

“I am facing problems because of damaged house. The iron sheet of my house roof is damaged, the railing of my house broke. So, we suffer in extreme cold.” – Male, 45, Rangpur, UNFPA

12%

reported **lack of / inability to purchase sufficient food / water**

“Money is now only challenge for me. If I could income more, I could buy proper healthy food for my family.” – Female, 45, Rajshahi, WFP

Key Questions We Set Out To Answer

- What is the effect of floods on beneficiary households?
- What is the current status of beneficiary households?
- Are beneficiaries satisfied with the agencies?
 - > Information about floods
 - > Net Promoter Score & drivers
 - > Comparison of cash vs. other aid options
 - > Requests for support
- What impact are the agencies having?

“FAO came to us in our crisis. We can't forget this. Especially after the flood when we had nothing, then FAO helped us. With their monetary help we were able to feed ourselves and also we dreamt for a new start.”
– Male, 32, Rangpur, FAO

Information Received Before The Floods

We asked beneficiaries what information did they have / had received that a flood was coming. 50% of them say they did not have/receive any information.

We asked the other 50% to provide details about the information they had received. Top themes are shown on the right.

Question for Discussion

Is it surprising that 50% of beneficiaries did not receive advanced warning about the floods?

Beneficiaries report they had knowledge about the possibility of an incoming flood, awareness about rising water levels of rivers, and the higher severity of the flood as compared to previous years.

Most Common Information Received by 50% Beneficiaries Who Had Some Information Before the Floods

Q: What information did you have that a flood was coming? (n = 392) Open-ended, coded by 60 Decibels.

64%

reported knowing about the possibility of an incoming flood from a particular source / based on past experience

(32% of all beneficiaries)

“My son heard about the flood from the TV at a local tea-stall.” – Female, 35, Rangpur, WFP

14%

talked about rising water levels in the nearby river / villages

(7% of all beneficiaries)

“I live beside the riverbank so I already knew that a flood may occur by observing the tide and the river conditions.” – Female, 23, Rangpur, FAO

7%

mentioned being aware of the severity of the incoming flood

(4% of all beneficiaries)

“We got to know that that year (2020) the flood would be more severe than the last year (2019).” – Male, 28, Rangpur, UNFPA

Information Sources

Beneficiaries received flood-related information from friends and family, humanitarian aid workers, and TV/radio.

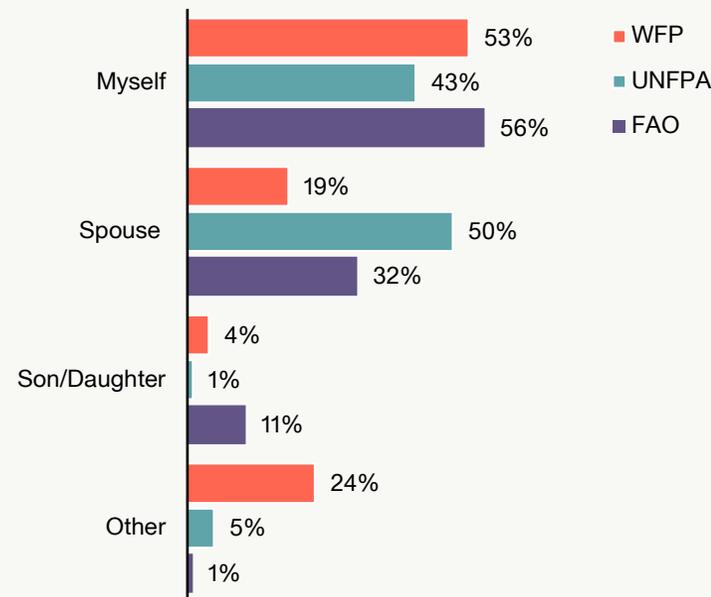
Within the household, majority of the beneficiaries reported receiving flood-related information themselves across all agencies. It is interesting to see that 50% of UNFPA beneficiaries received this information from their (male) spouse compared to 19% of WFP and 32% of FAO beneficiaries.

Outside the household,

- 36% of WFP beneficiaries got the information from friends/family vs. close to 80% of UNFPA and FAO beneficiaries.
- Just 2% of UNFPA beneficiaries received a phone based message/call from the agency vs. around 20% of WFP and FAO beneficiaries.

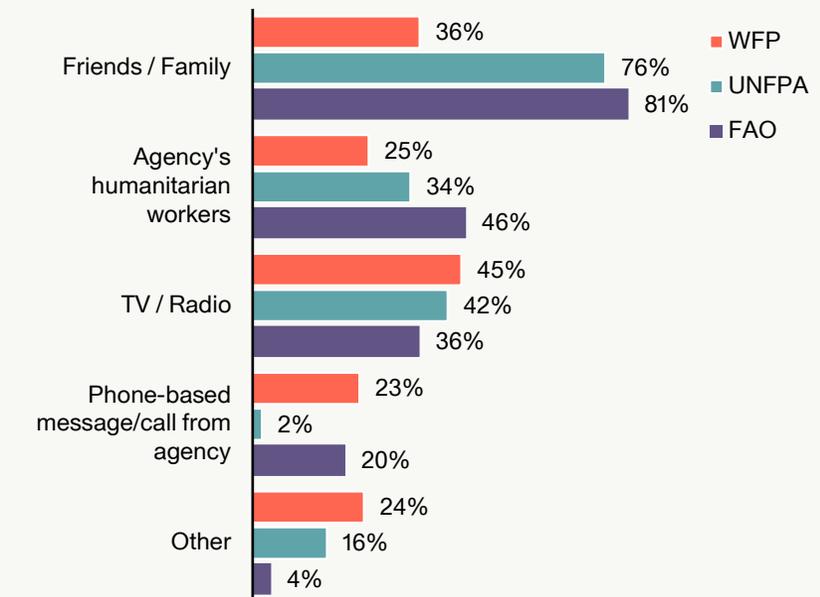
Source of Information: Within the Household

Q: Who in your household received / heard the information?
(n = 392; 107 WFP; 166 UNFPA; 119 FAO)



Source of Information: Outside the Household

Q: Who did you/your family members get the information about the floods from? (n = 390; 106 WFP; 166 UNFPA; 118 FAO, multiple responses allowed)



Usefulness of Information

6 in 10 beneficiaries found the information helpful. They would like more information about how to access aid, location of safe houses and warning about the timing and duration of the floods.

There were statistically significant differences by agency.

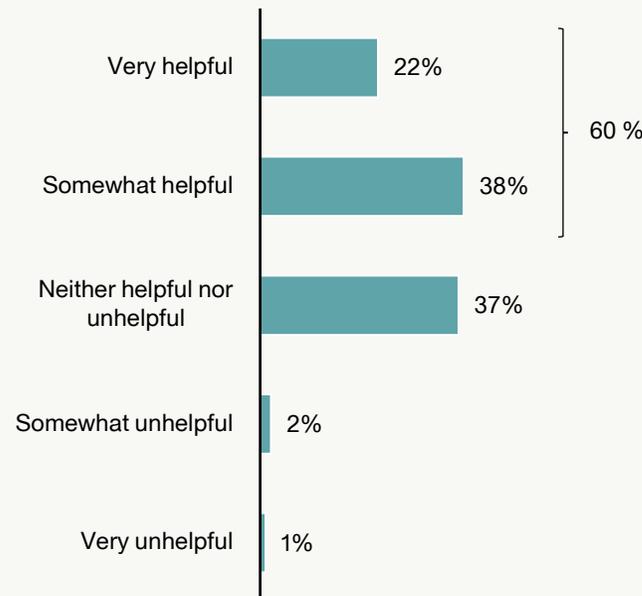
- 49% of WFP beneficiaries found the information to be very helpful compared to only 13% of UNFPA and FAO beneficiaries.
- Only 15% of WFP beneficiaries said that the information was neither helpful nor unhelpful compared to 48% of UNFPA and 38% of FAO beneficiaries.

Question

Is the variation across agencies arising from the different sources of information available to beneficiaries?

Usefulness of Information

Q: Was this information helpful to you? (n = 363; 89 WFP; 160 UNFPA; 114 FAO)



Additional Information Requested by Beneficiaries

Q: What other information would have been helpful to you? (n = 300). Open ended, coded by 60 Decibels

1. Information about where/when to get aid relief from
(33% of beneficiaries who requested additional information / 17% of all beneficiaries)

“Where should we go if water level goes high and we can't stay at our house, from where we would receive aid or relief.”

2. Information about safe houses / emergency shelter
(13% of beneficiaries who requested additional information / 6% of all beneficiaries)

“If I could know where the safe houses were and what the mode of transportations to go there, would have been helpful to me.”

3. Pre-flood warning

(11% of beneficiaries who requested additional information / 6% of all beneficiaries)

“When exactly the flood will hit, how long it will stay and where does the market sit during flood times..”

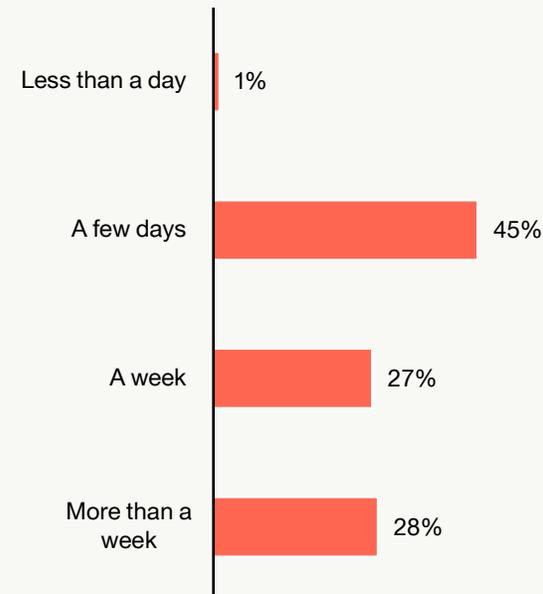
Timing of Information

45% of beneficiaries received the information just a few days before the floods. More than half the beneficiaries felt that the information reached them late.

FAO beneficiaries (70%) were more likely to report that the information reached them late compared to WFP (34%) and UNFPA (48%) beneficiaries.

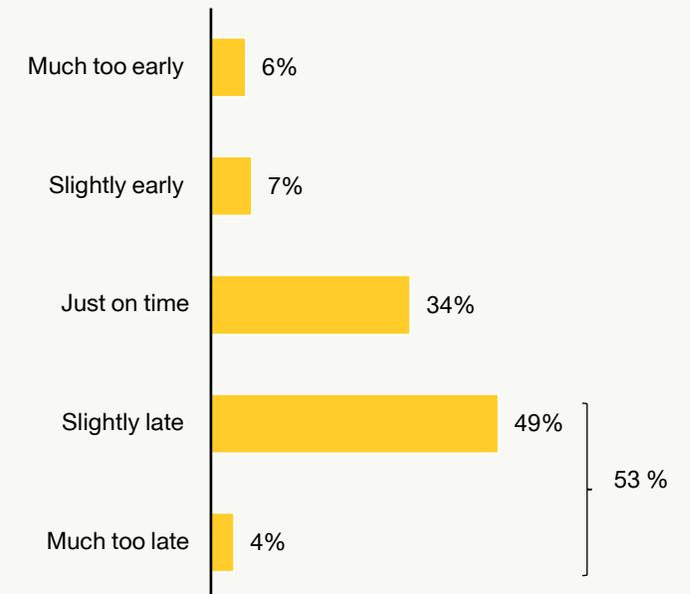
When Did Beneficiaries Receive the Information

Q: How much time before the floods did you receive the information that the floods are going to happen? (n = 366; 87 WFP; 162 UNFPA; 117 FAO)



How Do Beneficiaries Feel About the Timing

Q: How do you feel about the timing of the information about the floods? (n = 317; 78 WFP; 126 UNFPA; 113 FAO)



Beneficiary Satisfaction: Net Promoter Score

The Net Promoter Score® of 44 is good and in line with the 60dB averages; although slightly lower than the baseline results.

The Net Promoter Score® is a gauge of satisfaction and loyalty. Anything above 50 is considered very good. A negative score is considered poor. The agencies' collective score of 56 is very good.

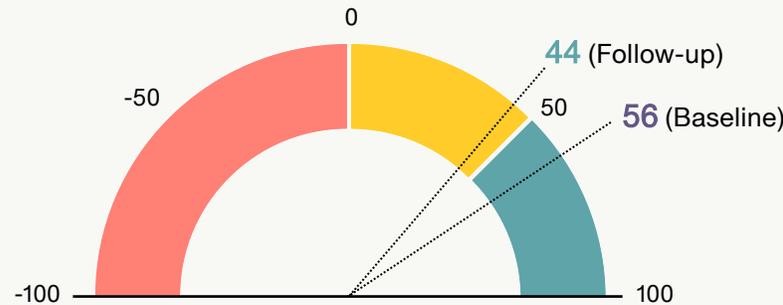
Asking beneficiaries to explain their rating tells us what they value and what creates dissatisfaction. These details are on the next page.

Insight

You're in the top 40% of our benchmark for this indicator.
Increase this score by 21 points to move into the top 20% quintile!

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend receiving aid at this time to a friend, where 0 is not at all likely and 10 is extremely likely?
(n = 869 Baseline; 724 Follow-up)



NPS = % Promoters — % Detractors
9-10 likely to recommend 0-6 likely to recommend

NPS Benchmarks

● ● ● ● ● — TOP 40%

60 Decibels Global average 350 companies	43
Agriculture average 84 companies	34
South Asia average 93 companies	40

NPS by Agency

WFP saw a significant increase in NPS whereas FAO saw an unexpected drop in the score due to a much higher proportion of Passives in the follow-up survey.

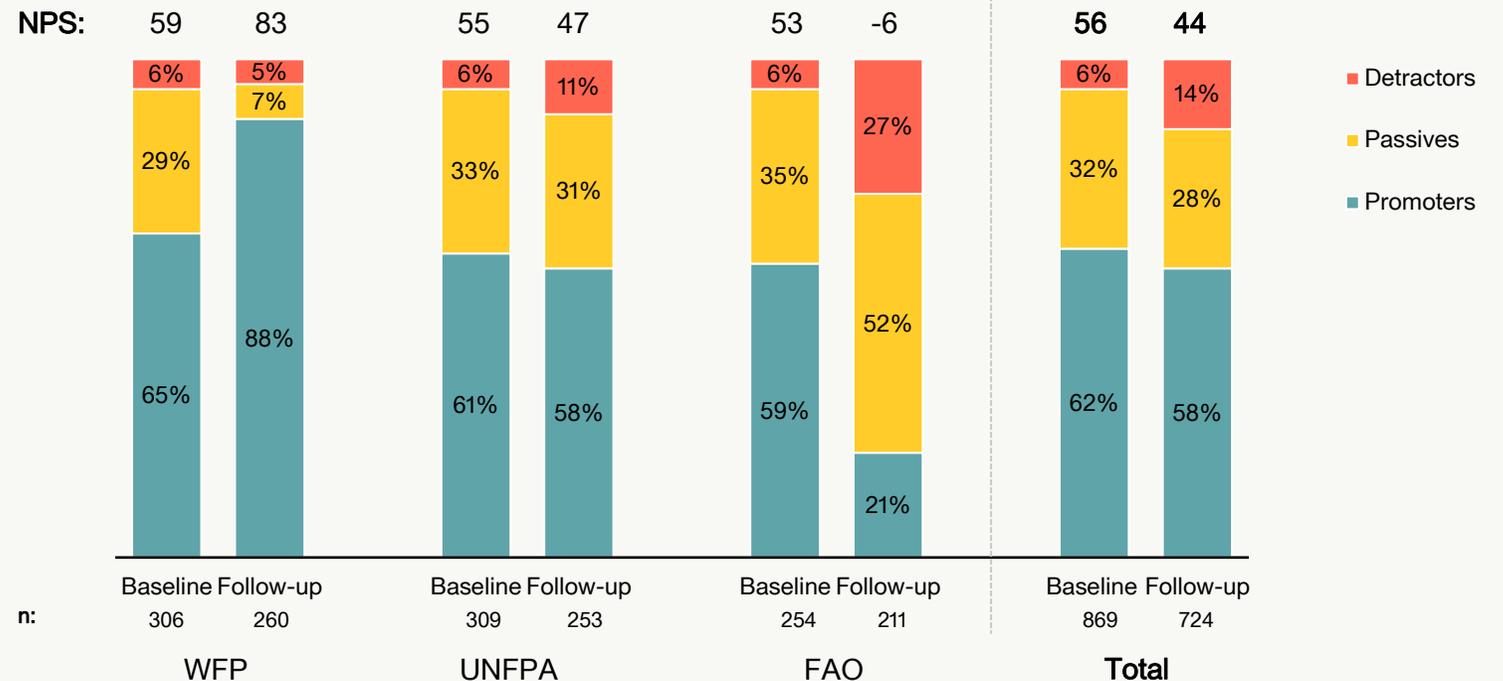
The potential drivers for these shifts in NPS are on the subsequent slides.

Recommendation

NPS is a helpful metric to track over time to detect subtle changes in beneficiary satisfaction. Companies looking to improve their NPS set a target of increasing NPS by 7 points over 12 months, on average.

Net Promoter Score by Agency

On a scale of 0-10, how likely is it that you would recommend receiving aid at this time to a friend, where 0 is not at all likely and 10 is extremely likely? (n = 869 Baseline; 724 Follow-up)



NPS Drivers: WFP

The ability to use cash to purchase essential goods was top of mind for WFP beneficiaries. The request for additional cash came through from Detractors.

Baseline

65% Promoters

They love:

41% Being able to cope up with loss of jobs and depleting finances
(27% of all beneficiaries)

39% Being able to buy food
(25% of all beneficiaries)

8% Timing of the cash transfer
(5% of all beneficiaries)

Tip:

Highlight the above value drivers in marketing.

Promoters are powerful brand ambassadors — can you reward them?

Follow-up

88% Promoters

56% Being able to buy food
(49% of all beneficiaries)

21% Being able to buy livestock
(18% of all beneficiaries)

19% The nature of the aid i.e., cash handout
(17% of all beneficiaries)

Baseline

6% are Detractors

They say:

26% It's too soon to tell
(2% of all beneficiaries)

21% The timing/delivery of the cash transfer can be improved
(1% of all beneficiaries)

Tip:

Negative word of mouth is costly.

What's fixable here?

Follow-up

5% are Detractors

29% They did not receive the aid twice as promised
(2% of all beneficiaries)

21% They need more cash / other aid
(1% of all beneficiaries)

NPS Drivers: UNFPA

Beneficiaries really appreciate the essential items in the dignity kits. In the follow-up, Detractors asked for additional aid such as food and cash.

Baseline

61% Promoters

They love:

69%

Essential items in the dignity kit
(38% of all beneficiaries)

27%

Being able to stay healthy and hygienic
(14% of all beneficiaries)

9%

Unconditional nature of the assistance provided
(5% of all beneficiaries)

Tip:

Highlight the above value drivers in marketing.
Promoters are powerful brand ambassadors — can you reward them?

Follow-up

58% Promoters

77%

Essential items in the dignity kit
(45% of all beneficiaries)

25%

Having received the right support at the right time
(15% of all beneficiaries)

10%

Being able to stay healthy and hygienic
(6% of all beneficiaries)

Baseline

6% are Detractors

They want:

28%

Other things such as cash or food donations
(1% of all beneficiaries)

17%

More timely delivery of the dignity kit
(1% of all beneficiaries)

Tip:

Negative word of mouth is costly.
What's fixable here?

Follow-up

11% are Detractors

100%

Additional aid like food, cash, clothes etc.
(11% of all beneficiaries)

NPS Drivers: FAO

While beneficiaries do appreciate the agriculture focused assistance, in the follow-up the increased proportion of Detractors asked for additional aid such as livestock and cash.

Baseline

65% Promoters

They love:

60% Improved health of their livestock
(29% of all beneficiaries)

21% Increased storage space for food/water/other items in their household
(10% of all beneficiaries)

5% Behaviour of FAO staff
(3% of all beneficiaries)

Tip:

Highlight the above value drivers in marketing.
Promoters are powerful brand ambassadors — can you reward them?

Follow-up

21% Promoters

36% Agriculture-focused assistance
(7% of all beneficiaries)

36% Having received support at the right time
(7% of all beneficiaries)

33% The financial assistance
(7% of all beneficiaries)

Baseline

6% are Detractors

They want:

40% More agriculture-related assistance
(2% of all beneficiaries)

33% Other things such as cash or food donations
(2% of all beneficiaries)

Tip:

Negative word of mouth is costly.
What's fixable here?

Follow-up

27% are Detractors

95% Additional aid like cash or livestock
(24% of all beneficiaries)

Comparing Cash vs. Other Aid

We wanted to understand beneficiaries' preferences between cash handouts vs. alternative aid options at different points in time. We asked them to compare the following aid options 2 weeks before, during, and 2 weeks after the floods:

- Cash vs. a typical week's worth of food (WFP)
- Cash vs. dignity kits (UNFPA)
- Cash vs. storage equipment and/or animal feed (FAO)

We asked those WFP beneficiaries who had reported no change or slight improvements in their quality of life how much additional cash would enable them to experience significant improvements. On average, beneficiaries report needing an additional 20,000 Taka.

In monetary terms, non-cash aid is worth more during the floods than before or after.

Average Cash Value Amounts of Aid Provided by Beneficiaries (in Taka)

Beneficiaries were asked to choose between one of three forms of aid – a typical week's worth of food, dignity kits, and agricultural equipment - and an equivalent cash amount. (n = 705; 243 WFP; 235 UNFPA; 227 FAO)

	Before Floods	During Floods	After Floods
WFP	2800	3500	2600
UNFPA	2600	3000	2600
FAO	4100	4300	4200

Comparing Cash vs. Other Aid (2/2)

We also wanted to understand the reasons for change in beneficiaries' preferences on the value of cash during the three time periods.

The top reasons are shown on the right.

Cash is most useful before and after the floods. The scarcity and high prices of essential goods makes other forms of aid more useful during the floods.

Top Reasons Reported by Beneficiaries Who Changed The Cash Value of Aid Before, During and After the Floods

Q: Please explain why you changed your views on the value of cash during the three time periods. (n = 465). Open-ended, coded by 60 Decibels.

24%

mentioned **needing cash after floods to repair their homes, purchase food and medicines**
(16% of all beneficiaries)

“Before flood, 2500 Taka is at least needed to buy a week's food and medicine. After floods, money will help to repair broken houses and I can pay for my children's tuition after the flood. So, money is better than food then.” - Male, 35, Rangpur, WFP

22%

talked about **scarcity of food and other essential items during the floods**
(14% of all beneficiaries)

“In the flood days, money cannot help because we do not have that access to by such stuff. So, the kit is better than money in the days of flood.” - Female, 51, Rangpur, UNFPA

20%

reported **higher prices of goods during the floods**
(13% of all beneficiaries)

“Before the flood I want cash to take preparation for the flood, buy and store food and during the flood, I want money to buy food because the prices of goods increase.” - Female, 30, Rangpur, FAO

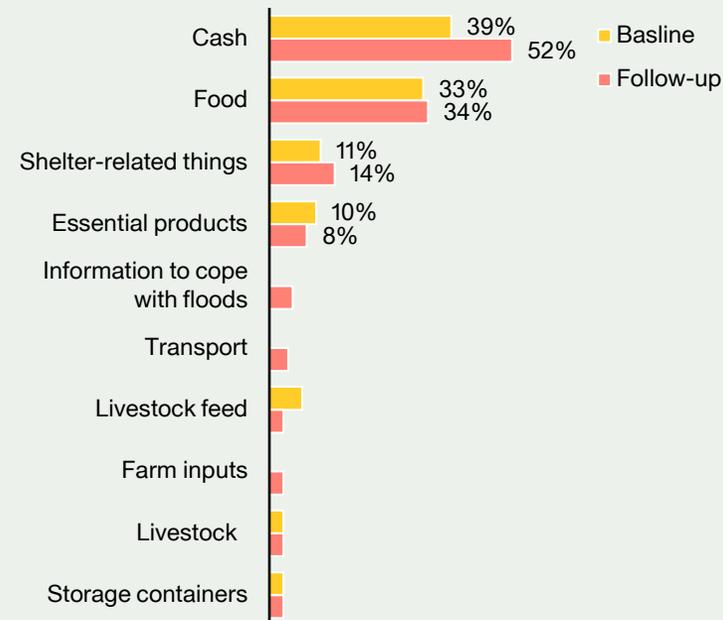
Requests for Support: Overview

Cash continues to be the top request for support. Compared to the baseline, additional requests include pre-flood information to help cope with floods and transport facilities.

Compared to the baseline, a much higher proportion of beneficiaries ask for cash now both before and after floods.

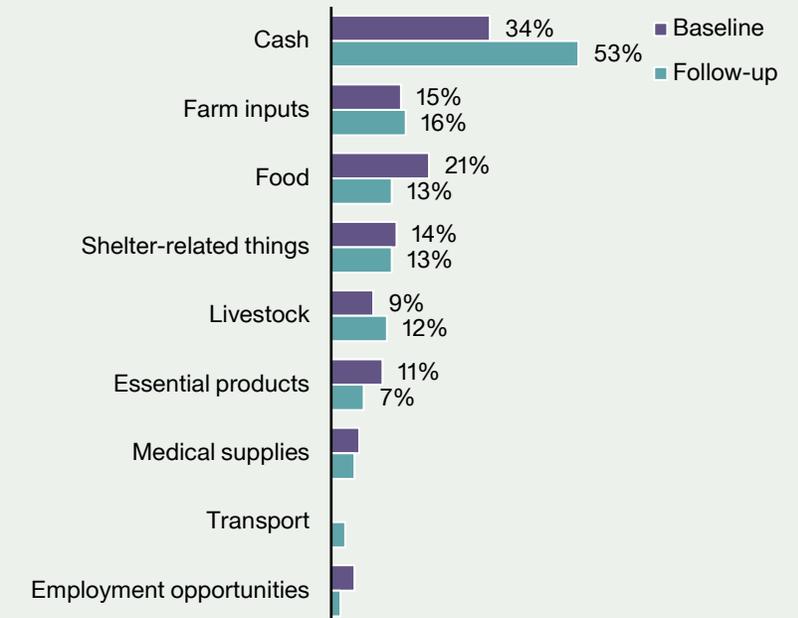
Requests for Support: Before the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community before the disaster? (n = 785)
Open-ended, coded by 60 Decibels.



Requests for Support: After the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community after the disaster? (n = 784)
Open-ended, coded by 60 Decibels.



Requests for Support: WFP

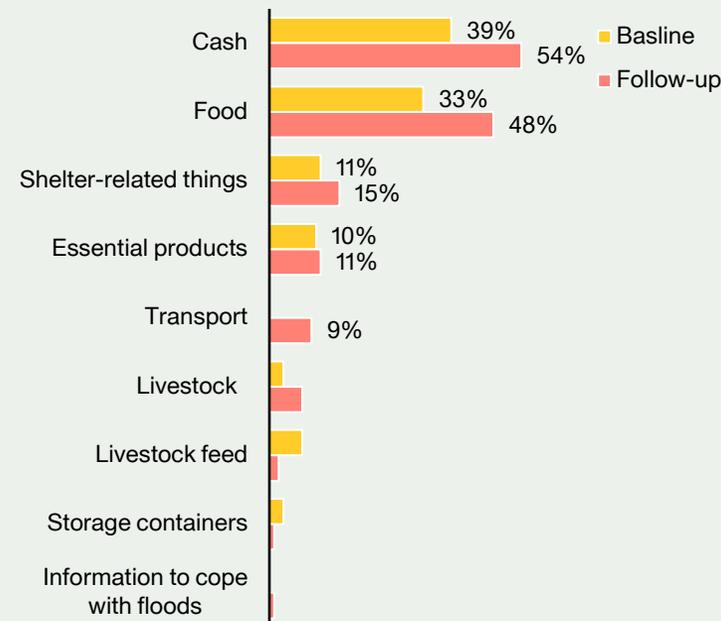
In addition to cash, beneficiaries ask for food, shelter and other essential products before the floods. After the floods, they need cash plus livestock, food and medical supplies.

Compared to the baseline,

- A higher proportion of beneficiaries (48% vs. 33%) ask for food before the floods
- 9% of beneficiaries have a new request for transport facilities before the flood
- A much higher proportion of beneficiaries (25% vs. 9%) ask for livestock after the floods

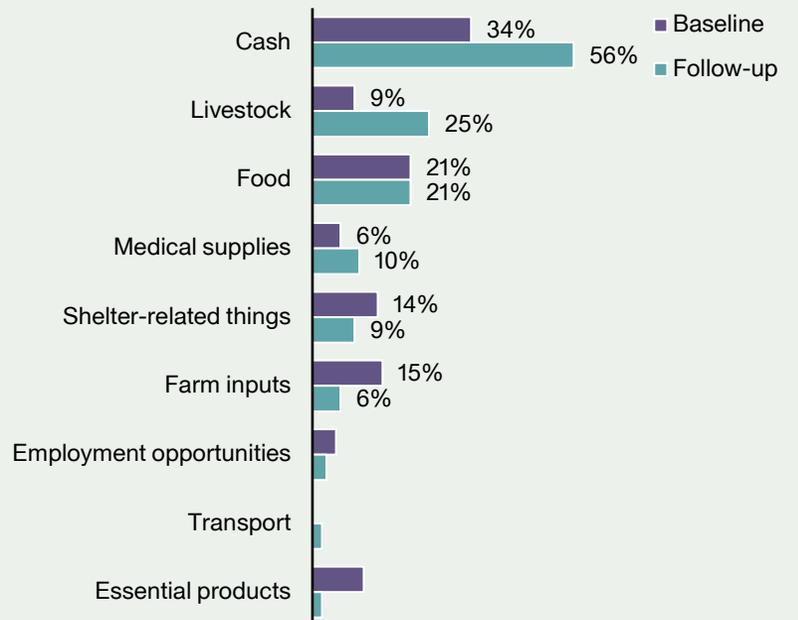
Requests for Support: Before the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community before the disaster? (n = 262)
Open-ended, coded by 60 Decibels.



Requests for Support: After the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community after the disaster? (n = 262)
Open-ended, coded by 60 Decibels.



Requests for Support: UNFPA

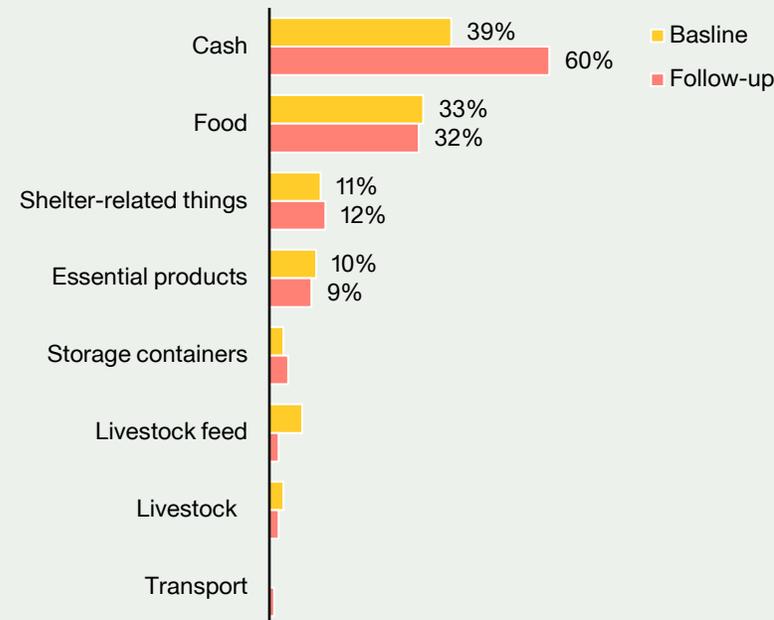
More than 6 in 10 beneficiaries ask for cash both before and after floods. While food continues to be important post-floods, a higher proportion of beneficiaries asked for food before the floods.

Compared to the baseline, requests for support before the floods have remained largely consistent.

There are slight variations in the requests for support after the floods. Fewer beneficiaries ask for food, farm inputs, and employment opportunities.

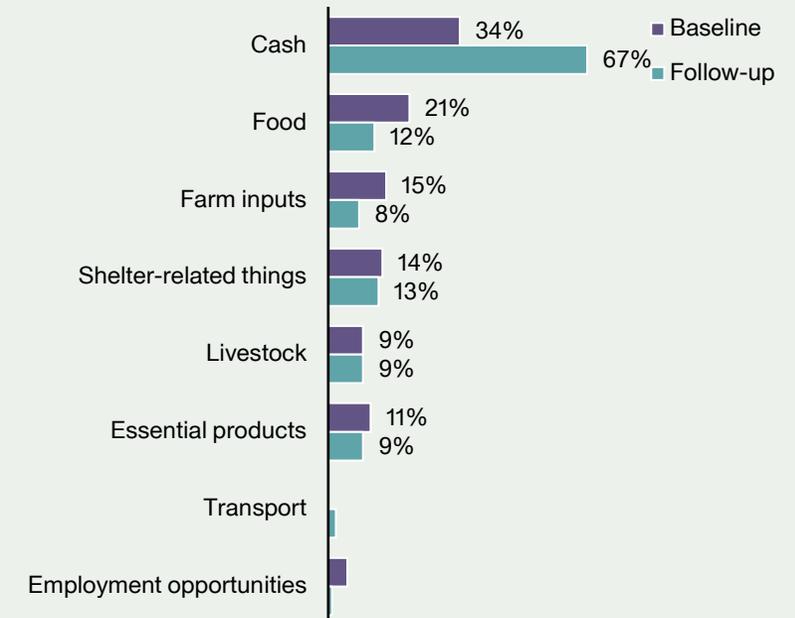
Requests for Support: Before the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community before the disaster? (n = 295)
Open-ended, coded by 60 Decibels.



Requests for Support: After the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community after the disaster? (n = 295)
Open-ended, coded by 60 Decibels.



Requests for Support: FAO

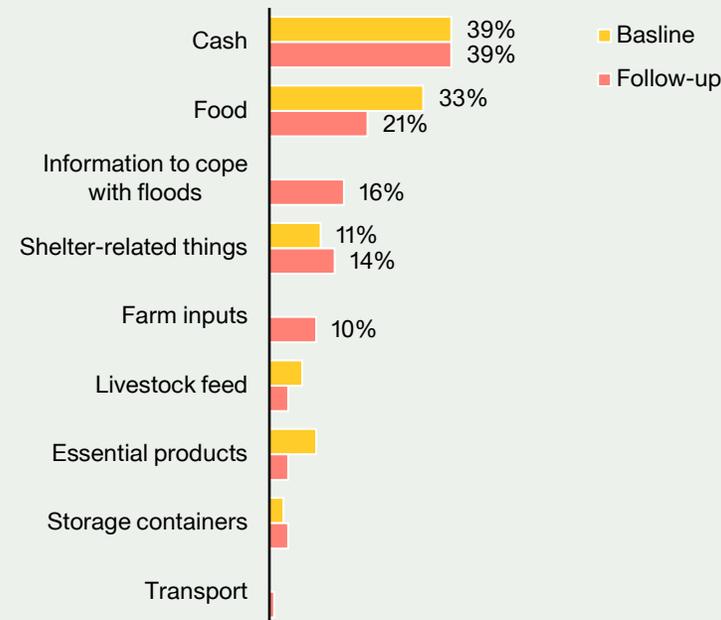
Beneficiaries request for information to cope with floods and farm inputs before the floods. Farm inputs is also now the top request for support after the floods.

Compared to the baseline, there are significant variations:

- 16% of beneficiaries ask for pre-flood information and 10% ask for farm inputs
- Fewer beneficiaries ask for food
- A much higher proportion (37% vs. 15%) of beneficiaries ask for farm inputs after floods

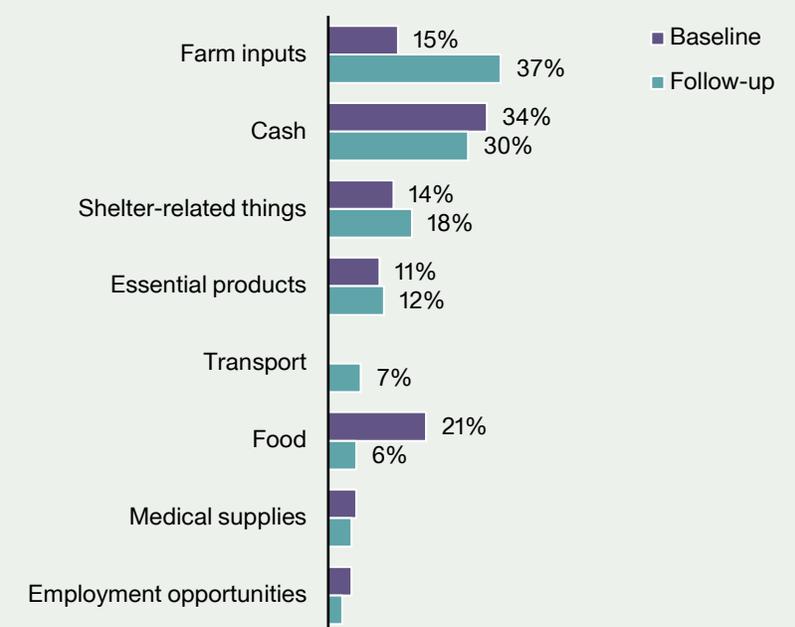
Requests for Support: Before the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community before the disaster? (n = 228)
Open-ended, coded by 60 Decibels.



Requests for Support: After the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community after the disaster? (n = 228)
Open-ended, coded by 60 Decibels.



Requests for Support: Anecdotes

Our conversations are more than a survey – we listen to your beneficiaries. Here are some beneficiary voices.

Before the Disaster

“Help us build our houses on a much higher land from river level. And give us 4000-5000 Taka to buy foods too.”

– Male, 19, Rajshahi, WFP

“The cash transfer before the flood would be very much helpful. In this way, I'll have a few more options to spend the money productively.” – Female, 28, Rangpur, UNFPA

“We need just the proper and exact information about the flood: when will it come? How many days it will stay?”

– Female, Rangpur, FAO

After the Disaster

“After the flood many of us lose houses and the soil of the houses washes away with flood water. We need to buy new soil. So, If WFP provides soil or money, it will be enough.”

– Male, 28, Rajshahi, WFP

“We can't access these products or maintain hygiene even if we want to. So, the dignity kit or related products would be helpful for us.” – Male, 26, Rangpur, UNFPA

“After the flood we need help to rebuild our house and seeds for cultivation and any type of income source to lead a better life.” – Female, 47, Rangpur, FAO

Key Questions We Set Out To Answer

- What is the effect of floods on beneficiary households?
- What is the current status of beneficiary households?
- Are beneficiaries satisfied with the agencies?
- What impact are the agencies having?
 - > Change in ability to cope with future floods
 - > Impact on equitable access to aid
 - > Impact on quality of life
 - > Top outcomes being experienced

“Now we can understand beforehand when a flood may hit, so we stock some dry foods, do necessary repairs to our house to [with]stand the flood. We bring our neighbours whose houses are not safe enough in our house.” – Female, 30, Rangpur, UNFPA

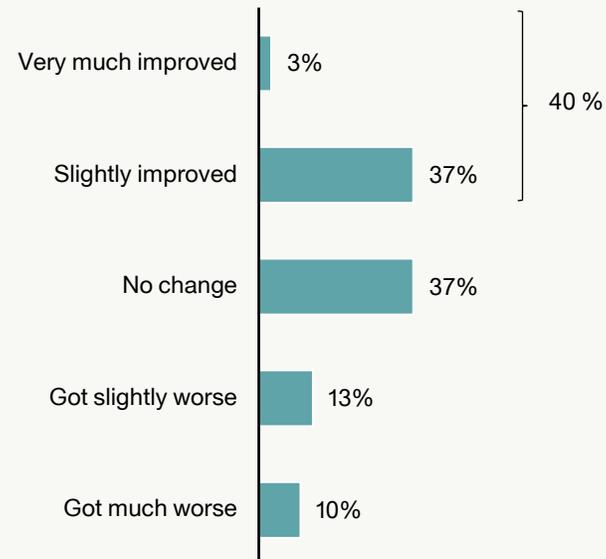
Change in Ability to Cope with Floods

UNFPA (49%) and FAO (41%) beneficiaries were more likely to report improved ability to cope with a future flood compared to WFP beneficiaries (31%).

4 in 10 beneficiaries report an improved ability to cope with future floods.

Change in Ability to Cope with Floods

Q: Has your ability to cope with future floods changed compared to June 2020? (n = 497)



Top Reasons for Improved Ability to Cope

Q: Please explain how it has improved (n = 199). Open ended, coded by 60 Decibels

1. Have more knowledge/awareness about floods

(44% of those who reported improved ability / 18% of all beneficiaries)

“From this flood I have gathered some knowledge about how to survive in the time of flood.”

2. Have renovated/repared houses to make them flood-resistant

(33% of those who reported improved ability / 13% of all beneficiaries)

“I am trying to elevate my house so that floods can't harm so much to my residence.”

3. Started to save money to be more financially resilient to any future shocks

(26% of those who reported improved ability / 10% of all beneficiaries)

“I have saved money after selling a goat in a view to use it during the flood.”

Impact Performance: Gender Equity

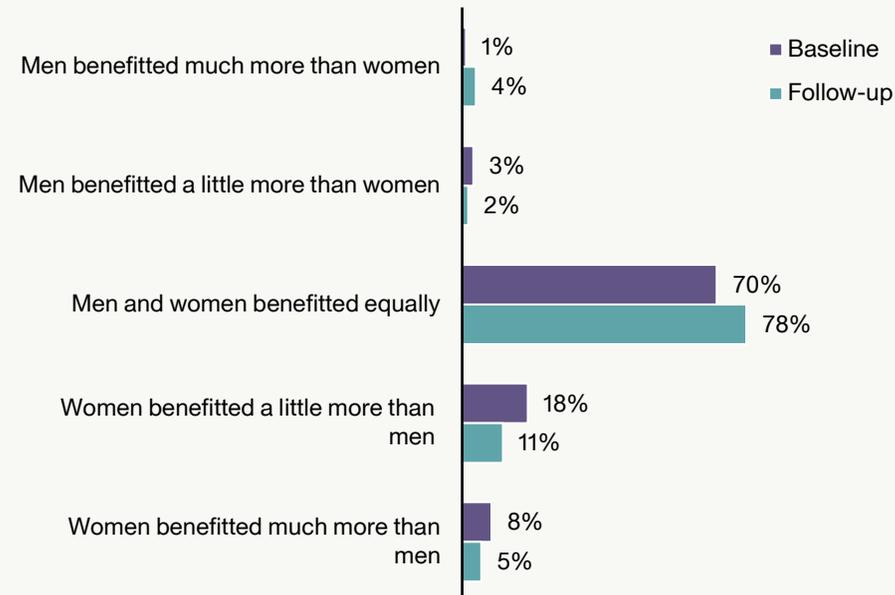
As in the baseline, UNFPA beneficiaries are more likely to agree that women benefitted more than men compared to WFP and FAO beneficiaries.

Female beneficiaries are also more likely (18%) to agree that woman benefitted a little more than men vs. male beneficiaries (9%).

Nearly 8 in 10 beneficiaries agree that the aid provided to cope with the floods benefitted both men and women equally.

Equitable Access Across Genders

Q: To what extent do you agree with the following statement "The aid provided to help cope with the floods benefitted men and women equally within households." (n = 920 Baseline; 667 Follow-up)



Impact Performance: Quality of Life Overview

To gauge depth of impact, beneficiaries were asked to reflect on whether their quality of life has changed because of the aid.

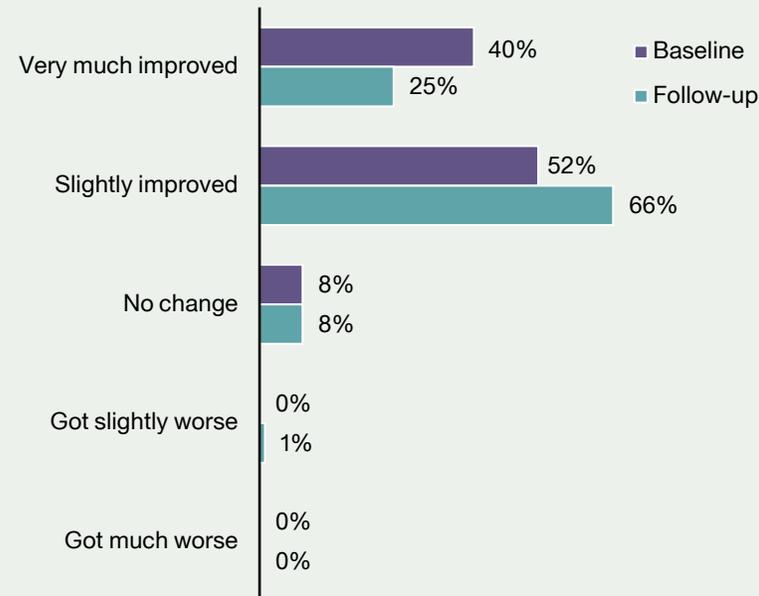
WFP beneficiaries (41%) were much more likely to report 'very much improved' quality of life compared to UNFPA (25%) and FAO (6%) beneficiaries.

Beneficiaries were also asked to describe – in their own words – the positive changes they were experiencing because of the aid provided. These details are on the following slides.

Similar to the baseline results, 9 in 10 beneficiaries report quality of life improvements in the follow-up survey.

Perceived Quality of Life Change

Q: Has your quality of life changed because of the aid? (n = 911 Baseline; 709 Follow-up)*



Very much improved:

“I lost my goat because of the flood. So, I bought another one with the money given by WFP.” – Male, 36, Rangpur, WFP

Slightly improved:

“I couldn't have afforded to buy soaps or clothes during the flood. It would have hampered my family's hygiene a lot. So, the dignity kit helped me to improve the quality of our lives.” – Female, 26, Rangpur, UNFPA

No change:

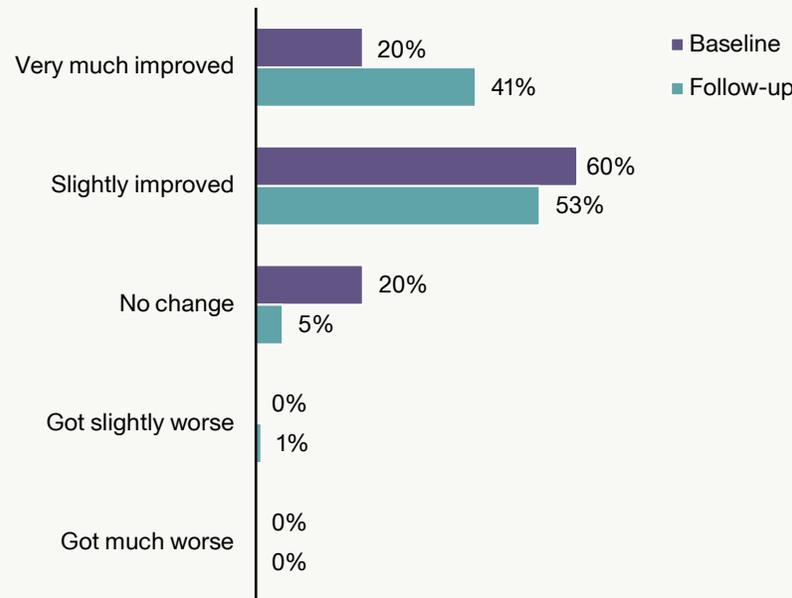
“We had nothing to grab after the flood. The help we got was not enough. We needed and need more.” – Female, Rangpur, FAO

Quality of Life: Top Outcomes (WFP)

The proportion of beneficiaries who report ‘very much improved’ quality of life has doubled since the baseline. The top reported outcomes have remained consistent.

Perceived Quality of Life Change

Q: Has your quality of life changed because of the cash transfer?
(n = 300 Baseline; 262 Follow-up)



Most Common Three Self-Reported Outcomes For 95% of Beneficiaries Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 238 Baseline; 247 Follow-up). Open-ended, coded by 60 Decibels.

56%* mentioned **being able to purchase food**
(43% of all beneficiaries)**

64%* mentioned **being able to purchase food**
(61% of all beneficiaries)**

27%* talked about **being able to buy livestock as future business investment**
(21% of all beneficiaries)**

26%* talked about **being able to buy livestock to sell in the future and earn money**
(25% of all beneficiaries)**

17%* reported **being able to repair/renovate their homes**
(13% of all beneficiaries)**

16%* reported **being able to cover household expenses**
(15% of all beneficiaries)**

* xx% of beneficiaries who reported quality of life improvements.

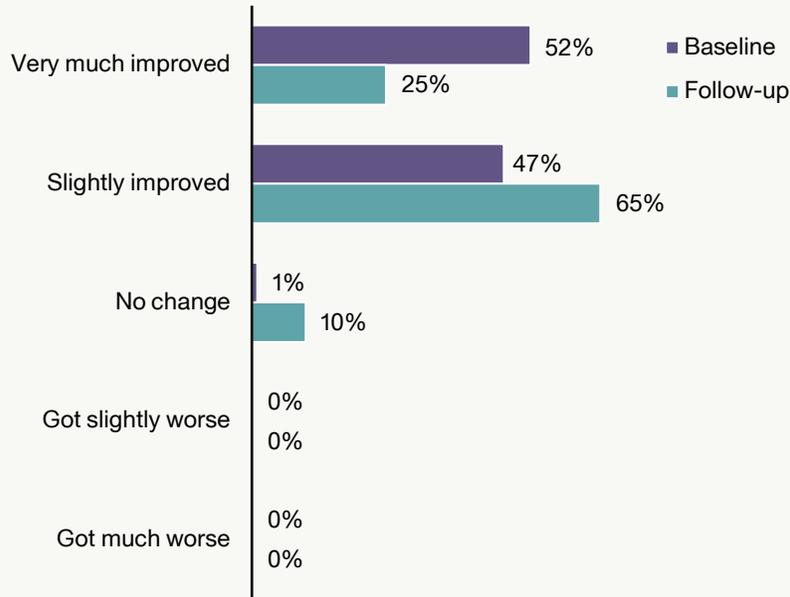
** xx% of total WFP beneficiaries who answered this question.

Quality of Life: Top Outcomes (UNFPA)

The depth of impact has reduced over time. Top outcomes reported include access to essential products, improved personal hygiene, and financial savings to cover household expenses.

Perceived Quality of Life Change

Q: Has your quality of life changed because of the cash transfer?
(n = 321 Baseline; 238 Follow-up)



Most Common Three Self-Reported Outcomes For 90% of Beneficiaries Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 318 Baseline; 215 Follow-up). Open-ended, coded by 60 Decibels.

52%* mentioned **improved personal hygiene**
(48% of all beneficiaries)**

34%* mentioned **being able to access essential products during the flood**
(31% of all beneficiaries)**

27%* talked about **improved access to essential products**
(25% of all beneficiaries)**

32%* talked about **improved personal hygiene**
(21% of all beneficiaries)**

15%* reported **feeling safer from COVID-19**
(14% of all beneficiaries)**

23%* reported **being able to save money and spend on things apart from dignity kit items**
(21% of all beneficiaries)**

* xx% of beneficiaries who reported quality of life improvements.

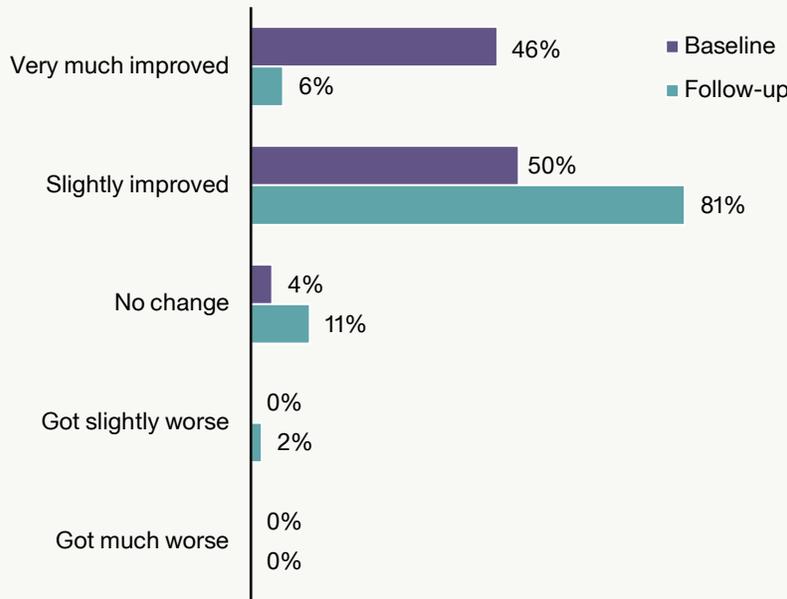
** xx% of total UNFPA beneficiaries who answered this question.

Quality of Life: Top Outcomes (FAO)

Fewer beneficiaries report significant quality of life improvements compared to the baseline. The top reported outcomes have remained consistent.

Perceived Quality of Life Change

Q: Has your quality of life changed because of the cash transfer? (n = 290 Baseline; 210 Follow-up)



Most Common Three Self-Reported Outcomes For 87% of Beneficiaries Who Say Quality of Life Improved

Q: Please explain how your quality of life has improved. (n = 277 Baseline; 182 Follow-up). Open-ended, coded by 60 Decibels.

56%* mentioned **improved livestock productivity / crop production** (50% of all beneficiaries)**

36%* mentioned **improved livestock health / crop production** (31% of all beneficiaries)**

19%* talked about **increased storage space for essentials** (17% of all beneficiaries)**

18%* talked about **being able to buy purchase food** (15% of all beneficiaries)**

12%* reported **improved access to clean drinking water** (10% of all beneficiaries)**

11%* reported **improved access to clean drinking water** (10% of all beneficiaries)**

* xx% of beneficiaries who reported quality of life improvements.

** xx% of total FAO beneficiaries who answered this question.

Quality of Life by Agency

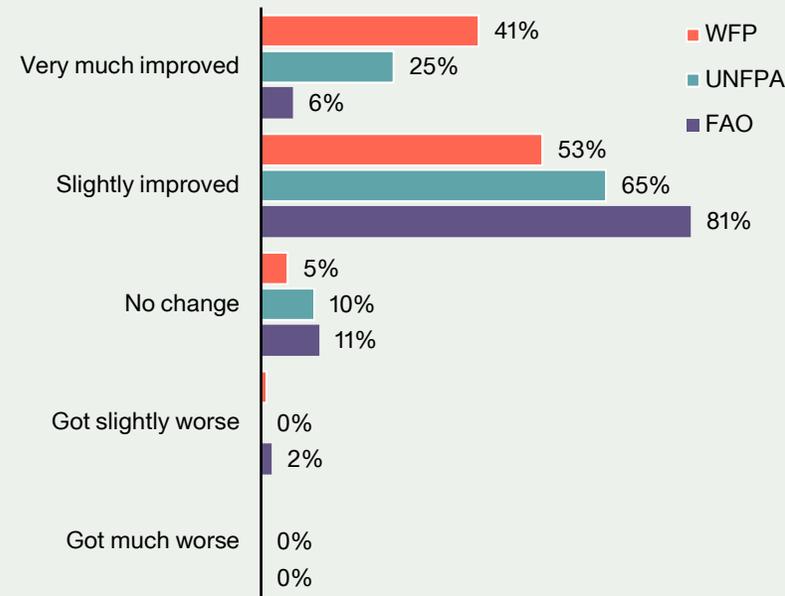
Compared to the baseline,

- A higher proportion of WFP beneficiaries (41% vs. 20%) report 'very much improved' quality of life.
- Significantly fewer UNFPA beneficiaries (52% vs. 25%) and FAO beneficiaries (46% vs. 6%) report 'very much improved' quality of life.

A higher proportion of WFP beneficiaries report significant quality of life improvements compared to UNFPA and FAO beneficiaries.

Perceived Quality of Life Change by Agency

Q: Has your quality of life changed because of the aid?
(n = 709; 261 WFP; 238 UNFPA; 210 FAO)



“We could eat after 3 days of starving, from the funds of WFP. Then we paid the borrowed money. With rest of 1000 taka I invested to buy grains to make rice to sell.” - Female, 55, WFP, Rangpur

“Although one calf died in the flood, I was able to save the rest and feed them with the aid I received.” - Male, 55, FAO, Mymensingh

“They gave us bucket, clothes, toothbrush like items which we already had in our house. If they would have given us food or money, it would change our life.” - Male, 32, UNFPA, Rangpur

What Next?

...& Appendix

Detailed Benchmarking Comparison (WFP)

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

Company Data

# baseline beneficiaries	308
# follow-up beneficiaries	262

60dB Global Average:

# companies	359
# customers	157,370

60dB Agriculture Average

# companies	93
# farmers	14,806

Comparison of WFP Performance to Selected 60dB Benchmarks

Dimension	Indicator	WFP Baseline	WFP Follow-up	60dB Global Average	60dB Agriculture Average
Who ○	% live in poverty (below \$1.90 line)	44	39	16	26
	Inclusivity Ratio	2.35	2.31	0.79	1.18
	% female	89	67	38	32
How Much ≡	% reporting quality of life very much improved	20	41	45	46
	% reporting quality of life slightly improved	60	53	39	37
What Impact □	% reporting being able to buy food	43	61	-	-
	% reporting being able to buy livestock for income generation	21	25	-	-
	% reporting being able to do home improvements	13	15	-	-
Contribution +	% first time accessing cash transfer assistance	59	-	67	74
Risk △	% experiencing challenges	2	-	32	25
Experience	Net Promoter Score	59	83	43	37

Detailed Benchmarking Comparison (UNFPA)

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

Company Data

# baseline beneficiaries	346
# follow-up beneficiaries	295

60dB Global Average:

# companies	359
# customers	157,370

60dB Agriculture Average

# companies	93
# farmers	14,806

Comparison of UNFPA Performance to Selected 60dB Benchmarks

Dimension	Indicator	UNFPA Baseline	UNFPA Follow-up	60dB Global Average	60dB Agriculture Average
Who ○	% live in poverty (below \$1.90 line)	40	45	16	26
	Inclusivity Ratio	2.19	2.56	0.79	1.18
	% female	91	91	38	32
How Much ≡	% reporting quality of life very much improved	52	25	45	46
	% reporting quality of life slightly improved	47	65	39	37
What Impact □	% reporting improved personal hygiene	48	31	-	-
	% reporting improved access to essential products	25	21	-	-
	% reporting feeling safer from COVID-19	14	21	-	-
Contribution +	% first time accessing cash transfer assistance	87	-	67	74
Risk △	% experiencing challenges	3	-	32	25
Experience	Net Promoter Score	55	47	43	37

Detailed Benchmarking Comparison (FAO)

Comparison to benchmarks can be useful to identify where you are under- or over-performing versus peers, and help you set targets. We have aligned your results to the [Impact Management Project](#) framework – see next slide.

Information on the benchmarks is found below:

Company Data

# baseline beneficiaries	311
# follow-up beneficiaries	228

60dB Global Average:

# companies	359
# customers	157,370

60dB Agriculture Average

# companies	93
# farmers	14,806

Comparison of FAO Performance to Selected 60dB Benchmarks

Dimension	Indicator	FAO Baseline	FAO Follow-up	60dB Global Average	60dB Agriculture Average
Who ○	% live in poverty (below \$1.90 line)	43	35	16	26
	Inclusivity Ratio	2.32	2.13	0.79	1.18
	% female	62	61	38	32
How Much ≡	% reporting quality of life very much improved	46	6	45	46
	% reporting quality of life slightly improved	50	81	39	37
What Impact □	% reporting improved livestock productivity/crop production	50	31	-	-
	% reporting increased storage space for essentials	17	15	-	-
	% reporting improved access to clean drinking water	12	10	-	-
Contribution +	% first time accessing cash transfer assistance	61	-	67	74
Risk △	% experiencing challenges	2	-	32	25
Experience	Net Promoter Score	53	-6	43	37

Impact Management Project

We take pride in making the data we collect easy to interpret, beautiful to look at, and simple to understand and act upon.

We also align our data with emerging standards of best practice in our space, such as the [Impact Management Project \(IMP\)](#).

The IMP introduces five dimensions of impact: Who, What, How Much, Contribution, and Risk.

These dimensions help you check that you haven't missed any ways of thinking about, and ultimately measuring, the positive and negative changes that are occurring as a result of an intervention.

**IMPACT
MANAGEMENT
PROJECT**

We aligned your results to the Impact Management Project. We're big fans of the IMP – it's a simple, intuitive and complete way of conceptualizing impact.

Dimension	Explanation
Who ○	The Who of impact looks at the stakeholders who experience social and environmental outcomes. All things equal, the impact created is greater if a particularly marginalised or underserved group of people is served, or an especially vulnerable part of the planet protected. For the who of impact, we tend to work with our clients to understand poverty levels, gender and disability inclusivity.
What Impact □	What investigates the outcomes the enterprise is contributing to and how material those outcomes are to stakeholders. We collect most of this what data using qualitative questions designed to let customers tell us in their own words the outcomes they experience and which are most important to them.
How Much ≡	How Much looks at the degree of change of any particular outcome.
Contribution +	Contribution seeks to understand whether an enterprise's and/ or investor's efforts resulted in outcomes that were better than what would have occurred otherwise. In formal evaluation this is often studied using experimental research such as randomised control trials. Given the time and cost of gathering these data, this is not our typical practice. We instead typically ask customers to self-identify the degree to which the changes they experience result from the company in question. We ask customers whether this was the first time they accessed a product of technology like the one from the company, and we ask how easily they could find a good alternative. If a customer is, for the first time, accessing a product they could not easily find elsewhere, we consider that the product or service in question has made a greater contribution to the outcomes we observe.
Risk △	Impact Risk tells us the likelihood that impact will be different than expected. We are admittedly still in the early days of figuring out how best to measure impact risk – it's an especially complex area. That said, where customers experience challenges using their product or service, we do think that this correlates with a higher risk that impact does not happen (i.e. if a product or service is not in use then there's no impact). Hence, we look at challenge rates (the percent of customers who have experienced challenges using a product or service), and resolution rates (the percent of customers who experienced challenges and did not have them resolved) as customer based proxies for impact risk.

Calculations & Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this deck.

Metric	Calculation
Net Promoter Score®	The Net Promoter Score is a common gauge of customer loyalty. It is measured through asking customers to rate their likelihood to recommend your service to a friend on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of customers rating 9 or 10 out of 10 ('Promoters') minus the % of customers rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.
Inclusivity Ratio	The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an enterprise is reaching less well-off customers. It is calculated by taking the average of Agency % / National %, at the \$1.90, \$3.20 & \$5.50 lines for low-middle income countries, or at the \$3.20, \$5.50 and \$11 lines for middle income countries. The formula is: $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$

Summary Of Data Collected

965 baseline interviews completed in October 2020 and 785 follow-up interviews completed in January 2021.

Methodology

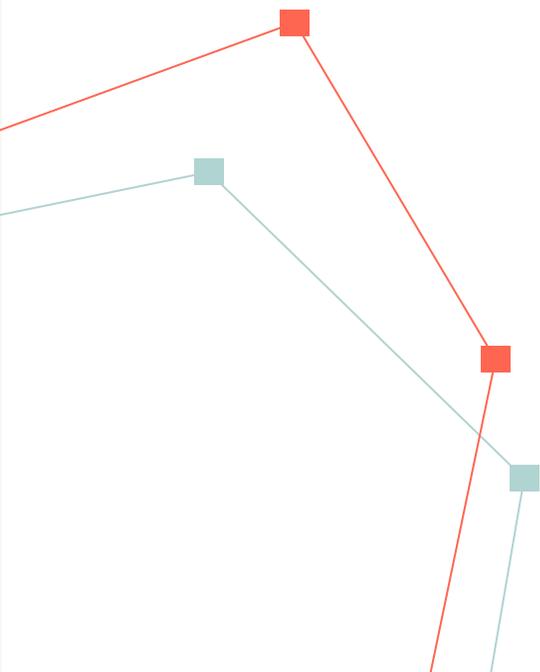
Survey mode	Phone
Country	Bangladesh
Language	Bangla
Dates	October 2020 – January 2021
Sampling	Random sampling of 4526 beneficiaries who were provided with aid to cope with floods by the agencies in July 2020.
Response rate	64% Baseline; 89% Follow-up

Responses Collected

Beneficiaries (Baseline)	965
Beneficiaries (Follow-up)	785

Accuracy

Confidence Level	c. 90%
Margin of error	c. 2%



Thank You For Working With Us!

Let's do it again sometime.

About 60 Decibels

60 Decibels makes it easy to listen to the people who matter most. 60 Decibels is an impact measurement company that helps organizations around the world better understand their customers, suppliers, and beneficiaries. Its proprietary approach, Lean Data, brings beneficiary-centricity, speed and responsiveness to impact measurement.

60 Decibels has a network of 600+ trained Lean Data researchers in 40+ countries who speak directly to customers to understand their lived experience. By combining voice, SMS, and other technologies to collect data remotely with proprietary survey tools, 60 Decibels helps clients listen more effectively and benchmark their social performance against their peers.

60 Decibels has offices in London, Nairobi, New York, and Bengaluru. To learn more, visit 60decibels.com.

We are proud to be a Climate Positive company. 

Your Feedback

We'd love to hear your feedback on the 60dB process; take 5 minutes to fill out our feedback survey [here!](#)

Acknowledgements

Thank you to Daniel Pfister and Ruth Hill for their support throughout the project.

This work was generously sponsored by Centre for Disaster Protection.

All of our cattle were saved from dying during the flood.
We were able to eat nutritious food at that time.
I survived the flood because of this money.

I bought rice

> for
> one
> year

with this money.

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