



BAMBA CHAKULA



Vouchers for food assistance in Kenya's refugee camps

Quick facts about Bamba Chakula:

INSIDE THIS MONTH'S UPDATE:

- What's in a retailer contract?
- How we're communicating about Bamba Chakula
- 40,000 SIM cards for Kakuma
- 60 seconds with Ben Watkins (Kimetrica) about measuring impact

NEXT TIME:

- The latest Bamba Chakula challenge: Giving SIMs to unaccompanied minors
- Pre-testing evaluation tools
- Training traders
- The role of community helpers

WFP Kenya has dubbed the new voucher programme BAMBA CHAKULA, literally translating from Swahili to "Get your food".

The voucher value will start at 100 KES per person per month. This amount is a responsible introduction of demand into the refugee camps, and will increase over time.

This means that approximately \$345,000 and \$180,000 will be pumped into the Dadaab and Kakuma camps respectively, every month.

The vouchers will be electronic, delivered through mobile phones.

Refugees that are registered by UNHCR but do not hold documentation will also be able to receive mobile food vouchers, with a SIM card that enables them to access WFP's food voucher only.

The first round of Bamba Chakula traders in Kakuma have been selected!

WFP aims to include as many traders as possible in the programme, and will continue to accept applications and work with traders to improve their chances of joining.

In this first round, from the more than 600 applications received, 317 traders were selected.

42% are women.

60% are refugees.

16% have a food and hygiene licence. WFP is working with the Turkana Public Health Officials to obtain licences for the other 84%.

67% have valid business licences from Turkana County. Those who do not have licenses are given a grace period until September 2015 to obtain one.

The traders are distributed across the camps as follows:

- **32%** are in Kakuma 1
- **16%** are in Kakuma 2
- **23%** are in Kakuma 3
- **12%** are in Kakuma 4, and
- **19%** are in Kakuma Town.

86% operate out of permanent or semi-permanent shops. The rest are selling in the open air. WFP will work with partners to improve market infrastructure.

The trader selection timeline

March 2015

The trader selection committee was established, made up of: WFP, UNHCR, Norwegian Refugee Council, the Department of Refugee Affairs, the Public Health Office, and the County Commissioner's Office.

April 2015

The trader selection committee agreed on the selection process and criteria. The process was announced in all the camps. 660 applications were received from traders interested in participating.

May 2015

The trader selection committee reviewed the applications, and shortlisted traders whose applications met the minimum selection criteria.

June 2015

The County Commissioner's Office vetted the short-listed traders. WFP did site visits to each shop. The final list of 317 traders was confirmed.

July 2015

Contracts will be awarded to the 317 traders. WFP will train the traders on food safety and the terms of their contracts. Safaricom will train the traders on how to redeem the vouchers, and how they can use the system to pay their suppliers and save their profits without reverting to physical cash.

Milestones:

WHAT WE'VE DONE SO FAR...

FEBRUARY 2015

- WFP selected the voucher delivery mechanism.
- WFP established a technical working group for the new programme.

MARCH 2015

- WFP held operational planning meetings with all stakeholders.
- FilmAid carried out communications research in Kakuma and Dadaab.

APRIL 2015

- WFP finalized the Operational and M&E plans.
- FilmAid finalized the communication strategy.
- WFP launched the retailer selection process in Kakuma, and received 660 applications.

MAY 2015

- WFP, UNHCR, and Safaricom began integrating their systems to link the vouchers to biometrics.
- Retailer selection continued, with shortlisting and verification visits to the shops.
- Kimetrica started work to design a study for measuring the impact of the vouchers.
- WFP held M&E training to prepare for the baseline in Kakuma.

JUNE 2015

- WFP and FilmAid launched the communication campaign in Kakuma.
- Safaricom provided 40,000 SIM cards to WFP to distribute to households in Kakuma.
- WFP and UNHCR developed an application to track the SIM cards, and capture the phone numbers for each household in proGres.
- WFP and UNHCR finalized the standard operating procedures for distributing the SIM cards, and trained, equipped, and deployed more than 50 staff in joint teams to start the distribution on July 1.
- The Deputy County Commissioner vetted the shortlist of traders in Kakuma.

What's in the traders' contracts?



Do:

Keep the Bamba Chakula poster in front of your shop, where everyone can see it.

Keep a Lipa na M-PESA account with Safaricom to redeem the vouchers. Train your employees how to use it.

Stock plenty of good, healthy, clean and fresh food to keep your customers happy.

Keep your shop clean and store food properly. Keep milk and meat in a refrigerator.

Accept vouchers at all times during normal working hours.

Give good service to everyone. Treat all your customers with respect. Be polite and helpful. Help disabled people to use your shop safely.

Post prices for all food items at all times. Keep your weigh scales accurate and use standardized scoops.

Keep extra mobile phones at your shop for people to use if they do not have their own.

Give customers a receipt if they ask for one.

Keep receipts from your suppliers.

Allow WFP teams inside your shop. Answer their questions honestly. Allow them to take pictures if they want to.

Ensure all signs provided by WFP are clearly visible to your customers.



Don't:

Ask customers for their PINs or enter a PIN for a customer, even if they ask you to.

Up-charge people who are paying with vouchers, or charge extra fees.

Exchange the voucher for cash or non-food items like khat, alcohol, or tobacco.

Buy and sell WFP food rations.

Make people with vouchers stand in separate queues, or discriminate against anyone.

40,000 SIM cards for Kakuma



WFP received 40,000 SIM cards from Safaricom, one for each household in Kakuma. The SIM cards have "limited functionality", which means only WFP's Bamba Chakula wal-

let is enabled. Voice, text, data and M-PESA services are not available on the cards yet. If they have an alien ID or passport so that they can meet KYC (Know your Customer requirements under Kenyan law), refugees can register for these additional services with Safaricom at a later date. We will update you on how we distributed these SIM cards in July, and the challenges faced!

Key Messages conveyed in June:

1. WFP is introducing food vouchers as part of the GFD ration.
2. The voucher programme is called Bamba Chakula.
3. Bamba Chakula will be transferred to each household on a SIM card.
4. WFP will distribute SIM cards in the coming GFD cycle.
5. Each household that receives GFD can receive one SIM card.
6. Only the registered head of household will be issued with a SIM card.
7. Alternate food collectors cannot be issued with SIM cards.
8. If your household, has an alternate collecting food, then this alternate and the head of household must come to the FDP **together at the same time**, during this cycle.
9. This means that all heads of households must come to the FDP in the coming GFD cycle to pick up the SIM card.
10. Bring your ration card, a copy of your UNHCR proof sheet (mandate letter) **and if you have one** an alien ID card or passport.
11. This is in preparation for you to receive the Bamba Chakula voucher.
12. Once you have received your SIM card, keep it safe and later we will pass you more information on when and how to get Bamba Chakula.
13. You must keep the SIM card safe. If you lose it, you won't receive the first Bamba Chakula voucher.

How we're communicating about Bamba Chakula

The communication campaign is following a phased approach to introducing Bamba Chakula in the camps. WFP and FilmAid are progressively introducing a set of key messages that build on each other week by week, aimed at explaining the particular stage of roll-out we're in, answering the questions people are asking about the activities going on, and articulating some of the higher level messages about the benefits of the new programme.

In the first phase of the campaign the beneficiaries were given general information about the programme and informed about how to collect their SIM cards and keep them safe. We used radio spots, public address systems in the camps, and focus group discussions. In the next phase, the campaign will focus on how to use the vouchers on the SIM cards to buy food, and how to get help if something is going wrong with the voucher. When the majority of beneficiaries are familiar with Bamba Chakula, the last phase of the campaign will concentrate on messages for new arrivals, about healthy diets, and how the host community can participate in the programme by supplying food to the camp markets.

Components of the communication campaign

Mass Awareness

Radio Announcements. Recorded messages about Bamba Chakula aired daily in Swahili, Somali, Arabic and French.

Radio 'talk back' shows aired live each week, where WFP and UNHCR staff talk about the programme and answer calls from listeners.

Films shown at mass screenings in Swahili, Somali and Arabic and at the Food Distribution Centres.

Loudspeakers mounted on vehicles



driven daily through the camps.

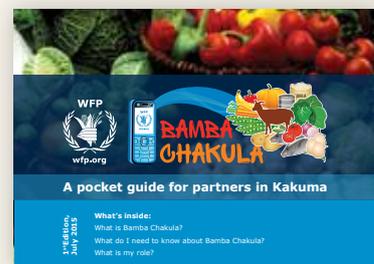
Targeted outreach

Film-based workshops conducted with targeted groups (men, women, youth, elderly, disabled, and from all different nationalities). A facilitator shows the group a film about Bamba Chakula, followed by a discussion with WFP staff.

Partner Pocket Guide shares the facts about Bamba Chakula and helps ensure everyone is able to answer the questions about the programme accurately.

How are the messages designed?

WFP has written a set of messages that takes a person from A to Z through Bamba Chakula. The radio announcements, sketches, films and pocket guides are based on these messages. These key messages are augmented by a more agile set of questions and answers that address challenges or



Procedures, Procedures, Procedures!

Much of the month of June has been consumed by putting down on paper the nitty gritty details of how to do Bamba Chakula. WFP now has a core set of standard operating procedures for: selecting and contracting traders, equipping beneficiaries with SIM cards, processing the voucher transfers, and monitoring markets so that we can increase the voucher value as soon as possible. We also have a pocket guide to Bamba Chakula, that helps our staff and partners communicate clearly about the new programme.





60 seconds with Ben Watkins

CEO and Technical Director, **Kimetrica**, on measuring the impact of **Bamba Chakula**

Kimetrica has been contracted by WFP to design an independent study to measure the impact of the vouchers over a 3-year period. Kimetrica is a social enterprise to increase the effectiveness of spending in the social sector. They are providing a research-based advisory report to WFP on how to carry out an impact study.

Why is Bamba Chakula interesting to Kimetrica?

Kimetrica is motivated by innovation and impact. We like our research to inform important decisions and to ensure that limited resources are used well. We are excited to be able to work on the voucher programme because it directly addresses a crucial policy question: what is the most effective way of ensuring food security for encamped refugees? Plenty of polemic surrounds the issue, and we are delighted that WFP has chosen to make decisions using a rigorous evidence-based approach.

The study is being conducted independently. What are the challenges to WFP having a hands-off approach?

For outsiders, working with WFP can be bewildering. Understanding all the acronyms is a major challenge and it is sometimes hard to fathom the complex interactions between programme, innovations, logistics, VAM and M&E teams. But two factors make it easier for us. First, we have worked with WFP for a few years now and several of us have been WFP staffers in the past. So we can decipher most WFP-speak. Second, WFP's internal communications culture is pretty open and straight-talking compared to many international organisations. It doesn't take too long to understand what the key issues are.

What are the challenges to designing an impact study on vouchers in this context?

A major difficulty in assessing the impact of scaling up vouchers in this context is that refugee markets are unlike others. If markets are competitive and traders immediately respond to increased demand (from vouchers), then it is easy enough to predict the costs and benefits of the programme. However, in the camp setting, trade interactions may be limited by movement restrictions, insecurity and conflict. Consumers cannot shop around for the best price as they would in, say, Nairobi. We can't assume that markets are working perfectly. This makes the evaluation more difficult and more interesting.

Why is this study important?

Who is this study important to?

In remote markets, getting the right balance between cash, vouchers and in-kind interventions is crucial. The wrong balance could mean sky-rocketing consumer prices, or markets swamped with food commodities that nobody wants. Mistakes can be very costly for refugees and immediate host communities. We know how difficult it is to find funding for long-term refugee operations, so getting the biggest possible nutritional bang for the buck is a priority for WFP too. Our hope is that by designing an evaluation approach that moves WFP towards a market-sensitive and evidence-based balance, the refugees will get a better deal from the limited available resources. As we now face some of the highest numbers of refugees that the planet has ever known and constant resourcing struggles, the question is of relevance far beyond Kenya and we hope that the research will contribute to the wider policy agenda.

Milestones:

Continued...

WHAT WE HAVE AHEAD OF US

JULY 2015

- Contract and train retailers in Kakuma.
- Distribute 40,000 SIM cards to households in Kakuma.
- Launch the WFP Helpline.
- Carry out the baseline in Kakuma.
- Start the retailer selection process in Dadaab.

AUGUST 2015

- First voucher distribution in Kakuma.

SEPTEMBER 2015

- Test, learn, and iterate systems and procedures in Kakuma.

OCTOBER 2015

- First distribution of vouchers in Dadaab.

NOVEMBER 2015

- After action review for both locations.
- Adjust systems and procedures accordingly.

DECEMBER 2015

- Issue baseline report.

There is plenty more information on what the Bamba Chakula programme is all about. To request documents and previous editions of this update contact: Kenya.Feedback@wfp.org

A big thank you goes to our donors who make this work on vouchers possible:

