



# TARGETING IN URBAN AND RURAL CONTEXTS

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Cover photo: Uganda. IFRC / Corrie Butler  
Uganda Red Cross volunteers using KoBo collect in a business centre near the border of DRC.  
IFRC [KoBo Toolbox](#) is a set of mobile tools that allows National Society staff and volunteers, IFRC staff and International Committee of the Red Cross (ICRC) staff to conduct surveys and collect data.

IFRC KoBo | IFRC

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# 1. Introduction

This resource aims to provide practical advice and guidance, enabling practitioners to think through and adopt an accountable, coherent and a 'good enough' approach of targeting in urban and rural contexts. It balances the need for rapid response with the will to minimize errors in a dynamic and fast-changing environment, considering the realities of programming constraints.

The resource provides a brief explanation of targeting in urban and rural settings with recommendations, list of targeting approaches, tips for selecting indicators, identification of main stakeholders in urban contexts, adaptation to pandemic response, etc.). It also includes the following tools to be used during the targeting process.



**Tool 1:** [Summary of pros and cons of each targeting approach.](#)

**Tool 2.1:** [Targeting criteria \(indicators\) on multi-sectoral programmes.](#)

**Tool 2.2:** [Targeting criteria for sector-specific interventions \(food security and livelihoods, shelter and wash, education, specialized protection, counselling and legal assistance interventions\).](#)

**Tool 3:** [Targeting mechanisms.](#)

**Tool 4:** [Geographic vulnerability indicators.](#)

**Tool 5:** [Scorecard targeting mechanism.](#)



Zambia / International Federation of Red Cross and Red Cross Crescent (IFRC)

## 2. Steps in vulnerability targeting<sup>1</sup>

### What is targeting?

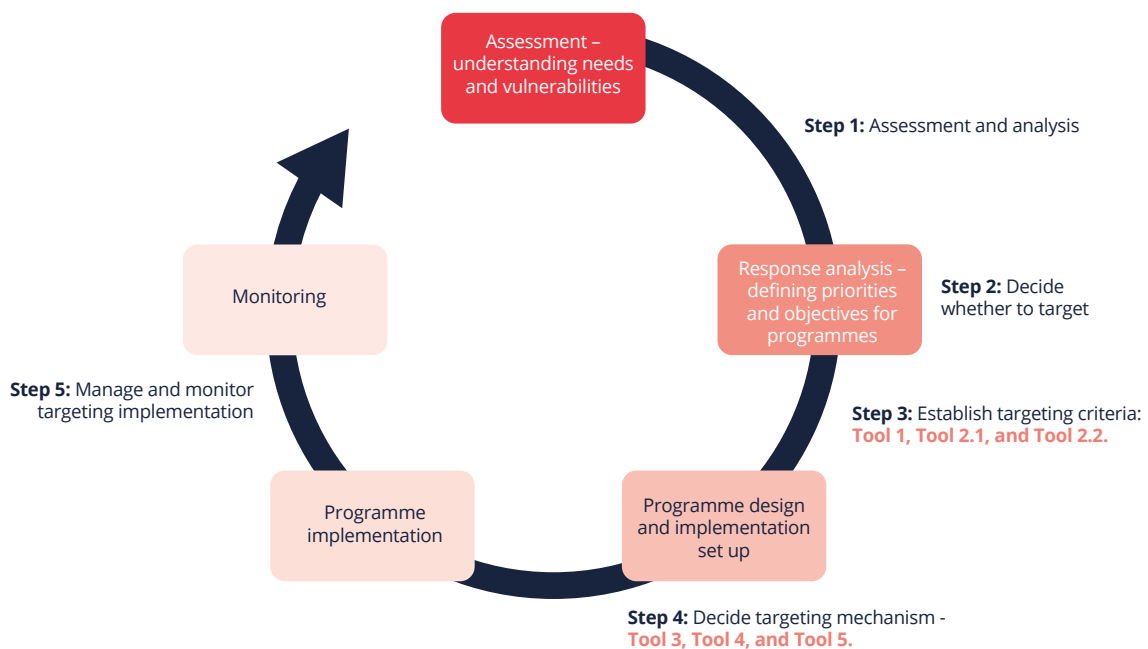
Targeting is defined as ensuring that assistance reaches people who need it, when and where they need it, in an appropriate form, in appropriate quantities and through effective modalities – and conversely does not flow to people who do not need it (Barrett and Maxwell, 2005).

When resources are limited comparing to the needs of the population, targeting, as **process** of identification and selection of individuals or groups for humanitarian assistance based on their needs and vulnerability, should be carried out.

To implement a targeting process, first it is necessary to select and apply **an approach or mix of approaches** based on different factors. Approaches are linked to different individual or household indicators that define the degree of vulnerability. A group of selected indicators becomes **vulnerability targeting criteria**.

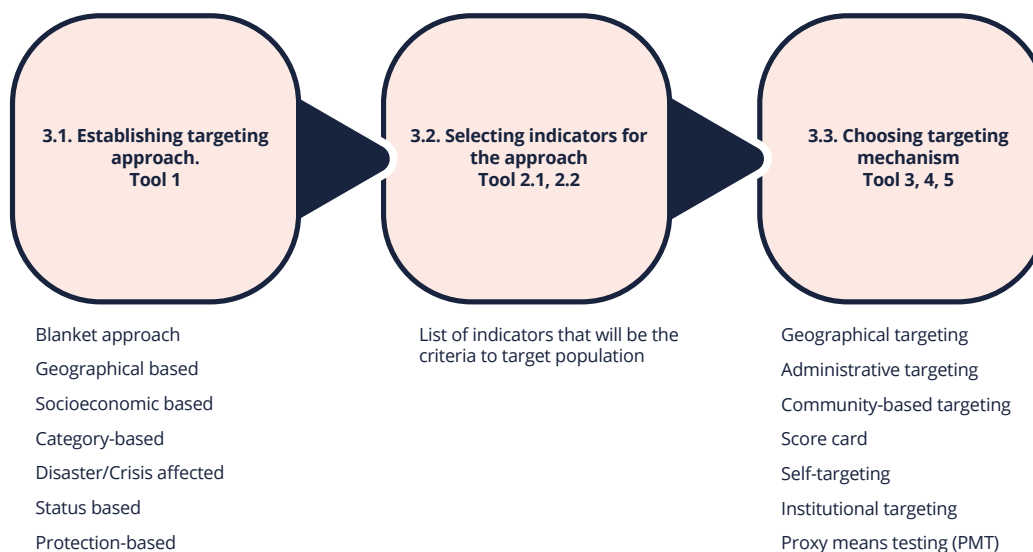
The **targeting mechanism** is the process set up to identify the individuals or households that fit the targeting criteria and thus qualify for assistance.

**Figure 1: Five steps in targeting in relation to the project management cycle**



1. Adapted from [Smith G., Mohiddin L., and Phelps L., Targeting in Urban Displacement Contexts. \(2017\). IIED. London.](#) This document focuses on Step 3 -Establishing targeting criteria, and Step 4 -Selecting targeting mechanism of the cited source.

**Figure 2: Steps and tools described in this document**





### 3. Considerations for selection of targeting process

#### 3.1. Establishing targeting approach

There is **no single 'best' approach** for targeting criteria; all have pros and cons depending on the context. Therefore, it is often necessary to use **numerous criteria and a mix of targeting approaches** to capture a multi-dimensional understanding of vulnerability.

A systematic review looking at best practice in urban and rural assessments, other guidelines and our experience within RC/RC Movement identifies the following types of approaches for targeting vulnerable populations.

**Table 1. Summary of Targeting Approaches**

Types of approach	Description
<b>General approaches applied in emergency response and development projects and programmes.</b>	
<b>1. Blanket approach</b>	In the aftermath of a disaster or crisis, when needs are very high and affecting most of the population, detailed targeting might not be appropriate and/or feasible. In such circumstances a blanket approach can save time and resources. This is a general approach commonly used when responding to basic needs in sudden-onset emergencies, efficient in the short term (0-3 months), and usually combined with a geographic approach (e.g. targeting the entire population in an area, or in a refugee camp).
<b>2. Geographical based</b>	It is based on prioritizing some areas in terms of location, such as belonging to the same administrative units, economic area, or livelihood zone, with a high concentration of economically insecure households. This approach is among the first to be applied. Once the geographical area has been selected, a blanket approach or more specific approaches (socio-economic, category-based, etc.), depending on the criteria selected, can be used to identify the most vulnerable within the geographical area.
<b>3. Socioeconomic based</b>	Based on livelihood factors, such as the range of resources available and the ability to use them. There are several possible metrics to consider: income/ consumption; assets/resources available; proxy indicators of income/ expenditure; social capital; and access to services and markets. Each factor captures an aspect of socio-economic vulnerability. This approach is usually combined with a category-based approach (including indicators such as household size, presence of elderly, chronically ill, etc.).
<b>4. Category-based</b>	Defined by population group or demographic characteristics such as gender, age, capacities, and ethnicity. While this approach has benefits in terms of transparency and ease of data collection, there is the risk of excluding other vulnerable groups.
<b>Targeting approach for disaster or crisis contexts that can be combined with some of the above</b>	
<b>5. Disaster / Crisis affected</b>	Used to target the population directly affected by a disaster or crisis. In this scenario, it is necessary to define how a household is affected and to which level, or degree, to qualify for assistance. Additional criteria, such as socio-economic and category, can be added to delimit the final target.

## Approaches to be considered in contexts of migration or displacement, whether or not to be combined with previous approaches.

### 6. Status-based

Based on the situation or status of persons in a migration context, whether as refugees, internally displaced, or belonging to host communities. It is important to note that this approach could contribute to conflict between those who receive assistance and those who do not.

### 7. Protection-based

The selection is made on the basis of protection-related characteristics: victims of violence, sexual abuse, trafficking, prostitution, child labour, high crime areas, etc.

See **Tool 1 - Summary of pros and cons of each targeting approach** for more detail on the advantages and disadvantages of the approaches according to different factors.

As each approach has pros and cons, it is often best to use a combination of approaches rather than a single one to better respond to each context.



### Examples of combination of targeting approaches

In a sudden emergency response, geographical and disaster-affected approaches are usually applied to limit the area and select only the affected population.

Additionally, to delimit further the target, socio-economic and category-based approaches can be applied, for example selecting households without income sources, with children under 5 years of age, and with persons with disabilities. Another example of a status-based targeting approach is selecting IDPs but among them, only women and children (category-based approach).







### Initial blanket approach in the emergency response after Nepal earthquakes

The assistance during the relief phase after the earthquakes of 2015 included a cash provision of NPR 15,000 (USD 150) by the central government to families whose houses had been damaged, in addition to distributions of food & non-food items and other cash support provided by non-government actors. The blanket approach for cash and non-cash assistance, fast to put in place, enabled a rapid response to meet basic needs. However, as there was a high number of affected populations, the coordination of all the responses of humanitarian actors raised some issues of harmonization of aid and resources.

## 3.2. Selecting targeting criteria (indicators)

Targeting indicators are criteria that measure an aspect of a household or individual that will define their vulnerability. Indicators must be well defined and measurable.

**Tool 2.1 - [Targeting criteria on multi-sectoral programmes](#)** includes a list of indicators for each of the targeting approaches seen in Tool 1.

These indicators can be used as reference to select the vulnerability criteria most appropriate for beneficiary selection in each case (e.g. households with children under 5 years old, households with no income sources, households that have lost production assets, etc.).



### Peruvian Red Cross response during the pandemic by Covid-19

Peruvian Red Cross, with IFRC support, implemented an assistance program to cover basic needs of vulnerable households during the COVID-19 pandemic through VISA card cash transfers. Among others, selection criteria or indicators based on socioeconomic, categorical, and status-based approaches were used to target vulnerable migrant populations (unemployed, newcomers, single women-headed households), families with no/or with minimum income, and minors or adult seniors in charge, and household non-recipient of other government grants.



**Tool 2.2 - Targeting criteria for sector-specific interventions** includes criteria for sectoral interventions in food security and livelihoods, shelter and wash, education, specialized protection, counselling and legal assistance to guide these complementary interventions in urban or rural contexts.



#### Tips for selecting targeting indicators:

- ✓ Consider **limitations due to location and context**. Indicators vary according to the ease with which they can be measured. Access, security, and distance in time to the affected area, expertise and resources, as well as budget available, are factors to be considered in every case to determine the type of criteria that can be applied.
- ✓ Include a **mix of targeting criteria**. Given the diversity of vulnerability, relying too much on one criterion (such as female-headed households) or one approach (such as categorical criteria) can result in inclusion and exclusion errors.
- ✓ When **adding new criteria**, always compare the expected increase in accuracy with the additional time and resources needed to carry out targeting based on these new criteria. There has to be a trade-off between the need for accuracy and the need to identify and assist beneficiaries in a timely and cost-effective manner.
- ✓ Decide whether particular criteria will take prevalence over others; and whether any **critical indicator** will determine immediate access to assistance, regardless of households meeting the other eligibility criteria.
- ✓ **Vary criteria** according to programme, component, or phase of the response. Targeting on multi-sectoral programmes can involve several tiers of targeting, using different targeting criteria according to the specific needs and vulnerabilities to address in each programme component or response phase:
  - Response phase: criteria need to be simple, and quick to apply and verify<sup>2</sup>.
  - Early recovery phase/protracted crises: more time available to select and apply criteria; interventions may aim to focus further on capacities.

2. Response time is critical in sudden emergencies, however, in protracted crises or slow-onset disasters, there is usually more time to select and apply detailed targeting criteria.

### 3.3. Choosing targeting mechanism

The **targeting mechanism** is the process by which we identify those households and individuals that fit the targeting criteria and are included in the programme. There is no single 'best' mechanism for targeting and it is likely that several mechanisms will need to be used simultaneously.

**Table 2. Summary of types of targeting mechanisms**

Types of targeting mechanisms	
<b>1. Geographical targeting</b>	Where neighbourhoods or wider administrative areas are selected.
<b>2. Administrative targeting</b>	Using pre-existing administrative data (official registrations). The risks are that data may be inaccurate, biased, or it might have been destroyed.
<b>3. Community-based targeting</b>	Effective participatory assessments that involve affected populations informing on their needs and capacities to the actors responding.
<b>4. Scorecard</b>	Scorecards combine a range of indicator types (protection, status, category, and socioeconomic) each of which is assigned a score. Data on these indicators are then collected through a household survey to develop a cumulative score that determines eligibility. The scores must be verified by relevant stakeholders and final exclusion/inclusion criteria must be applied.
<b>5. Self-targeting</b>	Those individuals within the target population who come forward to apply for assistance. They should meet the criteria from the different targeting approaches to ensure that assistance is provided to the most vulnerable.
<b>6. Institutional targeting</b>	Beneficiaries are identified by affiliation with a selected institution – be it a basic service provider, civil society organisation, community-based organisation, or humanitarian agency.
<b>7. Proxy means testing (PMT)<sup>3</sup></b>	Statistical analysis is undertaken on a sample of household data from the population of interest to identify which characteristics strongly correlate with poverty (in the form of a defining indicator for economic insecurity, such as expenditure or consumption). It is possible to combine a range of vulnerability criteria, including socioeconomic, categorical, and status-based indicators. Weights, or scores, are given to these indicators according to the strength of the relationship.

**Tool 3 - Targeting mechanisms** provides an overview of factors and **pros and cons to consider when selecting targeting mechanisms for urban and rural contexts**. Considering different factors and the given context, one mechanism or a combination of several mechanisms might be applied to target the most vulnerable population.

3. Due to the time and resources needed, PMT is not a commonly applied mechanism. However, there are experiences of using PMT for targeting humanitarian assistance to refugees in Lebanon, Jordan, and Iraq.





### Cyclone Idai response in Mozambique

The worst tropical cyclone on record to affect Africa and the Southern Hemisphere, made landfall on 15 March 2019 in the city of Beira, in Central Mozambique, causing catastrophic damage. A major humanitarian crisis unfolded with hundreds of thousands of people in urgent need of assistance.

The Mozambique Red Cross and the IFRC provided support to the most vulnerable populations during relief phase in health, shelter, water & sanitation, livelihoods and basic needs. National Societies and relevant government stakeholders combined at this phase a blanket approach to bring assistance to the population in affected areas (**geographical targeting**). Verification was done to check if beneficiaries belonged to the affected communities.



Mozambique / IFRC

**Tool 4 - [Geographic vulnerability indicators](#)** provides a range of indicators that can be used to estimate the vulnerability of administrative areas or neighbourhoods. Some of these can be found in secondary data, while others may require consultation with the authorities, key informants and other community members.



### Productive Safety Net Program (PSNP) in Ethiopia<sup>4</sup>

The Ethiopian government revised its emergency food aid system in 2005 and launched the Productive Safety Net Program (PSNP) for vulnerable populations. Within this program, the first level of targeting was **geographical**. 262 chronically food-insecure woredas (districts) were pre-selected based primarily on previous years' food aid needs. These targeted districts were then responsible for allocating PSNP resources among the sub-districts (kebeles) and villages within their area.

The selection of beneficiary households within villages is the final and most complex level of targeting. A broad definition of chronically food-insecure households is included in the national guidelines, but the details on how to identify these households are largely left to local decision-makers. Previous years' food-aid support was taken as a starting point for PSNP beneficiaries (**administrative targeting**). However, it was immediately clear that the qualification criterion of having received food aid during the last three years was too static. In practice, local decision-makers must identify the poorest households within the community according to **socio-economic criteria** (assets, income, and social capital) through a **community-based targeting mechanism**.



Ethiopia / IFRC

**Tool 5 - Scorecard targeting mechanism** provides a practical step-by-step guide to implement targeting based on the accumulation of vulnerability criteria.



### Syrian refugees' crisis in Turkey

When aiming humanitarian assistance to Syrian refugees in urban areas of Turkey in 2015, the Danish Refugee Council did not have the capacity to apply a statistical analysis. A scorecard mechanism was then adopted based on the accumulation of vulnerability criteria that staff could understand and where the scoring could be easily adjusted with input from non-technical staff.<sup>5</sup>

4. [The Productive Safety Net Program \(PSNP\), Ethiopia. 2018-2022. World Bank.](#)

5. [Armstrong P., and Jacobsen K., "Addressing Vulnerability? An analysis of the Danish Refugee Council's e-card programming in southern Turkey." Feinstein International Center, Tufts University, USA. 2015.](#)





### Experiences with Accumulation of Vulnerability Criteria in Ethiopia and Nepal

In **Ethiopia**, to provide assistance to returnees according to an **accumulation of vulnerability criteria**, the Ethiopian Red Cross collected information on registered returnees (approximately 2,500 persons) in the project's area related to the following 10 vulnerability criteria: household with children < 5 years of age; with no human assets (education, skills), social assets (participation in community groups); physical assets (equipment, livestock); financial assets (savings, access to credits/debts); natural assets (land); with extensive debts; without any support (family, friends or others); under one or more situations (disabilities, survivors of SGBV incidents, torture, trafficking); and woman-headed household (single, divorced, widow, separated, pregnant). After the final calculation of the score according to the vulnerability criteria, the threshold was established at 80, and 225 returnees with scores above 80 were selected for assistance after verification by all relevant stakeholders, and correcting inclusion and exclusion errors.



Nepal / IFRC

In **Nepal**, to provide livelihoods support in the recovery phase of the response after the earthquakes of 2015, the Red Cross of Nepal put in place a process to identify the most vulnerable households through an accumulation of vulnerability criteria, or **scorecard mechanism**, after consultation with different stakeholders, including government and community representatives.

The defined criteria, in this case, were the following: 1) Death of a productive member of the household due to the earthquake; 2) minor as head of household; 3) woman as head of household; 4) household with members with a disability and/or chronic illness; 5) household with no workforce; 6) household with only elderly people and/or dependent children; 7) household with no regular income; 8) Caste to which the family belongs; 9) Household's food security situation; 10) Land tenure.

Carrying out this process involved, among other steps, socializing the initiative, setting up a group of representatives in each community, and collecting and verification of information regarding the vulnerability criteria.



## 4. Recommendations and challenges in the targeting process

A continuación se incluyen unas recomendaciones generales para los procesos de focalización en cualquier contexto, tanto urbano como rural, y después unas recomendaciones más específicas para la focalización en cada uno de estos contextos.



### General tips for targeting in any context

- ✓ Clear **targeting objectives** are essential. Targeting populations in areas affected by crisis should not be open to cover pre-existing needs or deficits of development.
- ✓ Clear **exit strategies of the project** must be put in place and agreed upon among stakeholders.
- ✓ Targeting is **imperfect**: all targeting activities will generate errors of inclusion and exclusion. It is key to apply the inclusion and exclusion criteria agreed upon by the different stakeholders. Community representatives, local authorities, and Red Cross staff should verify the data collected from the field against the established criteria.
- ✓ Enable space for complaints from the population about the eligibility criteria and the selection of beneficiaries (feedback mechanism). This mechanism should be included in the **Community Engagement and Accountability (CEA)** system put in place to listen to communities' needs and complaints, ensuring they can actively participate and guide RC/RC actions, including targeting.
- ✓ If the selected targeting mechanism is based on vulnerability criteria and eligibility is determined by a scoring system (see Tool 5), relevant stakeholders must always carry out **verification**. At least 10% of the households must be checked to ensure that the information gathered is correct.
- ✓ Targeting requires a significant initial investment of both **time and resources** in assessment and high-quality context analysis.
- ✓ It is important to remain **pragmatic** to select a mechanism that allows prioritisation of assistance to meet needs as quickly, fairly and transparently as possible.
- ✓ Standardising **eligibility criteria** and keeping them simple contributes to build understanding, reduce confusion and increase perceptions of fairness.
- ✓ In urban and rural contexts, it is important that **local authorities** are also kept informed to ensure they understand the criteria and can respond effectively to possible complaints.
- ✓ Consider **mixed methods** for targeting. Given the scale of needs and the limitations of each targeting mechanism, it is considered good practice to combine more than one targeting mechanism to reduce errors and prioritise resources.
- ✓ **Communicate decisions** to communities, agencies, and authorities. The eligibility criteria must be clearly communicated to recipients and non-recipients prior to programme implementation to avoid tensions within displaced communities and between these groups and host communities. Any perception of bias could compromise the programme, undermine community relationships, and contribute to conflict.



#### Tips for targeting in RURAL contexts

- ✓ Approach, indicators and vulnerability criteria for targeting need to be developed in **consultation** with local stakeholders to select villages and communities within a district.
- ✓ Understanding **livelihoods systems** of rural communities, and their **gender dimensions**, is the basis for effective targeting.
- ✓ Initial **geographic targeting**, where relevant, is an effective way of reaching rural areas with high concentrations of people in vulnerable conditions.
- ✓ Before starting the targeting process, it is required to **share** it at local level through community committees.



#### Tips for targeting in URBAN context

- ✓ Understanding the **complexity** of urban communities and engaging a wide range of stakeholders in a sensitive way is key. The vulnerability criteria must be adapted to the context.
- ✓ **Sensitisation** activities in urban areas should take place through more than one channel to ensure adequate transmission of information. In addition to neighbourhood meetings, information bulletins disseminated among community mobilisers, social services, and community-based organisations (CBOs), urban programmes can take advantage of the widespread adoption of mobile technology and the internet to disseminate information through instant messaging, social media, and online forums for specific vulnerable groups.





The Philippines/Philippine Red Cross

Finally, in all cases, the eligibility criteria must be aligned with the programme objective, which may vary according to the phase of the response. Criteria must be always contextualised based on the findings of assessments.

In **summary**, good targeting involves trade-offs between different aspects including time, affordability, quality of data, resources and achieving something 'good enough' within the possibilities in each context and situation. In any case, **transparency** about "**who gets what and why**" is critical.





## Targeting challenges in urban and rural contexts

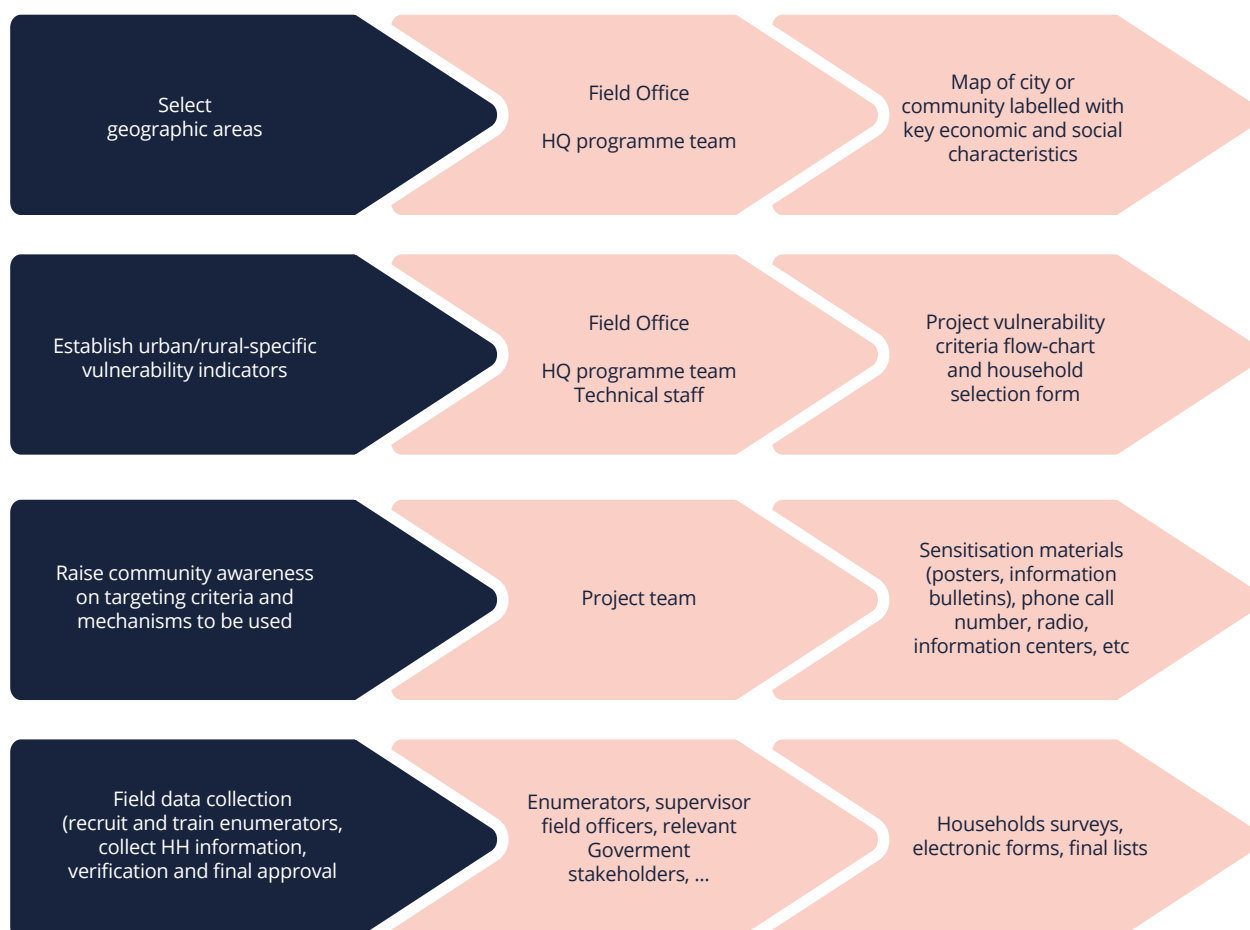
Targeting challenges in urban context	Targeting challenges in rural context
<ul style="list-style-type: none"> <li>• <b>High population density</b> and overwhelming number of people in need of assistance and scarce humanitarian resources.</li> <li>• Households that seemingly live well may have <b>chronic debts</b> or be unable to sustain a livelihood.</li> <li>• Those who may appear to be vulnerable may well not be (e.g. a single-headed, unemployed household may be receiving remittances).</li> <li>• Accurate baseline vulnerability data may not be available.</li> <li>• People often do not live close to work and have to travel in and out of cities, or to different areas of the city, both on a daily or on seasonal basis.</li> <li>• When targeting in urban areas, <b>fraud and corruption</b> can occur due to political manipulation and conflicting interests of complex social networks and leadership. These challenges should be considered in the process.</li> <li>• The construct of a 'community' in urban areas is heterogeneous and fluid and can <b>lack the cohesion of communities in rural areas</b>. Some displaced households can choose to stay anonymous, whilst others move regularly for economic reasons or their own protection.</li> </ul>	<ul style="list-style-type: none"> <li>• Rural poor people are <b>not a single, homogenous group</b>. Usually, they are independent producers and wage workers whose livelihoods mainly depend on agriculture-related activities.</li> <li>• Inclusion of households located in <b>remote areas</b> that are difficult to access in order to collect information.</li> <li>• Lack of/ low access to <b>advanced technology</b> and capacities to understand and complete surveys for collecting information on their situation of vulnerability.</li> <li>• Lack of/ low access to <b>formal financial institutions</b> for capital of any sort.</li> <li>• Frequently vulnerable rural communities are often <b>socially excluded groups</b>, isolated and marginalised from government policy and programme makers.</li> </ul>



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## 5. Steps in the targeting process and identification of staff involved

Figure 3. Steps in the targeting process: what, who, how



## 6. Key stakeholders in urban and rural contexts

During the process of collecting vulnerability data, the following stakeholders might be involved:

**Table 4. Key stakeholders in the targeting process**

Key Stakeholders	Examples
<p>In urban areas provide access to sources of data that can inform vulnerability criteria. For example:</p> <ul style="list-style-type: none"> <li>– <b>City planners</b> can provide information on which formal administrative units and informal settings are vulnerable to risks such as flooding; have poor access to basic services, to markets; have longer travel times to informal employment opportunities; and are insecure or run by criminal gangs.</li> <li>– <b>Social welfare programmes</b> are generally more established in urban settings than in rural regions. Data on the coverage of these programmes can help inform which municipalities/areas are most vulnerable. Eligibility criteria on social assistance schemes (categorical indicators, or proxy indicators of poverty) may be pertinent indicators of economic and social vulnerability for IDPs and host communities.</li> </ul>	<p>Central government, local development councils, regional and municipal government, political parties, emergency services, judicial and penal actors, law enforcement, armed forces, social services, hospitals, health, and education staff.</p>
<p><b>Engaging with other humanitarian actors</b></p> <p>In the process of selecting indicators, it is important to find out about any previous experiences of humanitarian actors in the area to prevent possible duplication of support aimed at the same population, avoiding possible conflicts between communities.</p>	<p>National and international humanitarian actors, Food Security and Livelihoods (FSL) clusters, FSL and cash working groups.</p>
<p><b>Engagement with the community</b></p> <p>Targeting criteria should ideally be based on information collected from discussions with affected communities. This is necessary in order to:</p> <ul style="list-style-type: none"> <li>– Capture their understanding of vulnerability and learn about characteristics of the poorest and most vulnerable households in their neighbourhood.</li> <li>– Increase community acceptance of the targeting criteria.</li> </ul>	<p>Community-based organisations, RC/RC National Societies through their local branches, religious authorities, faith-based organizations, charities, traditional authorities, elders, healers, tribal/ethnic groups leaders, influential families, youth groups, women groups, other minority groups, diaspora, local media, community/grassroots radio, newspapers, etc.</p>
<p><b>Engagement with the private sector</b></p> <p>In urban contexts, the private sector – as a provider of a range of services to the target population – may have supporting data and other relevant information which can inform your choice of targeting criteria. Remittance companies, for example, may have data on the population groups which have difficulty in accessing financial services due to a lack of civil documents, and also information on which areas are benefitting most from remittances<sup>6</sup>.</p>	<p>International companies, market traders, small and medium-sized businesses and employees, labour networks, seasonal workers, service/utility providers, healthcare providers, media groups, chambers of commerce, business associations, finance institutions, and banks.</p>

6. This might however, indicate two different things: that these areas are the most vulnerable and thus extremely dependent on remittances; or that they have a strong coping mechanism and already receive some assistance through remittances.



## 7. Targeting in the context of the Covid-19 pandemic

The COVID-19 pandemic has shown that although everyone is vulnerable to the virus in terms of health, populations in socio-economic vulnerable conditions have a higher risk due to limited access to health services and poor living conditions. In addition, the impact of measures to reduce the spread of the virus like mobility restrictions had a greater impact on these populations which suffered at large the negative effects on local small businesses, shops, traders, employment, education, and prospects for the immediate future.

**Tool 2.1 - [Selecting Targeting Indicators](#)** includes **socio-economic** and **categorical indicators** adapted to response in a pandemic context, or similar crisis, which might be useful.

**Tool 3. - [Targeting Mechanisms](#)** includes different types of targeting mechanisms applied during the Covid19 pandemic response. In this context, a targeting mechanism to collect the data for the vulnerability criteria is **remote assessment**. Online or phone surveys might be carried out by the organization to gather this information instead of doing it through field visits.





### Recommendations for targeting in a health crisis response.

- ✓ Coordinate with relevant stakeholders to avoid duplication, share information and resources.
- ✓ Make use of indicators that are easily measured by online or telephone surveys which can be verified by local authorities.
- ✓ After training staff and volunteers to be involved, make use of electronic mobile data collection systems, such as Kobo Collect<sup>7</sup>, to have reliable and accessible data.
- ✓ Avoid targeting patterns that give preference to men who are assumed to be the main household provider. This assumption leaves female-headed households and others behind.
- ✓ Health crises have proved to have a greater impact on women, as they are the majority of health workers and caregivers. Targeting requires taking into consideration their roles and needs in health-related crises (see indicators in Tool 2.1).
- ✓ Consider the registration of all household members creating a key registration ID both at individual and household level linked between them. This approach will facilitate the integration of sectors, enhance complementarities, and also contribute to reducing the risk of duplicity.



Bangladesh / IFRC.

7. IFRC KoBo Toolbox is a set of mobile tools that allows National Society staff and volunteers, IFRC staff and International Committee of the Red Cross (ICRC) staff to conduct surveys and collect data. [IFRC KoBo](#) | [IFRC](#)

## 8. Other resources

- Urban informal sector: identifying those most at need and innovative approaches to find them. Tips developed for responding in urban areas and informal settlements in the COVID-19 context: (<https://www.preparecenter.org/resource/thinking-urban-in-the-context-of-covid-19/>)
- The Global Alliance for Urban Crises is a multi-disciplinary, collaborative community of practice working to prevent, prepare for and effectively respond to humanitarian crises in urban settings. <http://urbancrises.org/>
- ALNAP and UN-Habitat developed the Urban Humanitarian Response Portal, which has now grown to be the largest library of reports, lessons learnt, policies, tools and methodologies relevant to responding to crises in urban environments (<https://www.urban-response.org/>)
- G. Smith, L. Mohiddin and L. Phelps, Targeting in Urban Displacement Contexts: Guidance Note for Humanitarian Practitioners (London: IIED, 2017) (<http://pubs.iied.org/10826IIED>).
- D. Sanderson. Urban Humanitarian Response (London, ODI, 2019) (<https://odihpn.org/resources/humanitarian-response-urban-crises/> )
- International Rescue Committee (2017) Urban context analysis toolkit. Guidance note for humanitarian practitioners. (London: IIED, 2017) (<https://pubs.iied.org/10819IIED/>)
- Road map to community resilience – Operationalizing the Framework for Community Resilience (Geneva, IFRC, 2018) (<https://www.ifrc.org/document/road-map-community-resilience>)
- The Cash Hub is hosted by the British Red Cross as a resource for the work of the International Red Cross and Red Crescent Movement to deliver cash and voucher assistance (<https://cash-hub.org/guidance-and-tools>)
- Targeting entrepreneurs: Livelihoods resource centre has developed a guidance note for targeting potential participants in medium and small businesses development projects.  
([https://www.livelihoodscentre.org/documents/114097690/181759481/Targeting+Entrepreneurs\\_EN.pdf/ff7436b9-a6ff-6cc5-195e-46a139a82fdc?t=1589795410079](https://www.livelihoodscentre.org/documents/114097690/181759481/Targeting+Entrepreneurs_EN.pdf/ff7436b9-a6ff-6cc5-195e-46a139a82fdc?t=1589795410079))
- Guide: How to Establish and Manage a Systematic Feedback Mechanism with Communities (<https://www.ifrc.org/document/how-establish-and-manage-systematic-community-feedback-mechanism>)
- A Red Cross Red Crescent Guide to Community Engagement and Accountability (CEA) (<https://www.ifrc.org/document/cea-guide>)



