

Collective Anticipatory Humanitarian Action for Monsoon Flooding

Bangladesh

INTERIM REPORT



Welcome To Your 60dB Results

We enjoyed hearing from 965 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?
- How could the offering be improved with respect to content or delivery in the future, with a particular focus on timing?
- 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.

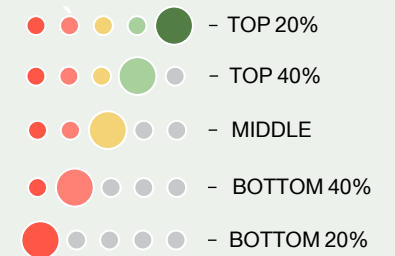
All about Benchmarks

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 78 companies, across 22 countries. We make some wider comparisons in the [Appendix](#).

Performance vs. Benchmark



Illustrative funds and companies in our Agri. Benchmarks



About the Data

The UN agencies appear to be serving a relatively homogenous beneficiary base.

There was a narrow degree of variability in demographics.

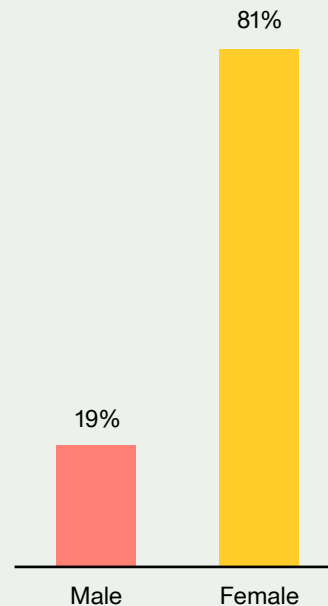
We observed slight gender differences by agency. While most WFP (89%) and UNFPA (91%) beneficiaries were female, FAO had a more balanced split of female (62%) and male (38%) beneficiaries.

The information in this report was collected in October 2020 over the phone by a team of 10 60dB research assistants. Interviews took on average 23 mins to complete.

About The Beneficiaries We Spoke With

Data relating to beneficiary characteristics (n = 965)

Gender



Agency

- WFP (308 beneficiaries)
- UNFPA (346 beneficiaries)
- FAO (311 beneficiaries)

Age

34 Is the average age

90% Beneficiaries below 50 years old

Household Size

5.1 Average size

District

- Rangpur (89%)
- Mymensingh (7%)
- Rajshahi (4%)

9 Insights: What's Going Especially Well?

1 High NPS, low challenges: in terms of the two of the most important drivers of beneficiary satisfaction the agencies do exceptionally well. The NPS scores are all above 50 (the marker of excellence) and reported challenges are exceptionally low (just 2%). Whilst there is a chance these could be biased by the beneficiary-donor construct, we do see considerably higher challenges reported and lower NPS results among other charitable/NGO work. Your delivery processes seem to be working highly effectively (pages [27](#) and [32](#)).

2 The UN agencies are achieving a high degree of inclusivity: it is impressive to see that all three agencies are so effectively reaching the very poorest amongst Bangladeshi beneficiaries (page [21](#)). This likely won't come as a surprise to you, but it's a validation that your work is essential to supporting the most marginalized.

3 Positive quality of life impact: Across the agencies, over 8 in 10 customers reported that their quality of life improved due to the aid they received. In their qualitative feedback, beneficiaries reported benefits such as more money to buy food, improved personal hygiene, and better livestock health (page [44](#)).

9 Insights: What can we do better?

4 **How highly is cash valued:** Our data reveals 8 in 10 beneficiaries reported experiencing quality of life improvements due to the 4,500 taka (\$53) they received. This is explained by their use of the cash to buy food, livestock, and conduct repairs in their home (page [45](#)). Perhaps surprisingly 2 in 10 customers reported no change in their quality of life due to the cash which is higher than what we see with the other agencies. On the flip side, WFP beneficiaries did report an excellent NPS® - a common gauge of satisfaction - of 59, which is the highest among the agencies.

So what might be happening? Notwithstanding any potential for bias, some of the explanation may be found in qualitative responses. Here beneficiaries often reported that the cash amount was good for short-term relief as well as flexibility but did not offer as much long-standing impact (page [45](#)). Given that different agencies targeted different beneficiary groups, could the underlying beneficiary profile be affecting reporting outcomes?

Some new questions for our follow up. In the follow-up study, we aim to unpack a little more what is happening here. We will ask respondents to compare different cash amounts against other forms of aid to identify opportunities for greater impact. We will also ask about combinations of cash with other products and their relative timing.

5 **Safety may be about more than just physical security:** 71% of UNFPA beneficiaries reported that they and/or other female household members feel safe in their current location as compared to 63% of WFP beneficiaries and 59% of FAO beneficiaries. Could access to the dignity kits be positively impacting women's perception of safety? Perhaps this is because safety is about more than physical safety. We may feel safe if we can look after our personal hygiene properly and feel we have someone or some agency looking after us too (page [54](#)). Alternatively, UNFPA might be targeting women who are already part of support networks and groups.

6 **However too many women report feeling unsafe:** that for every ten women between three and four do not report feeling safe is cause for concern. We recommend we aim to better understand the underlying reasons for this perception in the next round of surveying.

9 Insights: Ideas for Action

7 **Beneficiaries want communication by phone:** but thus far only WFP is doing that. Across all the agencies more than 50% of the recipients say their preferred mode of communication is phone, suggesting an opportunity to support on-ground engagement with an additional communication channel. (page [25](#)).

8 **A third of beneficiaries don't think the support is equitable:** we're not really sure how to read this. Perhaps this is poor performance? Or looking at it the other way around, that two thirds think support is equitably distributed is impressive. But regardless we do think it's interesting. This may be the sort of metric to track over time and see if you can influence it (with better communication) or at least ensure it doesn't get worse. How we feel about equity can have a major impact on the value we get from a programme (page [42](#)).

9 **More food during peak floods:** beneficiaries report the use of significantly more coping strategies during the peak floods. Forgoing meals (especially for adults) appears to be the main behavioral change; roughly a third more people report skipping meals at the peak of the floods (page [52](#)).

Performance Snapshot: Overview

All agencies are doing well on reaching low-income beneficiaries and providing them with a seamless experience.

Profile

42%

live in extreme poverty
below \$1.90/day
85% live in poverty
below \$3.20/day



Impact

92%

quality of life improved



What Impact

- 21% mentioned improved livestock/crop health
- 20% reported improved personal hygiene
- 17% said they were able to purchase food

Effect of Floods

81%

'severely affected' by
floods

Net Promoter Score®

56

on a -100 to 100 scale
for beneficiary
satisfaction and loyalty



Contribution

70%

first time accessing aid



Equitable Access

93%

agreed that the aid
went to households
who needed it most

Gender Equity

70%

reported that the aid
benefitted both men
and women equally

Performance | Voices



WFP Performance Snapshot

WFP performs particularly well on providing them with a seamless experience. There's room for improvement to deepen impact.

Profile

40%

live in extreme poverty below \$1.90/day
84% live in poverty below \$3.20/day



Net Promoter Score®

59

on a -100 to 100 scale for beneficiary satisfaction and loyalty



Impact

80%

quality of life improved



Contribution

59%

first time accessing aid



What Impact

- 43% mentioned being able to buy food
- 21% reported being able to buy livestock for income generation
- 13% said they were able to do home improvements

Equitable Access

91%

agreed that the aid went to households who needed it most

Effect of Floods

85%

'severely affected' by floods

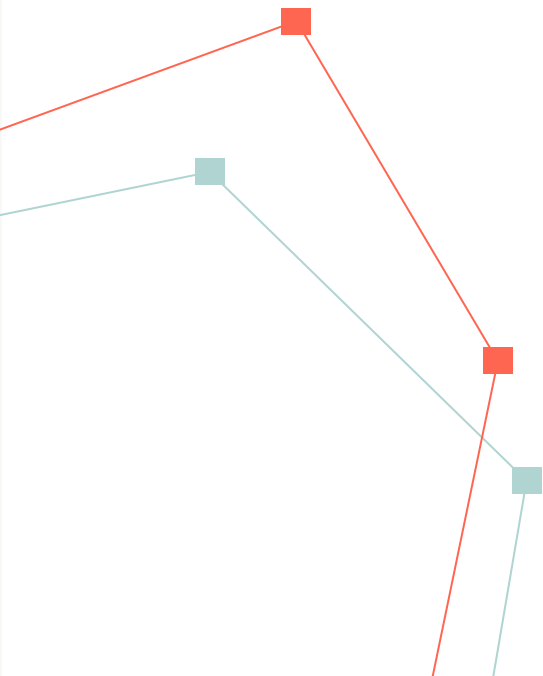
Gender Equity

76%

reported that the aid benefitted both men and women equally

Beneficiary Voices: WFP

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



Impact Stories

80% shared how WFP's cash transfer had improved their quality of life

"During flooding, we did not have enough food. After getting the money we could buy normal food as well as dry foods. Besides these, we bought oil, shampoo, soap which are necessary items. Overall, we felt somewhat relieved to get the money." – Female, Rangpur, WFP

"I bought some domestic animals such as goat, hen and duck. It enabled us to consume eggs and meat from duck and hens. We will sell the goat during next Eid Ul Adha and make some extra money from it. This is how we could improve our life." – Female, 55, Rangpur, WFP

"During this natural calamity we lost our house in rising river water and took shelter in roadside upper ground. This financial aid helped us to buy tinfoil, rope and food during flood and helped us a lot from certain natural disaster." – Female, 35, Rangpur, WFP

"Many problems have been solved. It enabled me to buy necessary food for my family. We did some reconstruction work for my house." – Female, 41, Rangpur, WFP

Opinions On WFP's Value Proposition

65% were Promoters and were highly likely to recommend

"We are very grateful to the agency. We received the money when we needed it the most. We were able to buy food and some clothes." – Female, Mymensingh, WFP

"I was so happy to get help from the agency otherwise I had to starve with my family. It would be great if you could give me another help." – Female, Rangpur, WFP

Requests for Support

"I have nothing to ask more. Please give us whatever you wish for. As you are insisting, if the amount of the money is increased, we will be much obliged." – Female, 38, Rangpur, WFP

"It would be very helpful if you could arrange a source of income for us." – Female, 50, Rangpur, WFP

Performance | Voices



UNFPA Performance Snapshot

UNFPA is doing an excellent job at providing first time access to under-served beneficiaries. More than half of the beneficiaries report significant quality of life improvements.

Profile

44%

live in extreme poverty below \$1.90/day
85% live in poverty below \$3.20/day



Net Promoter Score®

55

on a -100 to 100 scale for beneficiary satisfaction and loyalty



Impact

99%

quality of life improved



Contribution

87%

first time accessing aid



What Impact

- 48% reported improved personal hygiene
- 25% talked about improved access to essential products
- 14% mentioned feeling safer from COVID-19

Equitable Access

94%

agreed that the aid went to households who needed it most

Effect of Floods

82%

'severely affected' by floods

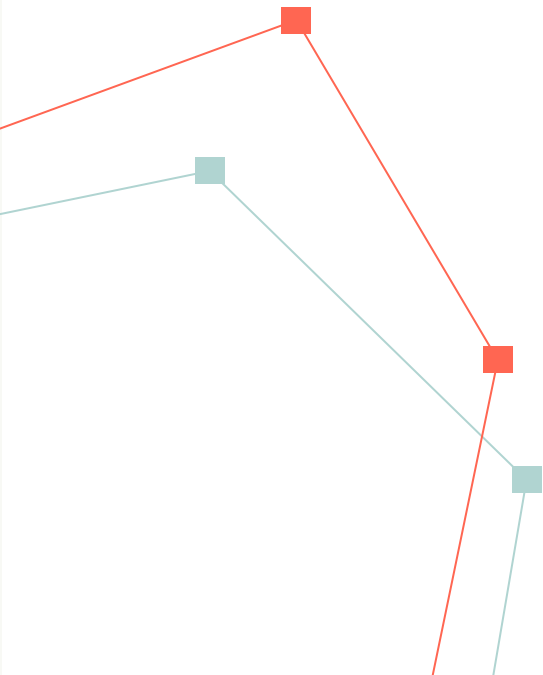
Gender Equity

55%

reported that the aid benefitted both men and women equally

Beneficiary Voices: UNFPA

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



Impact Stories

99% shared how UNFPA's female dignity kit had improved their quality of life

"We were in a very bad situation. There was no income. There was no way to earn it. I could not even raise the cows. Grass was nowhere in the field, all drowned in the flood. Getting the help, we got made us satisfied." – Female, 22, Rangpur, UNFPA

"This kit reduced the risk of getting affected by corona and now I can keep my hands clean." – Female, 30, Rangpur, UNFPA

"When there was no money to buy food, I could never buy so much. The things we got were really very much needed for our health and hygiene. – Female, 24, Rangpur, UNFPA

"It is impossible to describe how much I benefited from it. This kit seems to have given my family a lot of relief at the time of the disaster and corona virus pandemic. Maintaining a hygienic life is very important to serve food to other family members. Thus, this kits has helped a lot in remaining healthy during the flood situation." – Female, 27, Rangpur, UNFPA

"This kit contains sanitary napkin. I have never used this before. I felt so comfortable after using this and I was able to move very easily." – Female, 25, Rangpur, UNFPA

Opinions On UNFPA's Value Proposition

61% were Promoters and were highly likely to recommend

"Because they gave us 17 essentials things including soap, savlon, saree etc. which are very essential not only for women but also for men. I highly recommend it." – Female, 26, Rangpur, UNFPA

"During any natural crisis women have to suffer a lot because of their security and sanitary problem. But this kit given by UNFPA solved these problems this year. – Female, 45, Rangpur, UNFPA

Requests for Support

"Good roads, well-equipped bazaars, no obstacles to education - such assistance is needed before the floods." – Female, 32, Rangpur, UNFPA

"Homes are usually destroyed after floods, crops are damaged, vegetables need to be planted, livestock are basically the ones that need help. – Female, 27, Rangpur, UNFPA

Performance | Voices



Food and Agriculture
Organization of the
United Nations



FAO Performance Snapshot

FAO beneficiaries report high satisfaction levels and quality of life outcomes. There's room for improving its reach to under-served beneficiaries.

Profile

43%

live in extreme poverty below \$1.90/day
85% live in poverty below \$3.20/day



Net Promoter Score®

53

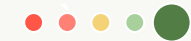
on a -100 to 100 scale for beneficiary satisfaction and loyalty



Impact

95%

quality of life 'very much improved'



Contribution

61%

first time accessing aid



What Impact

- 50% reported improved livestock/crop productivity
- 17% reported improved storage for essentials
- 12% reported improved access to clean drinking water

Effect of Floods

77%

'severely affected' by floods

Equitable Access

94%

agreed that the aid went to households who needed it most

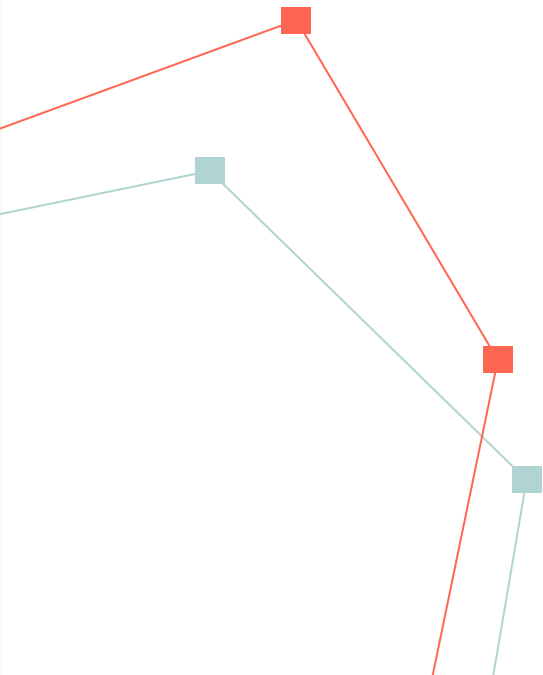
Gender Equity

81%

reported that the aid benefitted both men and women equally

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

"When the help arrived, we were in the middle of a disaster. So, it was very difficult to buy feed for our livestock as we didn't have any money for that. Also, the drum (container) is still very useful. I store seeds in there, and when there's no seed to stock I use it to keep rice." – Female, 90, Rangpur, FAO

"It provided me an opportunity to spend less money on livestock food. So, I used the money to provide for my family. That's how my life improved." – Male, 39, Rangpur, FAO

"Our livestock is very precious for us. We can earn some money by selling dairy products. Without the help we wouldn't have been able to feed the cows. And they may have died, or we would have had to sell them. But with the help we are able to feed them somehow and keep them." – Female, 25, Rangpur, FAO

"I got 90 kgs of feed. I could feed the cows for 45 days and then it gave birth to a calf. So, my life has improved a lot." – Male, 35, Rangpur, FAO

Opinions On FAO's Value Proposition

59% were Promoters and were highly likely to recommend

"The feed is really good. This livestock feed helps me to feed my cows during the period of flood. This nutritious feed helps me to get more milk. That's why would like to recommend it to all my friends and other farmers." – Male, 60, Mymensingh, FAO

"I got the drum (Silo) for free. It was used to store dry food during the rainy season. We also used it to store important papers, food, mobile and many other things." – Male, 30, Rangpur, FAO

Requests for Support

"If we can receive the help before the disaster it would help us to prepare carefully. We can plan and make sure of proper arrangement for my livestock."- Female, 30, Rangpur, FAO

"After the flood, our animals suffer due to various diseases that's why we need a temporary domestic animals treatment center." – Female, 43, Rangpur, FAO

Key Questions We Set Out To Answer

- Who are the agencies reaching?
 - > Demographics
 - > Consumption based poverty profile
 - > Share of beneficiaries accessing aid for first time
- Are beneficiaries satisfied with the agencies?
 - > Net Promoter Score & drivers
 - > Challenges experienced
 - > Requests for support
- What impact are the agencies having?
 - > Impact of the timing of aid
 - > Agency specific outcomes
 - > Impact on equitable access
 - > Impact on quality of life
 - > Top outcomes being experienced
- What is the effect of floods on beneficiary households?
 - > Severity of floods
 - > Effect on food consumption
 - > Effect on mental wellbeing
 - > Effect on women's security

“I want to tell other people in my area about the kits to all so that they can be able to live in safe and protect their family in the disaster period.” – Female, 26, Rangpur, UNFPA

Key Questions We Set Out To Answer

- Who are the agencies reaching?
 - > Demographics
 - > Consumption based poverty profile
 - > Share of beneficiaries accessing aid for first time
- Are beneficiaries satisfied with the agencies?
- What impact are the agencies having?
- What is the effect of floods on beneficiary households?

“The drum is very helpful for us as we kept our important instruments of harvesting inside the drum. This aid helps us keep our faith in staying alive. These agricultural instruments are the only guiding force of our lives and we are happy as we were able to protect them from flood water through this waterproof drum.” – Female, 40, Mymensingh, FAO

Beneficiary Profile: Consumption Trends

42% of all beneficiaries live below the \$1.90 per person / per day and 85% below \$3.20. All three agencies are performing well at reaching the poor.

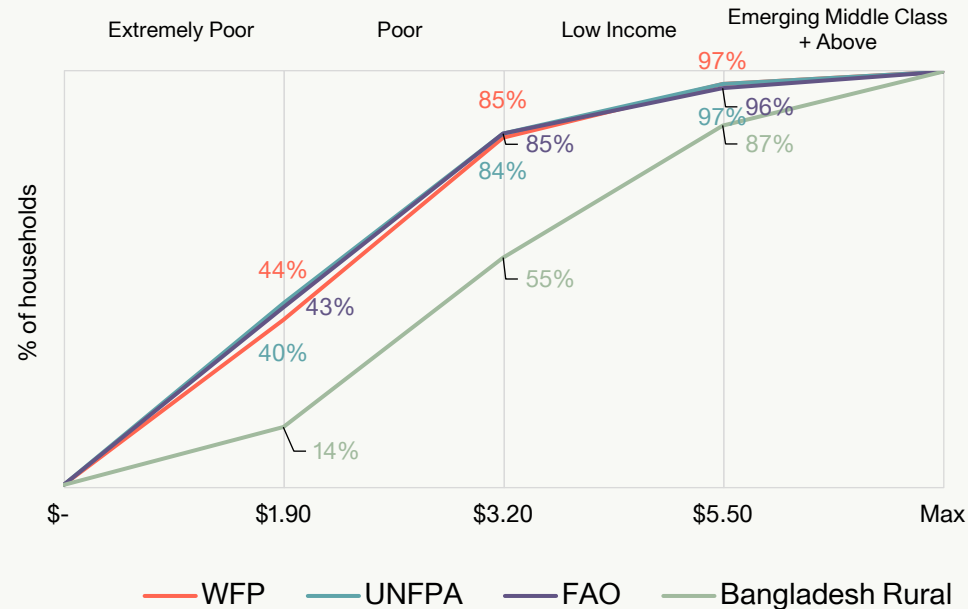
To understand beneficiaries' consumption patterns and hence disposable incomes, we used a specially designed consumption-based version of the **Poverty Probability Index®**.

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

All 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; 308 WFP; 346 UNFPA; 311 FAO)



Inclusivity Ratio

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

2.35

2.19

2.32

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.

Beneficiary Profile: First Access

7 in 10 beneficiaries reported accessing the aid for the first time. UNFPA performs particularly well in reaching under-served beneficiaries.

The high percentage of beneficiaries who are accessing aid for the first time suggests that the UN agencies are reaching an under-served beneficiary base.

Of those beneficiaries who reported having prior access to similar aid:

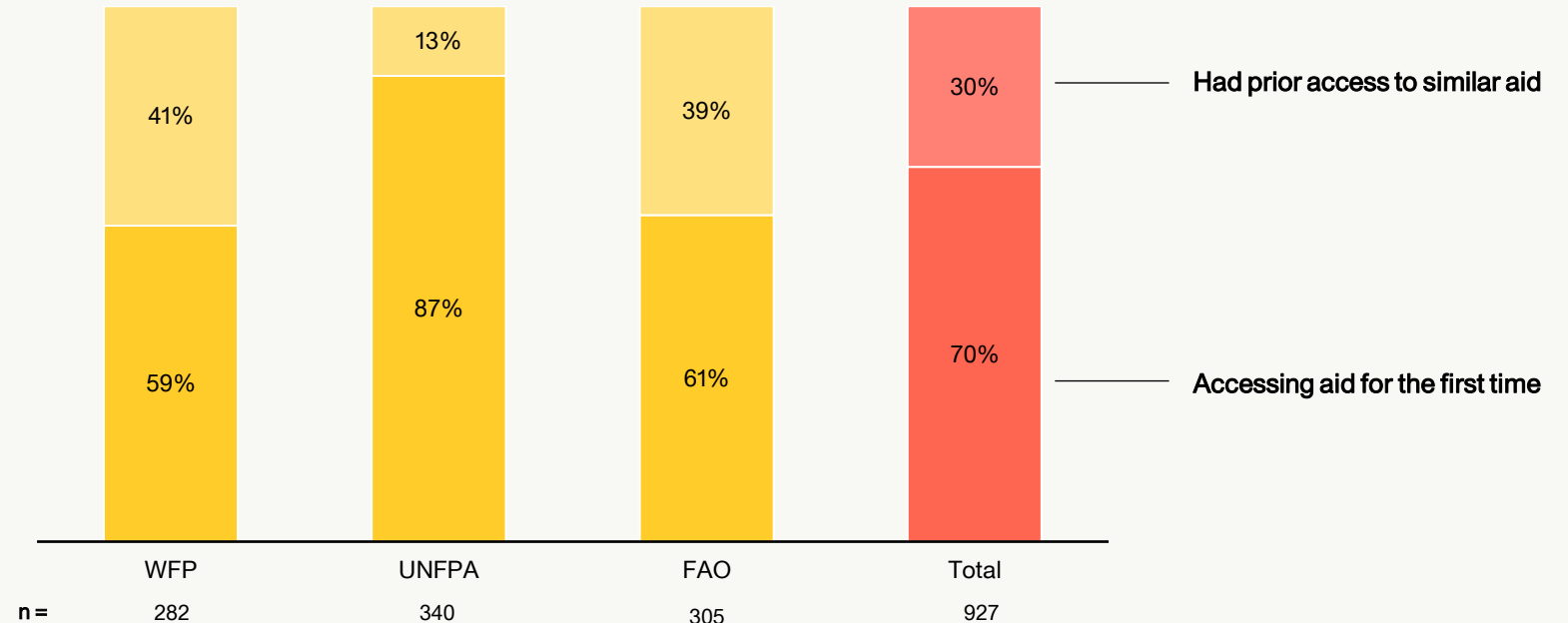
- only 3% said that they received the aid earlier than in previous floods
- 4% said they received it later
- 23% said it was neither earlier nor later

Of those who reported receiving the aid earlier, most beneficiaries said that it made it 'a lot' or 'a little' easier to cope with the floods.

Beneficiaries living in poverty were slightly more likely (74%) to report first time access vs. those not in poverty (67%).

First Access

● ● ● ● - BOTTOM 40%



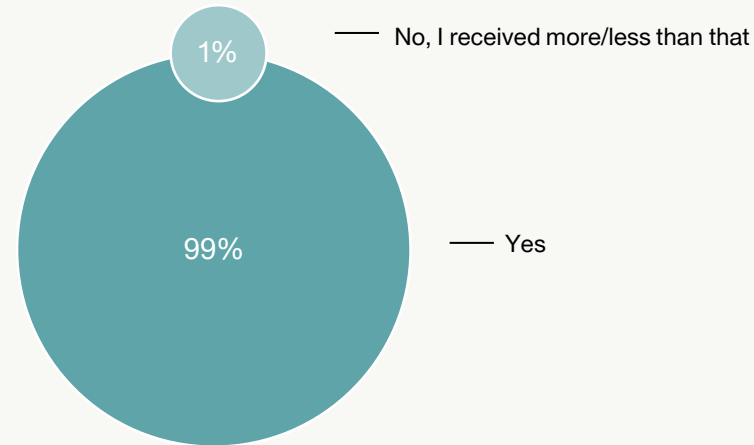
Beneficiary Profile: Access to Aid Provided (WFP)

Access to cash is working well, and beneficiaries are spending pretty much all of it.

We also asked beneficiaries how much of the cash transfer amount have they used till date. 94% reported having used all of the cash transfer amount.

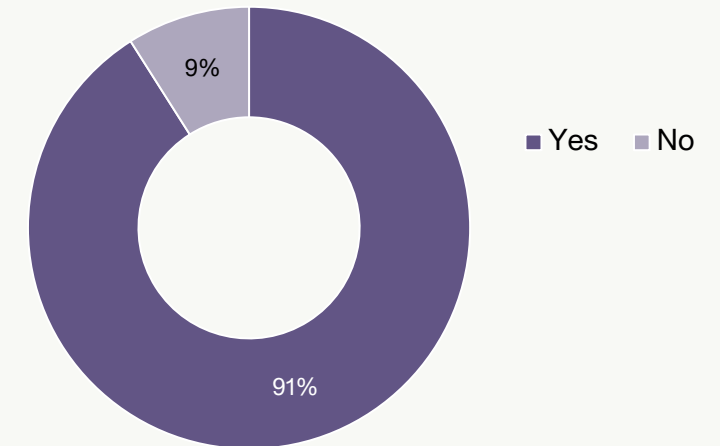
Cash Transfer Amount Received

Q: Did you receive 4,500 Taka in your bKash account between July 14th – 30th from the World Food Programme? (n = 307)



Access to Cash Distribution Point

Q: Were you able to access the cash distribution point when needed? (n = 308)

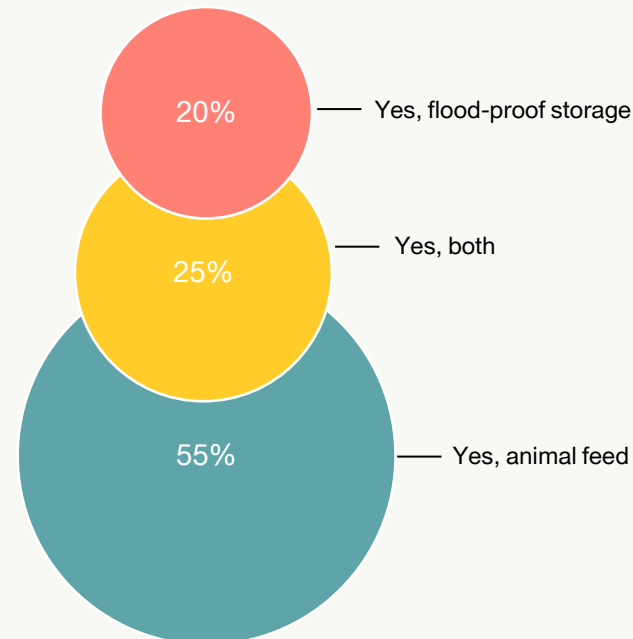


Beneficiary Profile: Access to Aid Provided (FAO)

More than half of the beneficiaries received the animal feed. A quarter of them received both the animal feed and storage equipment.

Access to Different Aid

Q: Did your household receive feed for livestock or flood-proof storage containers for agricultural and productive assets between 20th – 30th July? (n = 311)



“I would recommend [FAO] because they work for helping the needy people. As there was flooding and we were struggling that time, even a small help meant a lot.” – Female, 32, Rangpur, FAO

“The livestock feed was really helpful for us. This aid support us during the peak of the flood as there were no fresh grass anywhere.” – Female, 55, Rangpur, FAO

“The drum provided to me is really a helpful during this flood situation as there are no waterproof products to keep safe our important items. This drum helped us to secure our agricultural instruments and some daily necessary products.” – Female, 32, Rangpur, FAO

Beneficiary Profile: Information Sources

The phone is your friend.

WFP is successfully meeting beneficiaries where they are in terms of communication.

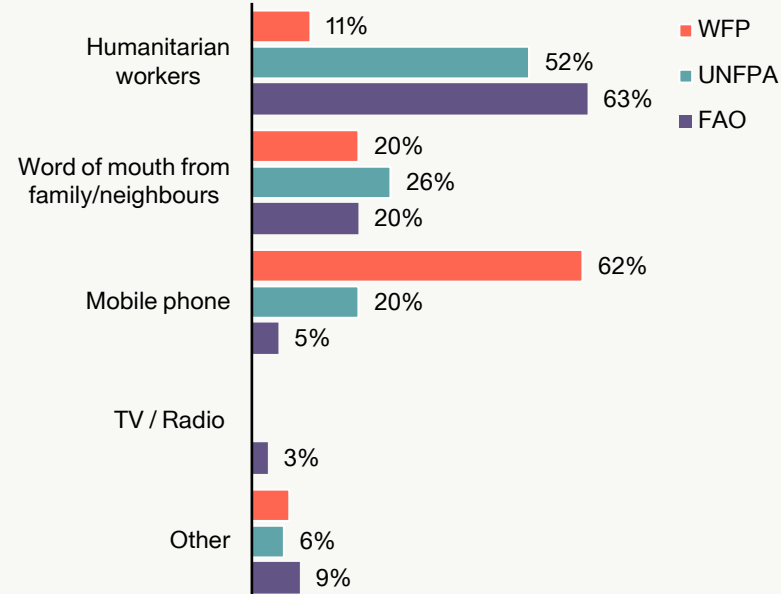
UNFPA and FAO should consider switching to phone based communication.

Question

Is this a function of WFP's beneficiaries' access or proficiency with mobile phones or unique to the WFP approach?

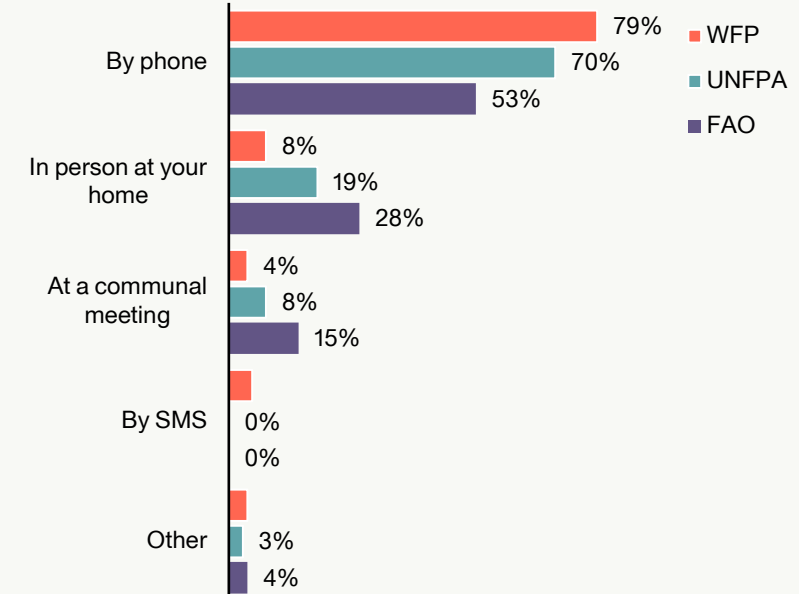
Source of Information for Beneficiaries

Q: How did you hear about the aid?
(n = 965; 308 WFP; 346 UNFPA; 311 FAO)



Preferred Method of Communication

Q: What is your preferred way to communicate with aid providers?
(n = 965; 308 WFP; 346 UNFPA; 311 FAO)



Key Questions We Set Out To Answer

- Who are the agencies reaching?
- Are beneficiaries satisfied with the agencies?
 - > Net Promoter Score & drivers
 - > Challenges experienced
 - > Requests for support
- What impact are the agencies having?
- What is the effect of floods on beneficiary households?

“When I got the money, I cried for half an hour. I didn't have any money to buy any food for the children. We were starving for 2 days. And then I got your money and bought rice and other things to eat. So, if you can give me the kit earlier , I would be grateful.” – Female, 23, Rangpur, UNFPA

Beneficiary Satisfaction: Net Promoter Score

The agencies on average have a Net Promoter Score® of 56 which is very good, and higher than the 60dB Global, South Asia and Agriculture sector averages.

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 respondents to explain their rating explains what they value and what creates dissatisfaction. These details are on the next page.

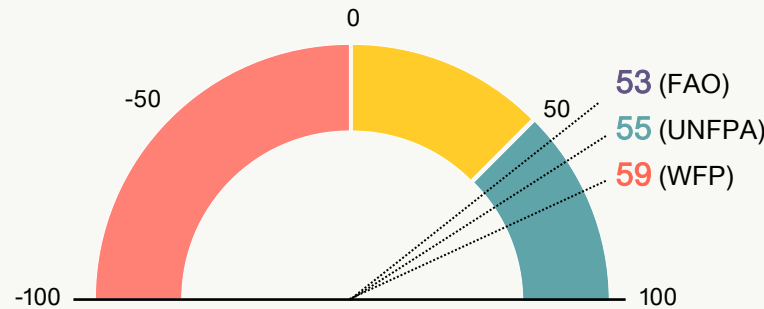
Insight

You're in the top 40% of our benchmark for this indicator.

Increase this score by 10 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)



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

NPS Benchmarks

● ● ● ● ● - TOP 40%

| | |
|---|-----------|
| 60 Decibels Global average 300+ companies | 42 |
| Agriculture average 78 companies | 36 |
| South Asia average 87 companies | 40 |

NPS by Agency

All agencies are performing equally well in providing beneficiaries a seamless experience.

Those who reported first time access to aid were more likely to be Promoters.

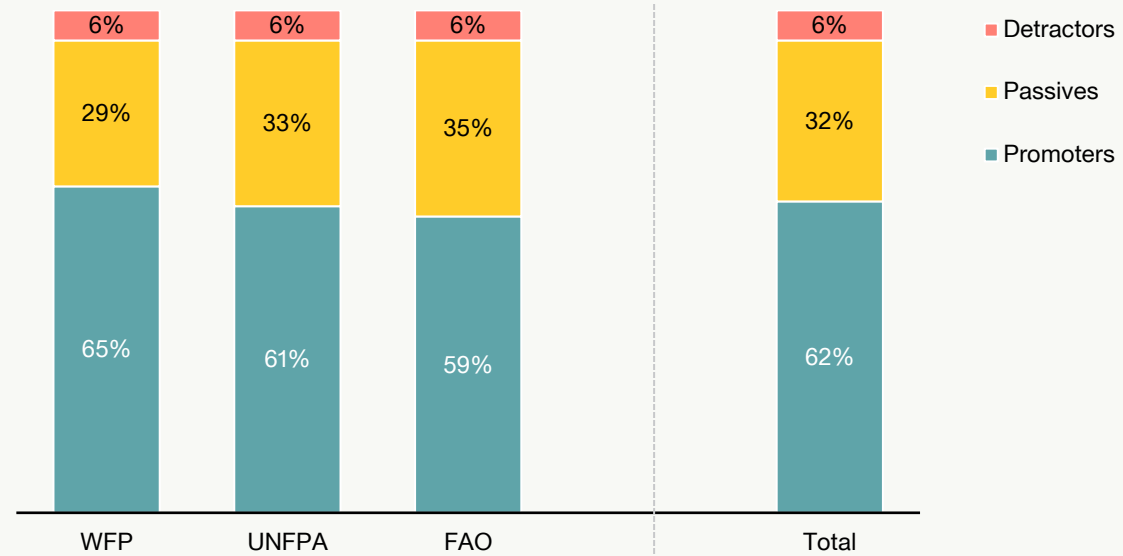
We did not find any statistically significant differences by poverty profile.

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)



| | | | | |
|-------------|-----|-----|-----|-----------|
| NPS: | 59 | 55 | 53 | 56 |
| n = | 306 | 309 | 254 | 869 |

NPS Drivers: WFP

Promoters appreciate having received financial assistance in times of a crisis and unemployment. The cash transfers helped them buy food for their families.

65% are Promoters :)

They love:

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

“The cash transfer has served my family when I got unemployed amidst the flood.” – Male, 25, Rangpur, WFP

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

“We do not have any income during the floods. This money help us to buy our daily food at that time.” – Female, 37, Rajshahi, WFP

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

“I got the money when I badly needed it. Also, they sent the money through bkaash. I didn't need to travel anywhere to get the money.” – Female, 32, Dhaka, WFP

Tip:

Highlight the above value drivers in marketing.

Promoters are powerful brand ambassadors — can you reward them?

6% are Detractors :(

They say:

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

“Actually, I don't know if it would be wise to tell others. But I will if the agency people tell us to.” – Male, 30, Rangpur, WFP

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

“The cash transfer comes late. I wish it comes earlier so that we poor people survive better.” – Female, 35, Rangpur, WFP

Tip:

Negative word of mouth is costly.

What's fixable here?

NPS Drivers: UNFPA

Promoters value the essential items that they received as part of the dignity kits. They are grateful to be able to stay healthy during times of the flood and COVID-19.

61% are Promoters :)

They love:

69% Essential items in the dignity kit
(38% of all respondents)

“All items are so essential not only for me but also my for my other family members.” –Female, 25, Rangpur, UNFPA

27% Being able to stay healthy and hygienic
(14% of all respondents)

“The dignity kit contains soap and sanitizers. It is very important to wash our hands during this flood and COVID.” –Female, 25, Rangpur, UNFPA

9% Unconditional nature of the assistance provided
(5% of all respondents)

“The foreigner people are helping us without any condition. So, they have my highest gratitude. When we got those things, we were very happy.” –Female, 30, Rangpur, UNFPA

Tip:

Highlight the above value drivers in marketing.

Promoters are powerful brand ambassadors — can you reward them?

6% are Detractors :(

They want:

28% Other things such as cash or food donations
(1% of all respondents)

“I would request UNFPA to give us food items because during flood we suffer most from scarcity of food.” –Male, 50, Rangpur, UNFPA

17% More timely delivery of the dignity kit
(1% of all respondents)

“I got the first bucket, with money. But why I was missed out second time? I need them more than anyone else.” –Female, 25, Rangpur, UNFPA

Tip:

Negative word of mouth is costly.

What's fixable here?

NPS Drivers: FAO

Promoters are thankful for the improved health of their livestock because of the animal feed provided. They used the storage equipment for variety of purposes.

59% are Promoters :)

They love:

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

“I'm very grateful to FAO. If they didn't help us with the feed, my cows could have been dead.” – Female, 50, Rangpur, FAO

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

“I got the drum for free. We used it to store dry food during rainy season.” – Male, 30, Rangpur, FAO

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

“I liked their approach as they talked to us directly and helped us willingly. Their behavior was good.” – Male, 32, Rangpur, FAO

Tip:

Highlight the above value drivers in marketing.

Promoters are powerful brand ambassadors — can you reward them?

6% are Detractors :(

They want:

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

“If we could get some agricultural equipment from FAO, then it would be more appreciated.” – Male, 60, Rangpur, FAO

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

“FAO could give us something for the flood time like foods, mosquito nets, clothing and medicines. That could be more beneficial for us.” – Female, 35, Rangpur, FAO

Tip:

Negative word of mouth is costly.

What's fixable here?

Beneficiary Challenges & Customer Service

Of the 2% who experienced challenges, 56% (10 beneficiaries) said that their challenge had not yet been resolved.

Beneficiaries who experienced a challenge were asked about how easy it was to get an issue handled or resolved. This is the Customer Effort Score (CES) and it is the average rating of all beneficiaries.

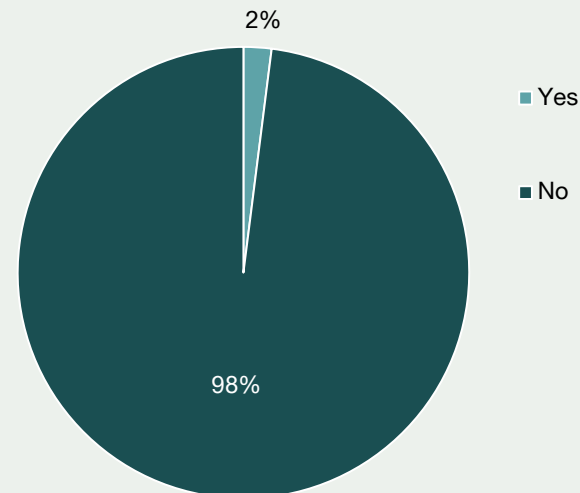
The agencies have an average CES of 2.2 out of 5 suggesting room for improvement in challenge resolution.

Only 2% of all beneficiaries report challenges with receiving aid indicating that beneficiaries are having a largely hassle-free experience.

Proportion of Beneficiaries Reporting Challenges

Q: Have you experienced any challenges with receiving your aid?
(n = 965)

● ● ● ● ● - TOP 20%



*Small sample size

Top Challenges Reported

Q: Please explain the challenge you have experienced
(n = 18)*

1. Difficulty to obtain the aid

(6 beneficiaries)

“It rained a lot the day this kit was given. I couldn't find a way to get the kit and then had to rent a boat to receive the kit.” – Female, 35, Rangpur, UNFPA

2. Received only partial aid

(4 beneficiaries)

“As I told you, they took my name and said I would have both the drum and the feed. But I didn't get the feed.” – Female, 35, Rangpur, FAO

3. Untimely delivery of aid

(4 beneficiaries)

“The things you gave us were very useful. But as it was in the middle of the flood, we already bought few of the things before to cope with the flood. So, if I had the kit a bit earlier, I wouldn't have spent my money to buy these things.” – Female, 30, Rangpur, UNFPA

Requests for Support: Overview

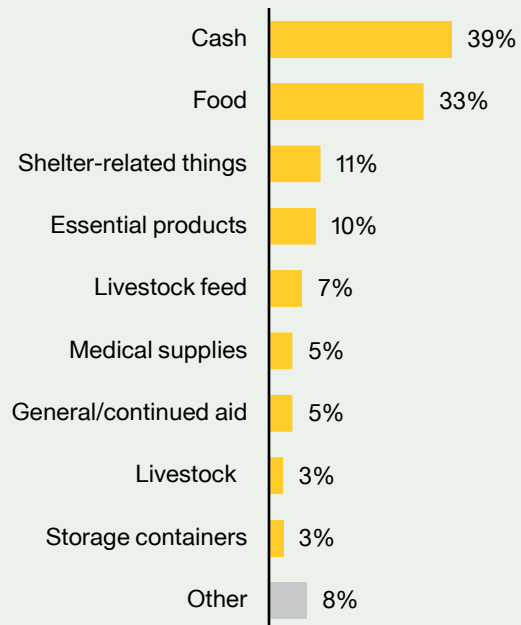
We wanted to understand what type of assistance would be most helpful for beneficiaries the next time around both before and after the disaster.

In addition to cash and food donations, beneficiaries have asked for shelter-related things such as alternative shelter arrangements during the flood or support with preparing/repairing the house with plastic wrapping, tin, sand, rope, etc., farm inputs, and essential products.

Cash and food donations were the top requests for support both before and after the disaster.

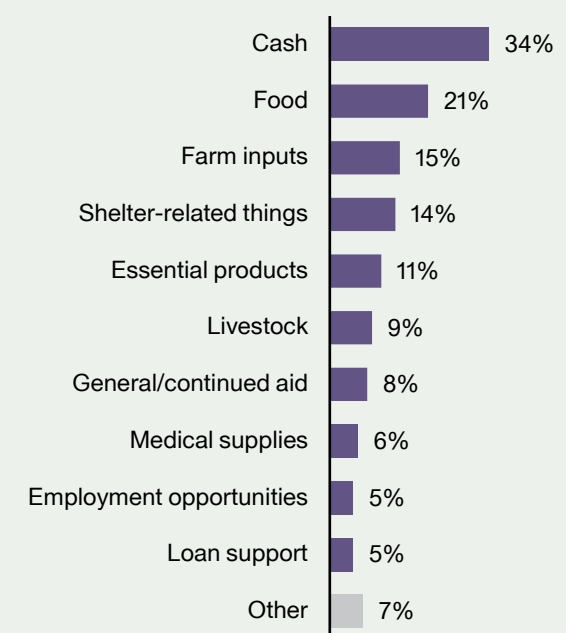
Requests for Support: Before the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community before the disaster? (n = 816)
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 = 789)
Open-ended, coded by 60 Decibels.



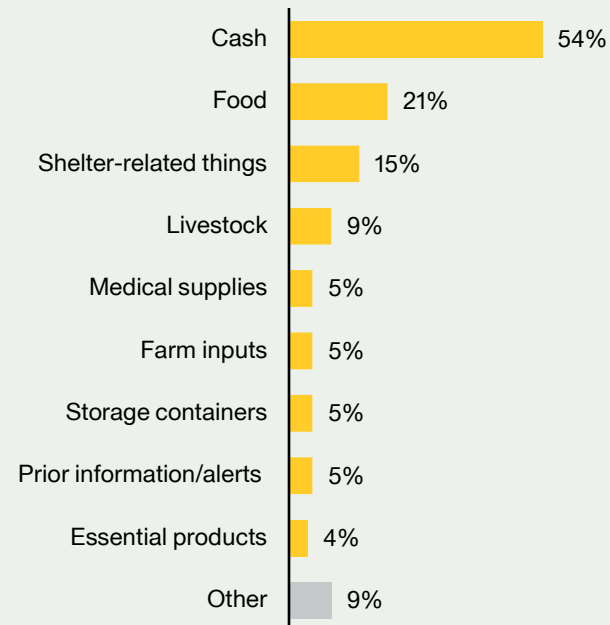
Requests for Support: WFP

Cash, food, shelter-related things, and livestock were consistent requests for support both before and after the floods.

WFP beneficiaries had the same top requests for support both before and after the disaster.

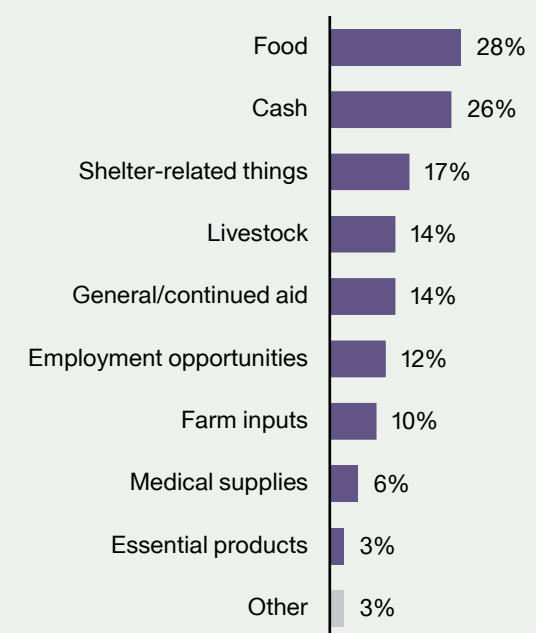
Requests for Support: Before the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community before the disaster? (n = 169)
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 = 147)
Open-ended, coded by 60 Decibels.



Requests for Support: UNFPA

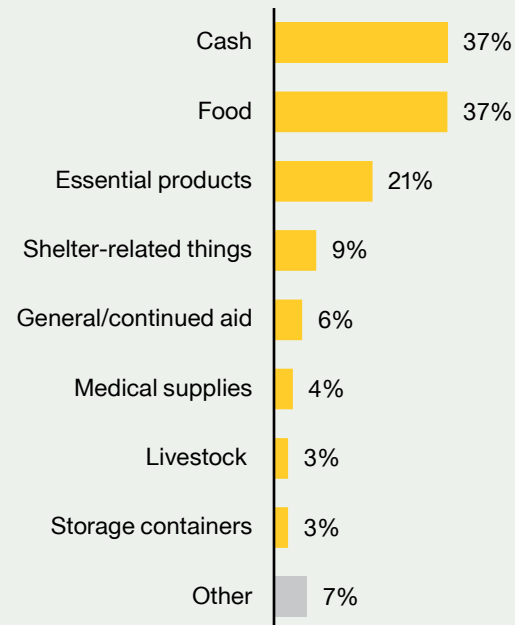
Other requested needs before the disaster included livestock feed, support with general preparedness for the flood and more timely aid.

Other requested needs after the disaster included employment opportunities and livestock feed.

Cash, food donations and essential/daily use products were the top requests for support both before and after the disaster.

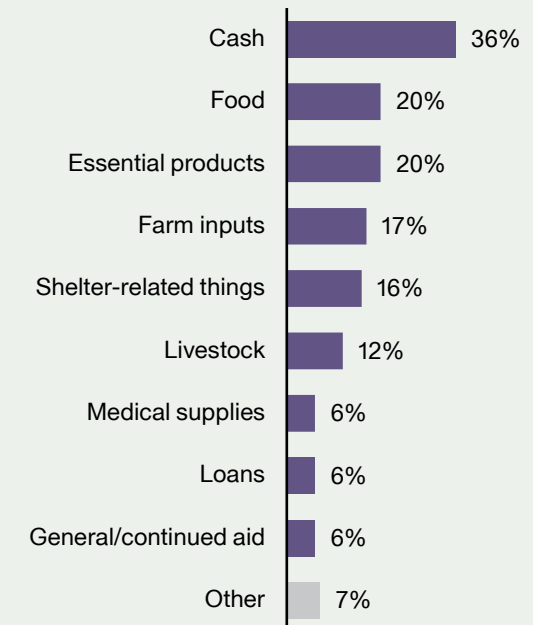
Requests for Support: Before the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community before the disaster? (n = 336)
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 = 332)
Open-ended, coded by 60 Decibels.



Requests for Support: FAO

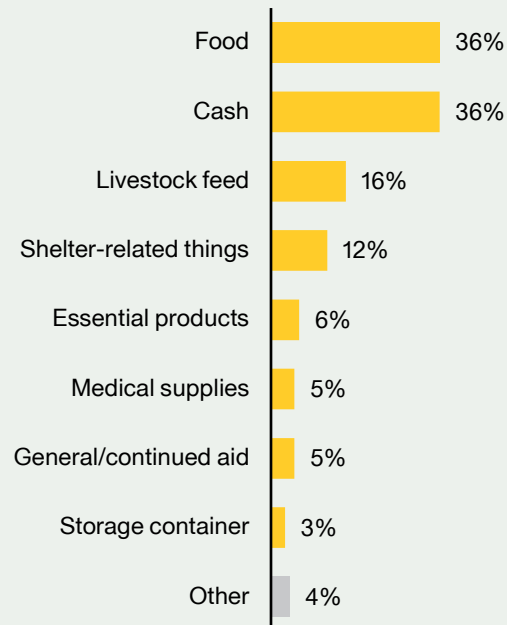
In addition to cash and food handouts, beneficiaries have asked for agricultural farm inputs such as livestock feed, seeds, and fertilizers.

Other requested needs before the disaster included livestock, support with general preparedness for the flood and more timely aid.

Other requested needs after the disaster included employment opportunities and more livestock such as cows, goats, hens and ducks.

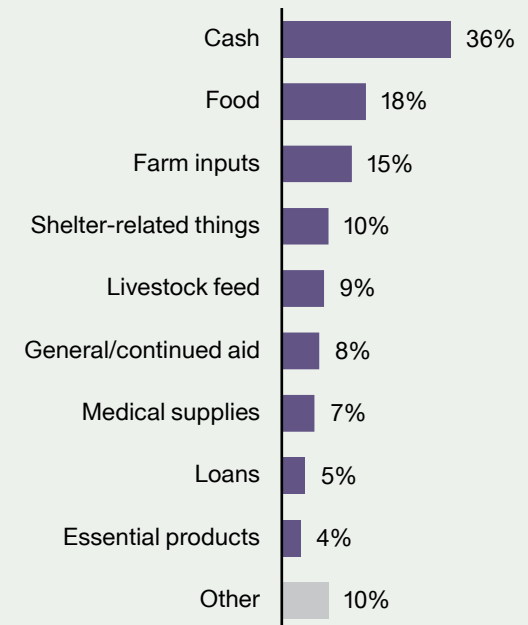
Requests for Support: Before the Disaster

Q: In the next severe flood event, what type of assistance would be most helpful for you and your community before the disaster? (n = 311)
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 = 310)
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

“I cannot not say about the others, but sir, who doesn't need money in this crisis, tell me? So, it would be great if the amount can be increased. I think it will be helpful for both me and my community.”

– Female, 43, Rangpur, WFP

“If we could get some foods along with the dignity kit before the flood starts then it would be much better for us.” – Female, 45, Rangpur, UNFPA

“Before the flood I think we have to store dry food, some primary medicines and for arranging these things we need help because most of us are not stable financially.” – Female, 33, Mymensingh, FAO

After the Disaster

“Every time during the flood I lose my job and necessary earnings which I meant to maintain my family. It would be great if you provide some secured job for any member of my family, that will really help us.

– Female, 22, Mymensingh, WFP

“After the floodwaters recede, the condition of the house deteriorates, and some extra money is needed. This assistance is most needed after the floods.” – Female, 17, 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, 55, Rangpur, FAO

Key Questions We Set Out To Answer

“In the flood we suffered a great loss. Our financial condition got worse. So, in this case we are not even able to buy enough food. So, there's no way we would be able to buy the other necessary things. The things that you have given us helped us to stay clean. Otherwise, we may have had to live in an unhygienic way which may have harmed our health. I have two babies, so need to keep them clean, and I need to wash clothes everyday. Also, the sanitary pads were very helpful for me. –Female, 22, Rangpur, UNFPA

- Who are the agencies reaching?
- Are beneficiaries satisfied with the agencies?
- What impact are the agencies having?
 - > Impact of the timing of aid
 - > Agency specific outcomes
 - > Impact on equitable access
 - > Impact on quality of life
 - > Top outcomes being experienced
- What is the effect of floods on beneficiary households?

Impact Performance: Timing of Aid (1/2)

Those that received cash said they would have acted differently if they'd got it sooner.

We wanted to understand the impact of the timing of the aid provided and whether it would make any difference to beneficiaries' lives had they received the aid earlier.

There was a statistically significant difference by agency. 45% of WFP beneficiaries said they would have done something differently vs. only 11% of UNFPA beneficiaries and 19% of FAO beneficiaries.

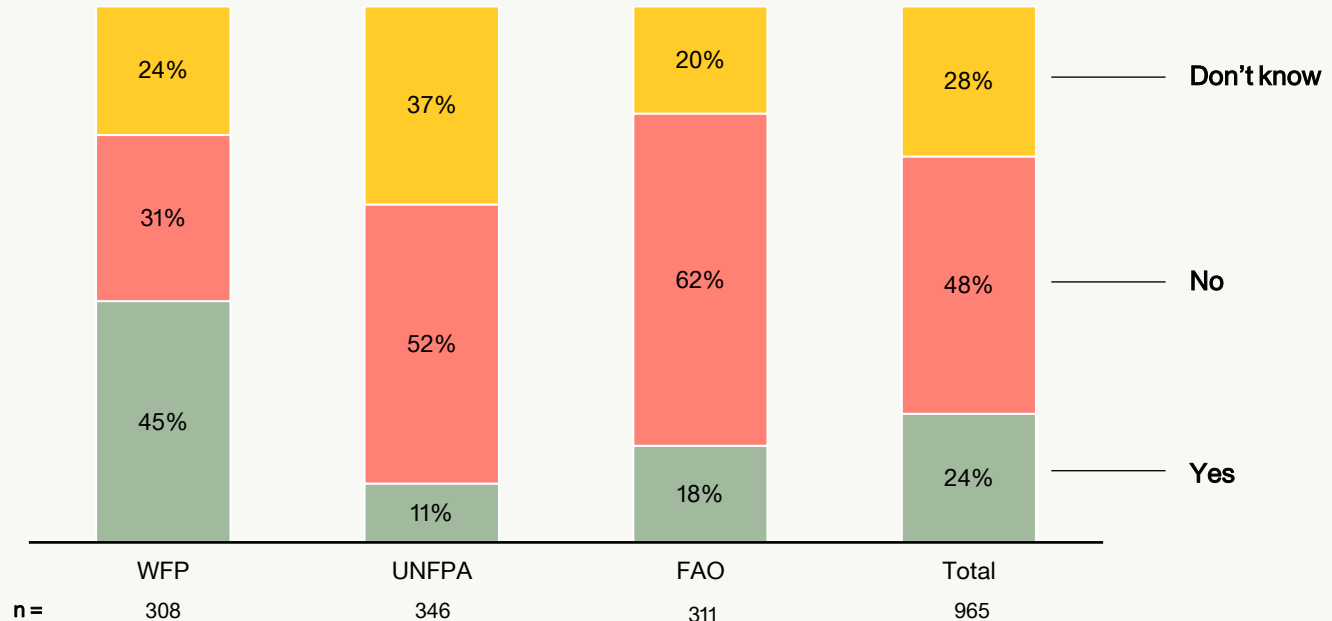
We did not find any statistically significant differences by poverty profile or gender.

Question

Is this in line with your expectations?

Timing of Aid

Q: Imagine the aid had been given even earlier, would you have done anything differently?
(n = 965; 308 WFP; 346 UNFPA; 311 FAO)



Impact Performance: Timing of Aid (2/2)

Purchase and preservation of food and general preparedness for the floods were the top actions that beneficiaries would have taken if they had received the aid earlier.

Top Qualitative Themes

Q: Please explain what you would have done differently. (n = 233; 139 WFP; 37 UNFPA; 57 FAO) Open-ended, coded by 60 Decibels.

WFP

1. Purchased / preserved food items

(32% / 14%)*

“I would have bought and stored dried rice, flattened and fried rice, biscuits, bread, dry foods etc.” – Female, 27, Rangpur, WFP

2. Bought more livestock for income generation

(28% / 13%)

“Would have bought a cow and used it to sell milk for income since there is no employment available during and after the disaster.” – Female, 50, Rangpur, WFP

3. Prepped for better shelter arrangements

(17% / 8%)

“I could repair my house to cope up with the flood in a higher piece of land.” – Male, 30, Rajshahi, WFP

UNFPA

1. Improved general preparedness for flood

(59% / 6%)

“I could strengthen my hygiene and physical wellbeing if I get it earlier as these sort of kits are always needed.” – Female, 25, Rangpur, UNFPA

2. Saved money on essential products

(27% / 3%)

“If I have received the kit earlier, I wouldn’t have had to buy these things, so I could have saved money.” – Female, 22, Rangpur, UNFPA

3. Purchased / preserved food items

(8% / 1%)

“I would have used the money to buy food and other important things to face the flood.” – Female, 30, Rangpur, UNFPA

FAO

1. Fed livestock earlier to keep them healthy

(61% / 11%)

“My cows were starving for many days. If I had the cow feed a bit earlier, they would have had something to eat.” – Female, 36, Rangpur, FAO

2. Save farming inputs from getting spoilt

(19% / 4%)

“I could have stored the seeds in the plastic drum for the cultivation after the flood.” – Female, 55, Rangpur, FAO

3. Improved general preparedness for flood

(14% / 3%)

“It could have lessened my tension & I could have taken better preparation for the flood.” – Female, 38, Mymensingh, FAO

*(xx % of respondents who reported that they would have done something differently / xx% of total respondents of the agency).

Impact Performance: Cash Usage (WFP)

These results are aligned with beneficiaries' top reported quality of life improvements as well as top requests for further support where they asked for food, livestock and shelter-related things also.

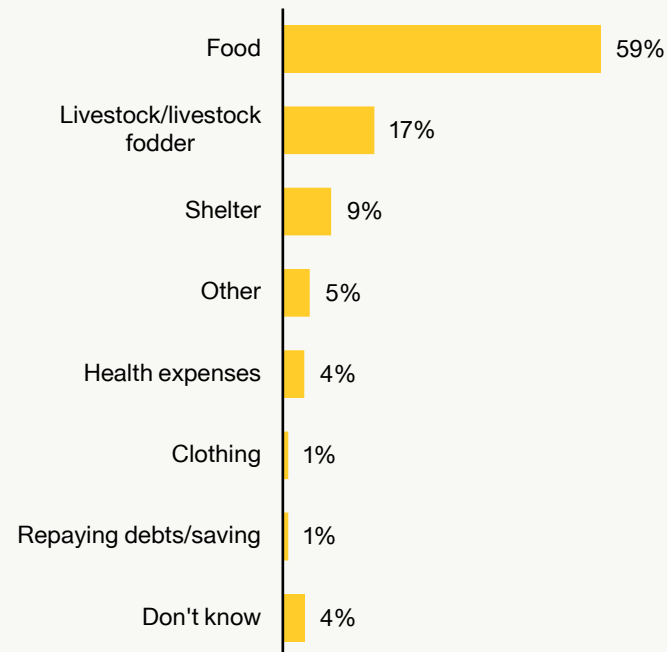
On being asked what proportion of the total cash transfer amount (i.e. 4500 Taka) they spent on the primary activities, beneficiaries reported the following on average:

- Food - 3384 Taka (73%)
- Livestock/livestock fodder - 3506 Taka (78%)
- Shelter - 3195 Taka (71%)

Majority of the beneficiaries reported using the cash transfer amount to purchase food.

Primary Source of Spending

Q: From the cash received, what did you spend most on? (n = 308)



“I bought food with the money. I couldn't have provided for my family without this help. It kept me and my family afloat during the time.” –Female, 30, Rangpur, WFP

“You have been very helpful to us. In my mind, I was saying something to Allah. Allah has heard me. Both livestock animals live have benefited from the food given to them.” –Female, 24, Rangpur, WFP

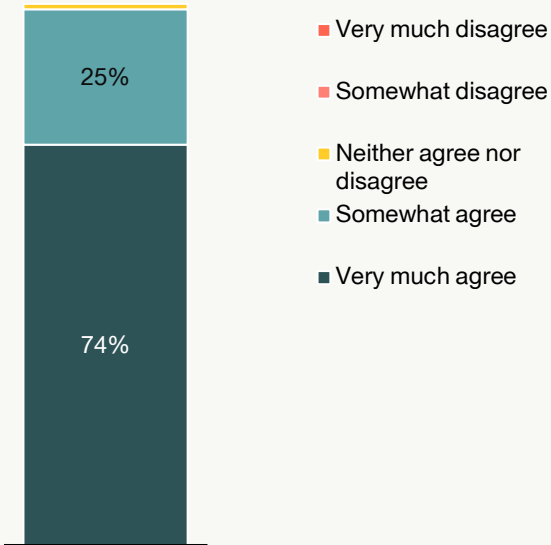
“During the early stage of the flood , our standard of living decrease as we lost everything in the flooding water. This monetary aid help us buy tinfoil to build a shelter. This way the aid increase our standard of living.” –Female, 35, Rangpur, WFP

Impact Performance: Health (UNFPA & FAO)

Almost all beneficiaries agreed that the aid provided improved their own health / the health of their livestock during floods.

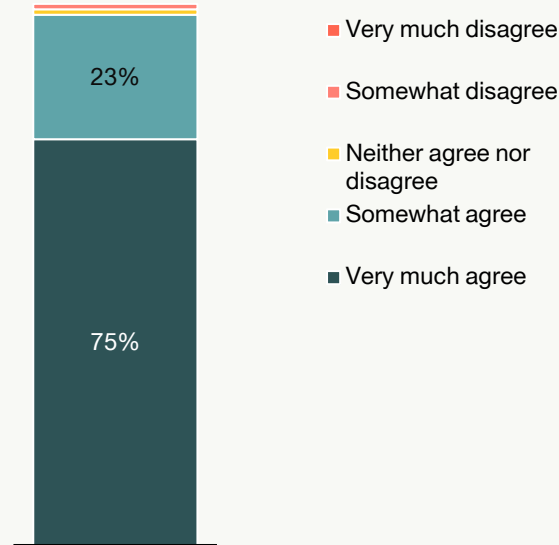
Impact on Beneficiaries' Health (UNFPA)

Q: To what extent do you agree/disagree with the following statement "The dignity kits I received improved my health and hygiene during the floods." (n = 345)



Impact on Health of Livestock (FAO)

Q: To what extent do you agree/disagree with the following statement "The feed I received improved the health and condition of my livestock and may have prevented some from dying." (n = 296)



"I used their oil, soap, shampoo , saree. also used their sanitizer, detergent to make us and our clothes neat and clean. During the corona pandemic it is very important to be neat and clean. But we did not have that much earning to afford all of these. So, we are really very grateful to them."
– Female, Rangpur, UNFPA

"Because of this feed my cows provide more milk than regular times. This extra milk gave me much support during this flood. This aid really had a big impact on my life."
– Male, 45, Mymensingh, FAO

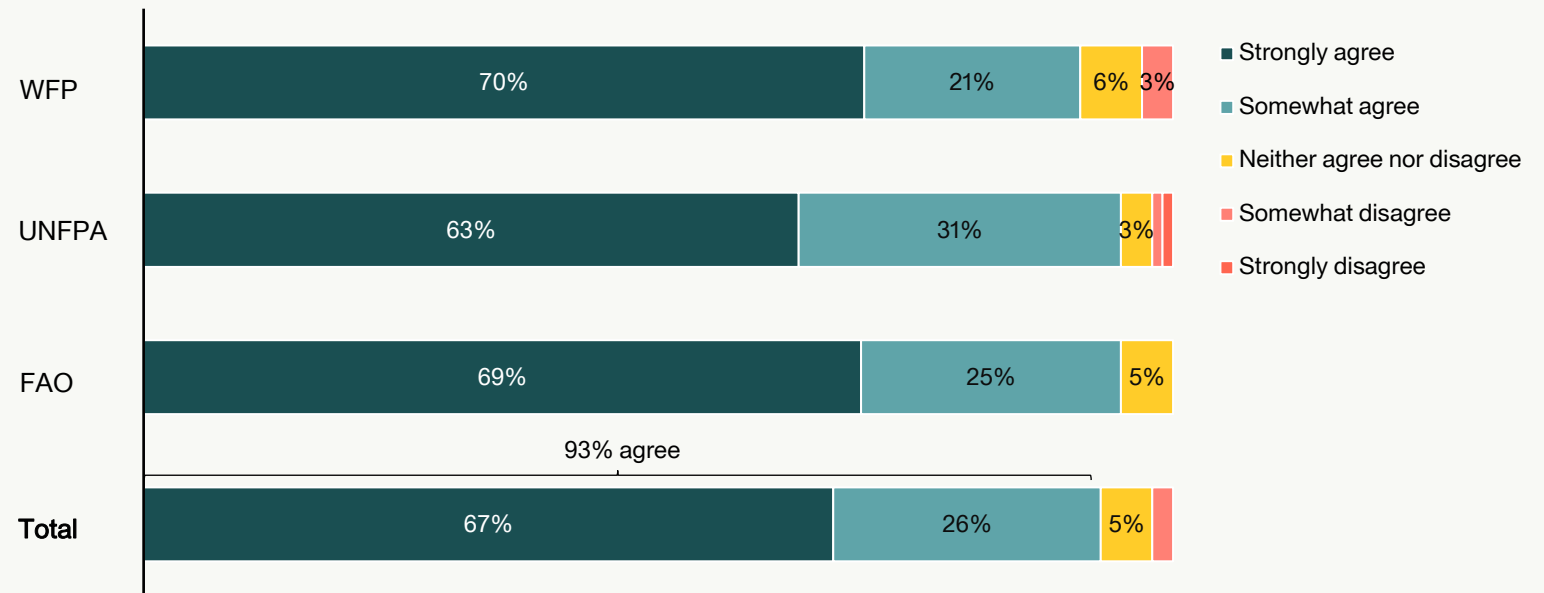
Impact Performance: Equitable Access

We did not find any statistically significant differences by poverty profile or gender.

Over 9 in 10 beneficiaries agreed that the aid provided went to households in their community who needed it the most.

Equitable Access to Beneficiary Households

Q: To what extent do you agree with the following statement “The aid to help cope with the floods went to the households in my community who needed it most”. (n = 902; 292 WFP; 320 UNFPA; 290 FAO)



Impact Performance: Gender Equity

7 in 10 beneficiaries agreed that the aid provided to cope with the floods benefitted both men and women equally.

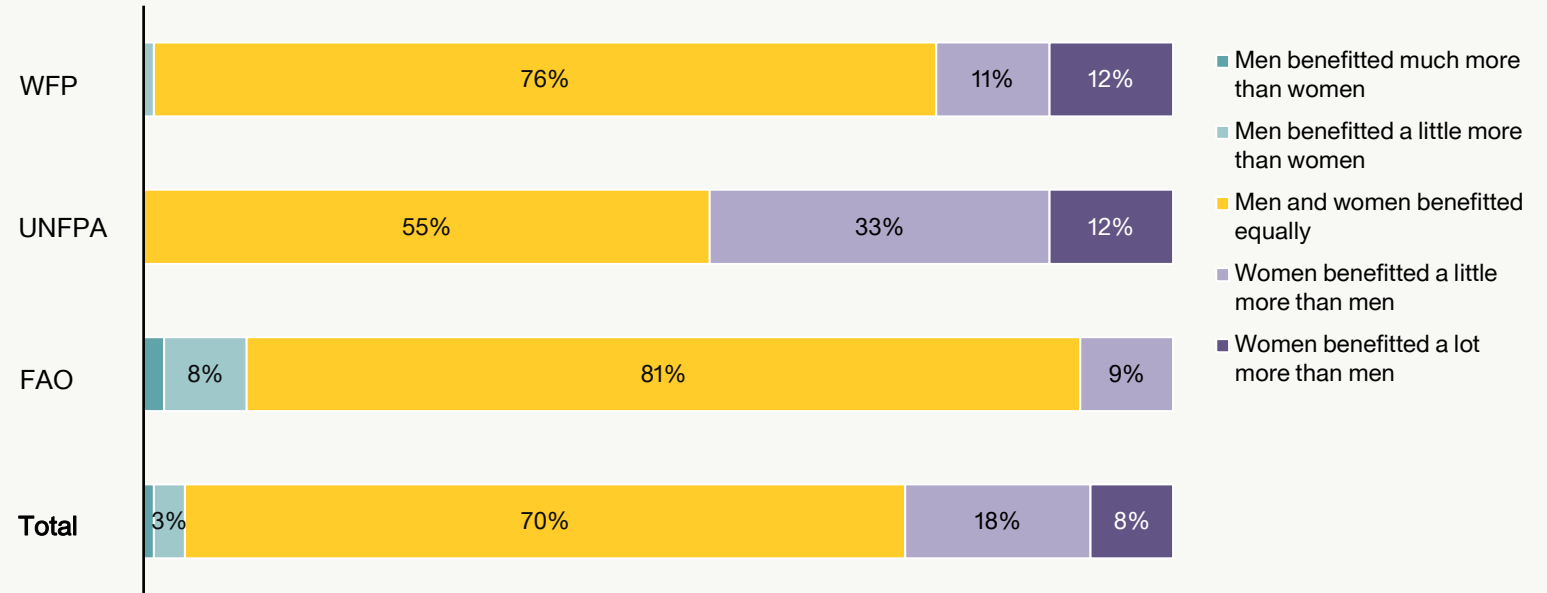
We observed a statistically significant difference across agencies. 76% of WFP beneficiaries and 81% of FAO beneficiaries agreed that both men and women benefitted equally vs. only 55% of UNFPA beneficiaries.

This appears to be the case because of the nature of the aid i.e. female dignity kits (containing essential products such as sanitary napkins, saris etc.) that were provided by UNFPA which were predominantly targeted at helping female beneficiaries.

Beneficiaries living in poverty were also slightly more likely (22%) to report that women benefitted a little more than men vs. those not living in poverty (15%).

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; 286 WFP; 341 UNFPA; 293 FAO)



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.

40% of all beneficiaries reported it had 'very much improved'. This is almost at par with the 60dB Agriculture benchmark of 41%.

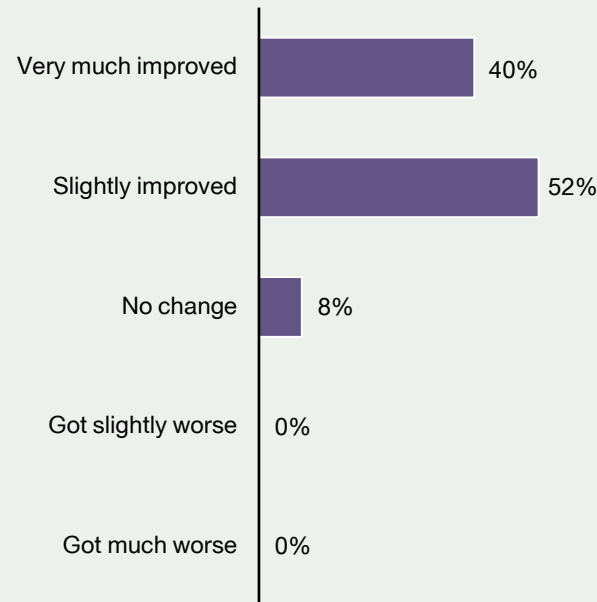
Beneficiaries were also asked to describe – in their own words – the positive changes they were experiencing because of the aid provided. These details are on the following slides.

9 in 10 beneficiaries experienced quality of life improvements.

Perceived Quality of Life Change

Q: Has your quality of life changed because of the aid? (n = 911)*

● ● ● ● ● - TOP 40%



Very much improved:

“During the flood, we have no work, no money, no food. But with the help of the money, we were able to survive. Eat food and send our children to school.” – Female, 38, Rangpur, WFP

Slightly improved:

“Your agency gave us so many useful things. If we didn't receive these then we would have had to buy them. But since we got them as help, it saved our money.” – Female, 33, Rangpur, UNFPA

No change:

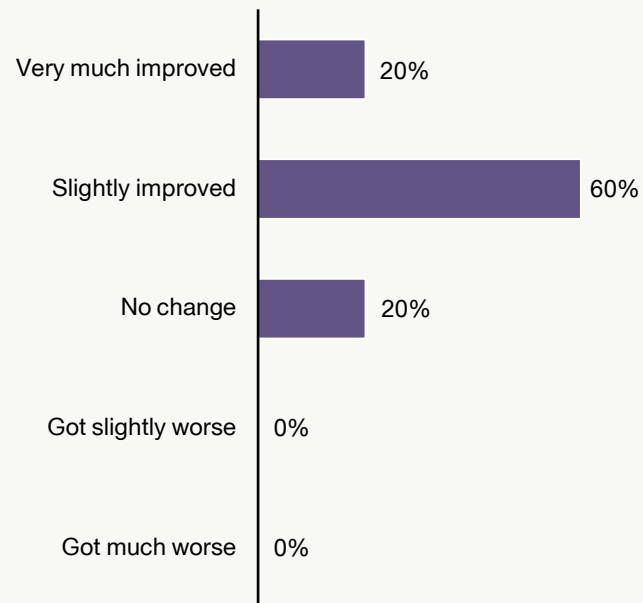
“I am unemployed now because of flood. Though the cash transfer has served amid flood, It could not make any long-term arrangement for me.” – Male, 25, Rangpur, WFP

Quality of Life: Top Outcomes (WFP)

The top outcomes WFP beneficiaries experienced were improved access to food, higher ability to buy livestock and do home improvements.

Perceived Quality of Life Change

Q: Has your quality of life changed because of the cash transfer? (n = 300)



Top Three Self-Reported Outcomes For 80% of Beneficiaries Who Say Quality of Life Improved

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

56%

mentioned **being able to access food**

(43% of all respondents)

“After getting the money I bought a sack of rice to feed my family. As everything flooded way, this aid help me fulfill basic needs of my family, that's why I think this financial aid improved our standard of living.” –Female, 55, Mymensingh, WFP

27%

talked about **being able to buy livestock as future business investment**

(21% of all respondents)

“I bought some domestic animals such as goat, hens and duck. It enables us to consume eggs and meet from the duck and hens. We will sell the goat in next Eid Ul Adha and make some extra money from it. This is how we could improve our life.” –Female, 55, Rangpur, WFP

17%

reported **being able to repair/renovate their homes**

(13% of all respondents)

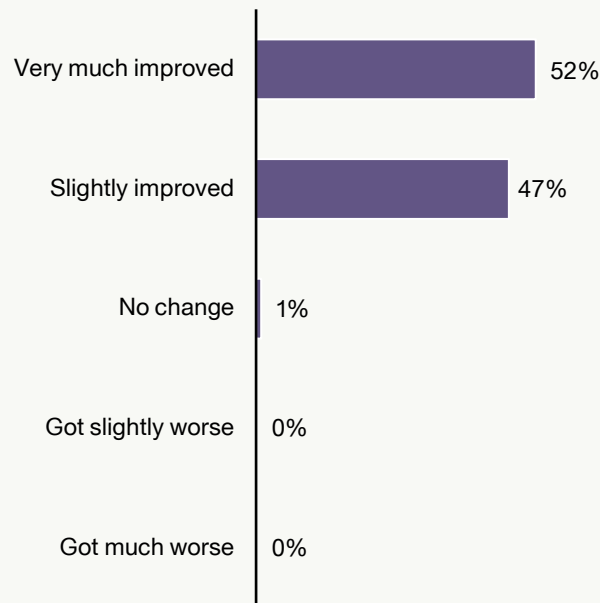
“We broke down completely during the flood. Our house was broken badly, using the money we could somehow repair our shelter.” –Female, 28, Rangpur, WFP

Quality of Life: Top Outcomes (UNFPA)

The top outcomes UNFPA beneficiaries experienced were improved personal hygiene, access to essential products and staying safe from the COVID-19 pandemic.

Perceived Quality of Life Change

Q: Has your quality of life changed because of the dignity kit? (n = 321)



Top Three Self-Reported Outcomes For 99% of Beneficiaries Who Say Quality of Life Improved

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

52%

mentioned improved personal hygiene

(48% of all respondents)

“Products like sanitary napkins, underwear, soap, comb gave me an opportunity to lead a better hygienic life. The dignity kit improved my life by providing not only daily necessary products but also woman protective items.” –Female, 26, Rangpur, UNFPA

27%

talked about improved access to essential products

(25% of all respondents)

“I got a sari which helps me a lot during flood. I don't have many clothes to wear and because of the flood, most of the times my clothes were wet. This extra sari and towel helped me a lot. Also, I used sanitary napkin for the first time. It was so clean, and I felt very comfortable.” –Female, 30, Rangpur, UNFPA

15%

reported feeling safer from COVID-19

(14% of all respondents)

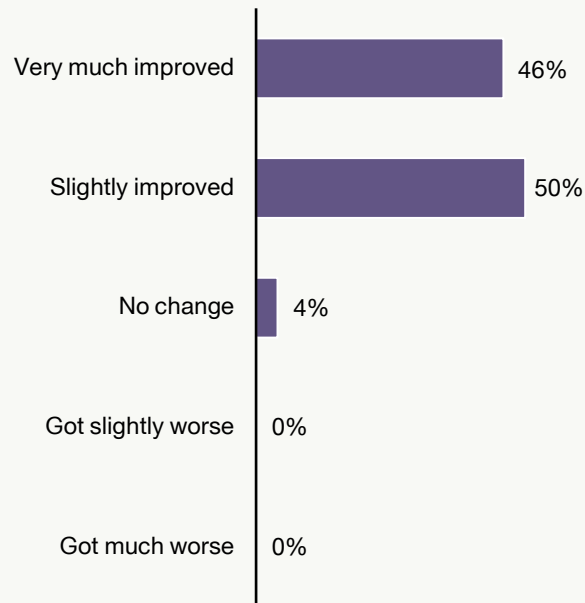
“At this time, we are all in dire need of such things as we do not have the ability to buy. By getting these kits it has become easier for us to deal with Corona. These kits are saving us from various infections.” –Female, 32, Rangpur, UNFPA

Quality of Life: Top Outcomes (FAO)

The top outcomes FAO beneficiaries experienced higher livestock productivity, increased storage space for essential items and improved access to clean drinking water.

Perceived Quality of Life Change

Q: Has your quality of life changed because of the animal feed and/or equipment? (n = 290)



Top Three Self-Reported Outcomes For 96% of Beneficiaries Who Say Quality of Life Improved

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

56%

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

“This nutritious concentrated feed keeps my livestock healthy and helps us get more milk during this hard time. I sold this milk in the local bazaar and then bought rice for my family. This way my life was slightly improved.” – Male, 40, Rangpur, FAO

19%

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

“We use the drum to save and store dry foods during the flood. Also, the feed was the only thing I had during the flood. So, both me and my cows survived the flood because of your help. We use the feed for almost 1.5-2 months.” – Male, 30, Rangpur, FAO

12%

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

“We reserve drinking water in the drum and regularly drink from it. Because of this fresh and pure water, we were able to stay safe from water-borne diseases. Thanks for this aid.” – Female, 27, Rangpur, FAO

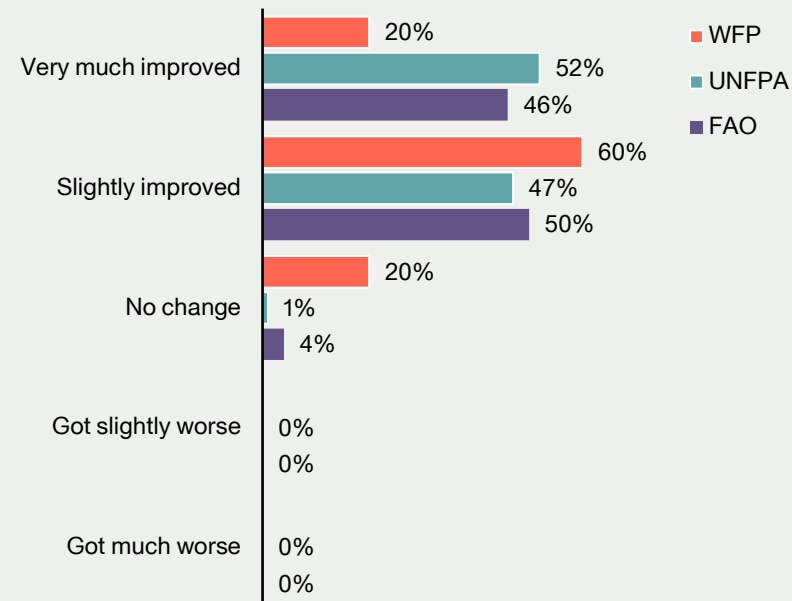
Quality of Life by Agency

Top reported reason for no change in quality of life by WFP beneficiaries is that the cash transfer amount provided only short-term help to survive the flood but it wasn't sufficient for them to bring about any significant quality of life improvements. Some have asked for another round of the cash transfer with a higher amount.

Over 8 in 10 beneficiaries across the agencies reported experiencing quality of life improvements because of their aid.

Perceived Quality of Life Change by Agency

Q: Has your quality of life changed because of the aid?
(n = 911; 300 WFP; 321 UNFPA; 290 FAO)



“My husband was sick. I couldn't buy medicines for him. After getting the money, I bought medicines as well as food. It helped us a lot.” –Female, 27, Rangpur, WFP

“As I said, they sent things for women to use. Also a few stuffs were used by my other family members. At that time there was no earning, and we could never afford these.” –Female, 20, Rangpur, UNFPA

“Every year our area gets affected by the flood. This year's flood was very devastating. We actually are in need of many things. But your help left us with one less thing to worry.” –Female, 30, Rangpur, UNFPA

Key Questions We Set Out To Answer

- Who are the agencies reaching?
- Are beneficiaries satisfied with the agencies?
- What impact are the agencies having?
- What is the effect of floods on beneficiary households?
 - > Severity of floods
 - > Effect on food consumption
 - > Effect on mental wellbeing
 - > Effect on women's security

“During disaster time I was so disappointed for my domestic animals. I was not even able to manage food for my family. In that situation this [animal feed and storage equipment] was so useful for me.” – Female, 20, Rangpur, FAO

Effect of Floods on Household

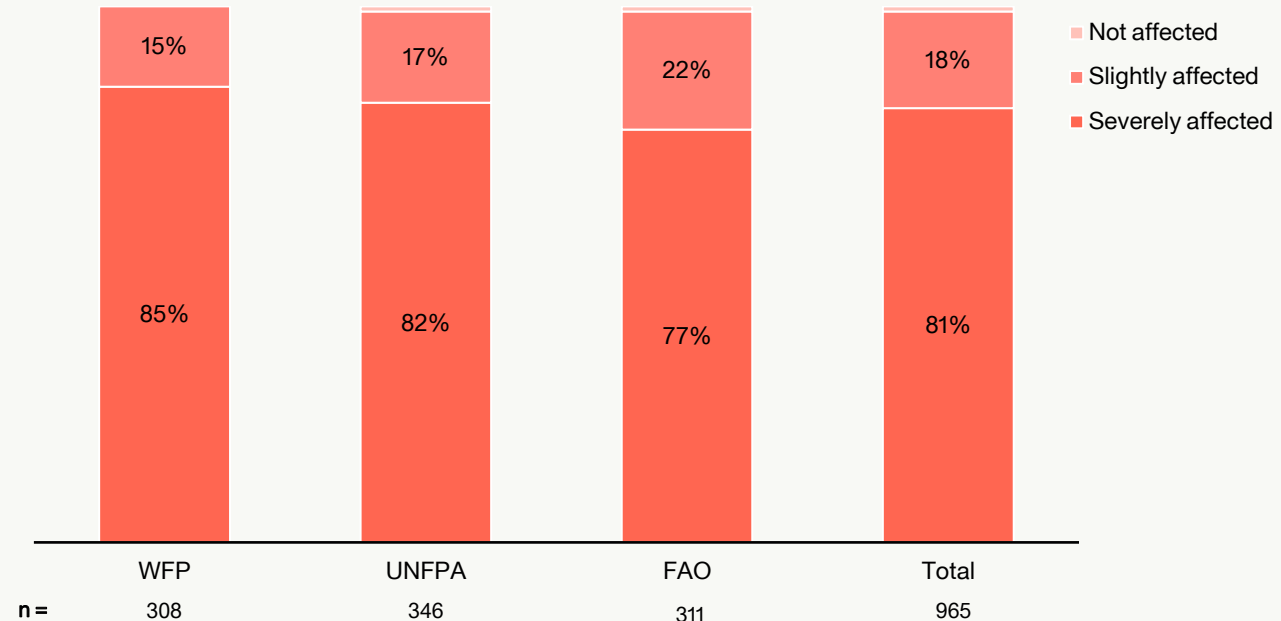
We observed a consistent trend across agencies with more than three-fourths of all beneficiary households being severely affected by the monsoon floods.

There were no statistically significant differences by poverty profile or gender.

Most beneficiary households were affected by the monsoon floods. Of those, 81% reported being severely affected.

Effect on Household

Q: How severely, if at all, was your household affected by the monsoon flood peaks?
(n = 965; 308 WFP; 346 UNFPA; 311 FAO)

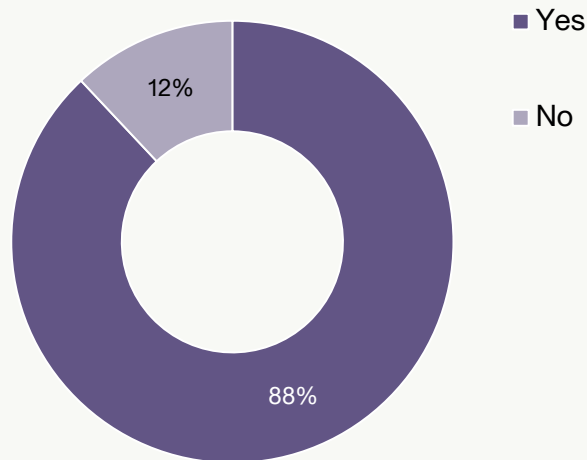


Effect of Floods on Food Consumption

Over 8 in 10 beneficiaries saw a change in their food consumption with relying on less food and reduced portion sizes being the top coping mechanisms.

Effect on Food Consumption

Q: Was the level of food consumption at your household substantially different than what you consumed during a typical week before the floods? (n = 867)



“We are very poor. We can tolerate almost everything but hunger. With your money we were able to buy food during the time we needed it most. So, this is an improvement for me.” – Female, 27, Rangpur, WFP

“We can use the things. Also, we got seed of vegetable plants in the kit. We planted them and now I don't have to buy any vegetables. We can eat our own vegetables.” – Male, 47, Rangpur, UNFPA

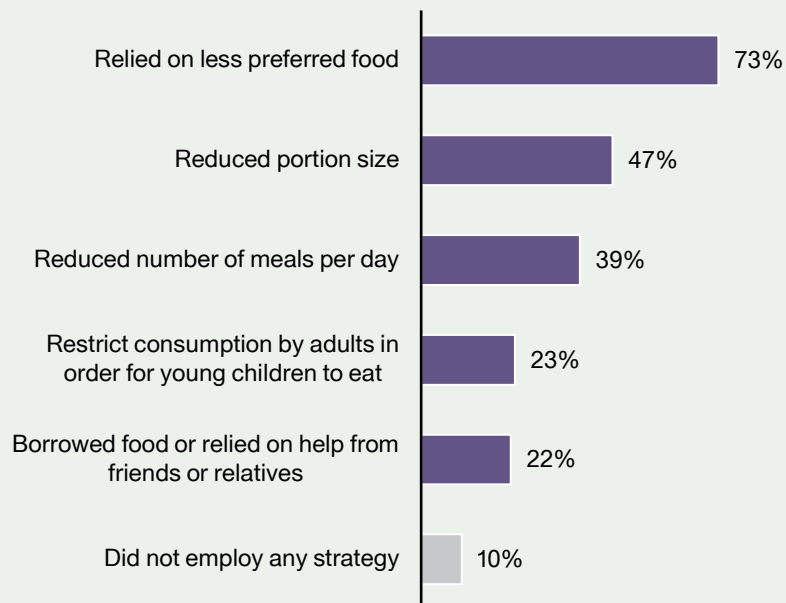
“We used the drum to reserve water as there were scarcity of pure water. The drum helps us drink good quality water in the time of flood.” – Male, 40, Rangpur, FAO

Effect of Floods on Food Consumption

It's very worrying to see the doubling in the number of beneficiaries reducing their daily intake and a 50% increase in the number of days per week that various coping mechanisms were used.

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)



Days Per Week the Coping Mechanism is Used (Currently)

5.2

4.1

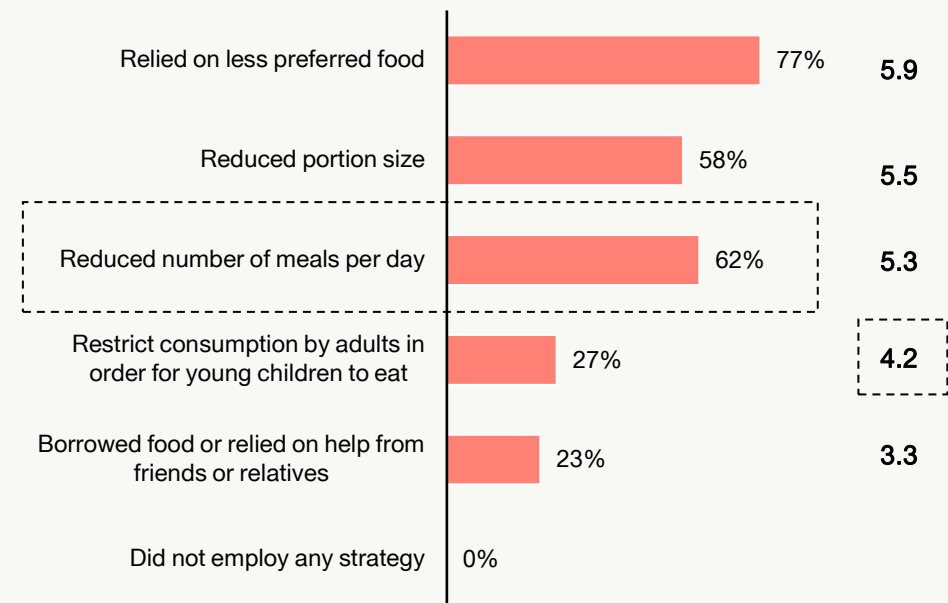
3.5

2.9

2.9

Coping Mechanisms was Used (During Floods)

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



Effect of Floods on Mental Wellbeing

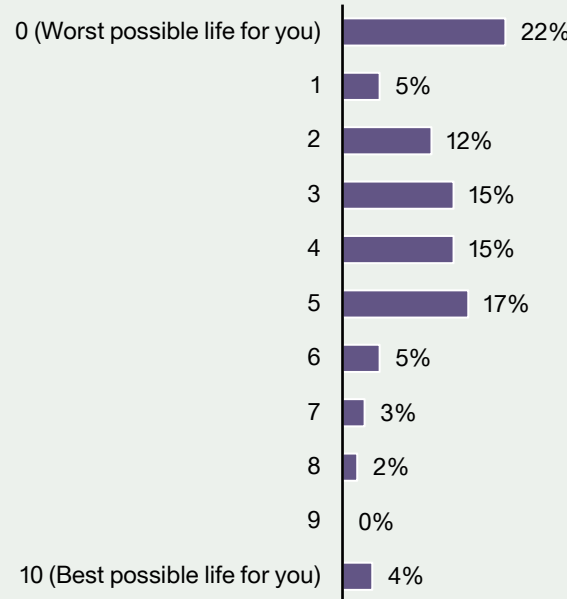
To gauge the impact of the floods on beneficiaries' mental wellbeing and their current levels of general life satisfaction, we asked them to describe how they had been feeling in the past one month using Cantril's Ladder of Satisfaction.

We observed subtle but statistically significant differences by agency. WFP and UNFPA beneficiaries were more likely to give a lower rating as compared to FAO beneficiaries. Specifically, 25% of beneficiaries from both WFP and UNFPA gave a rating of 0 vs. 16% of FAO beneficiaries.

Majority of the beneficiaries gave a rating between 0 and 5 to express their current levels of general life satisfaction indicating that beneficiaries continue to experience the adverse impact of the floods.

Effect on Mental Wellbeing

Q: Please imagine a ladder with steps numbered from 0 at the bottom to 10 at the top. The top of the ladder represents the best possible life for you and the bottom of the ladder represents the worst possible life for you. Which step of the ladder best represents the way you personally feel you stand these days? (n = 803)



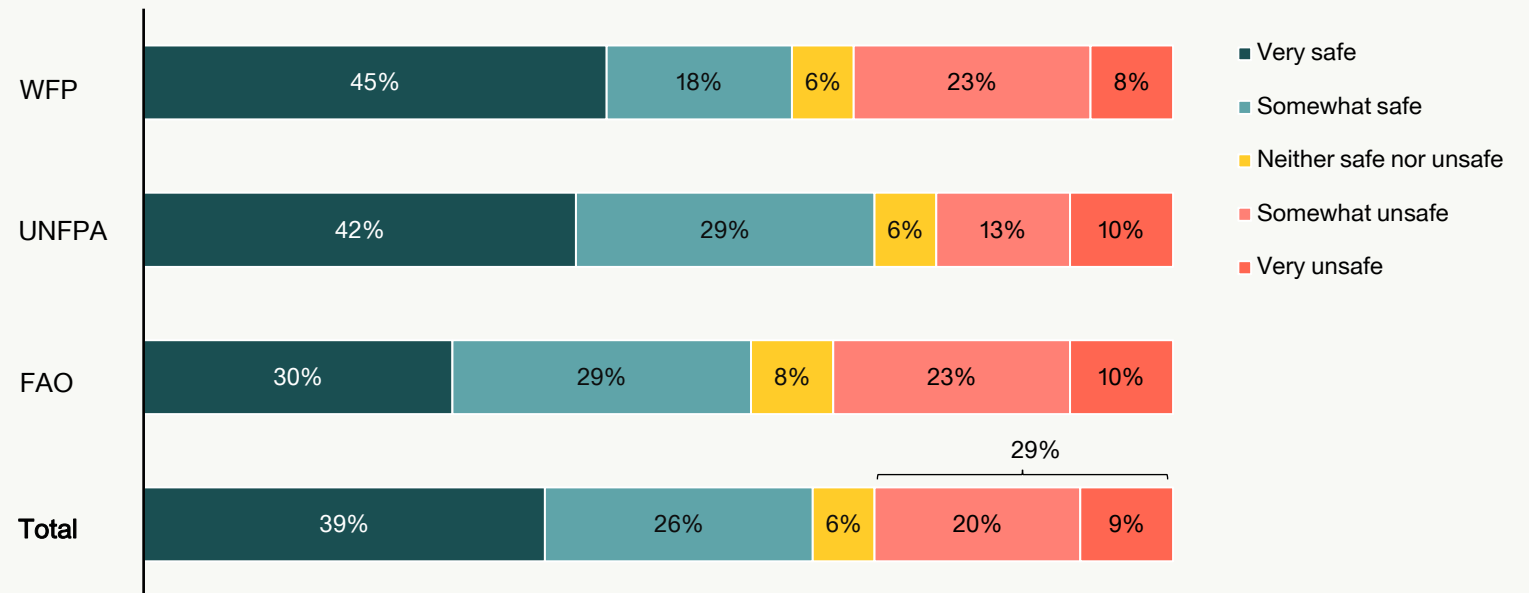
Effect of Floods on Women's Security

There were no statistically significant differences by poverty profile or gender.

Close to a third of beneficiaries reported that they and/or female members of their household feel unsafe in their current location.

Effect on Women's Security

Q: Do you or female members of your household including adolescent girls feel safe in your current location?
(n = 922; 292 WFP; 320 UNFPA; 290 FAO)



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

beneficiaries 965

60dB Global Average:

companies 316
customers 143,787

60dB Agriculture Average

companies 78
farmers 14,797

60dB South Asia Average

companies 87
customers 30,955

Comparison of WFP Performance to Selected 60dB Benchmarks

| Dimension | Indicator | WFP | 60dB Global Average | 60dB Agriculture Average | 60dB South Asia Average |
|-------------------|---|------|---------------------|--------------------------|-------------------------|
| Who ○ | % live in poverty (below \$1.90 line) | 44 | 16 | 23 | 12 |
| | Inclusivity Ratio | 2.35 | 0.78 | 1.19 | 0.72 |
| | % female | 89 | 37 | 30 | 33 |
| How Much ≡ | % reporting quality of life very much improved | 20 | 46 | 41 | 33 |
| | % reporting quality of life slightly improved | 60 | 38 | 39 | 43 |
| What Impact □ | % reporting being able to buy food | 43 | - | - | - |
| | % reporting being able to buy livestock for income generation | 21 | - | - | - |
| | % reporting being able to do home improvements | 13 | - | - | - |
| Contribution + | % first time accessing cash transfer assistance | 59 | 68 | 71 | 68 |
| Risk △ | % experiencing challenges | 2 | 33 | 28 | 30 |
| Experience | Net Promoter Score | 59 | 42 | 34 | 40 |

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

beneficiaries 965

60dB Global Average:

companies 316
customers 143,787

60dB Agriculture Average

companies 78
farmers 14,797

60dB South Asia Average

companies 87
customers 30,955

Comparison of UNFPA Performance to Selected 60dB Benchmarks

| Dimension | Indicator | UNFPA | 60dB Global Average | 60dB Agriculture Average | 60dB South Asia Average |
|-------------------|---|-------|---------------------|--------------------------|-------------------------|
| Who ○ | % live in poverty (below \$1.90 line) | 40 | 16 | 23 | 12 |
| | Inclusivity Ratio | 2.19 | 0.78 | 1.19 | 0.72 |
| | % female | 91 | 37 | 30 | 33 |
| How Much ≡ | % reporting quality of life very much improved | 52 | 46 | 41 | 33 |
| | % reporting quality of life slightly improved | 47 | 38 | 39 | 43 |
| What Impact □ | % reporting improved personal hygiene | 48 | - | - | - |
| | % reporting improved access to essential products | 25 | - | - | - |
| | % reporting feeling safer from COVID-19 | 14 | - | - | - |
| Contribution + | % first time accessing cash transfer assistance | 87 | 68 | 71 | 68 |
| Risk △ | % experiencing challenges | 3 | 33 | 28 | 30 |
| Experience | Net Promoter Score | 55 | 42 | 34 | 40 |

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

beneficiaries 965

60dB Global Average:

companies 316

customers 143,787

60dB Agriculture Average

companies 78

farmers 14,797

60dB South Asia Average

companies 87

customers 30,955

Comparison of FAO Performance to Selected 60dB Benchmarks

| Dimension | Indicator | FAO | 60dB Global Average | 60dB Agriculture Average | 60dB South Asia Average |
|-------------------|---|------|---------------------|--------------------------|-------------------------|
| Who ○ | % live in poverty (below \$1.90 line) | 43 | 16 | 23 | 12 |
| | Inclusivity Ratio | 2.32 | 0.78 | 1.19 | 0.72 |
| | % female | 62 | 37 | 30 | 33 |
| How Much ≡ | % reporting quality of life very much improved | 46 | 46 | 41 | 33 |
| | % reporting quality of life slightly improved | 50 | 38 | 39 | 43 |
| What Impact □ | % reporting improved livestock productivity/crop production | 50 | - | - | - |
| | % reporting increased storage space for essentials | 17 | - | - | - |
| | % reporting improved access to clean drinking water | 12 | - | - | - |
| Contribution + | % first time accessing cash transfer assistance | 59 | 68 | 71 | 68 |
| Risk △ | % experiencing challenges | 2 | 33 | 28 | 30 |
| Experience | Net Promoter Score | 59 | 42 | 34 | 40 |

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: $\sum_{x=1}^3 \frac{([Company] Poverty Line \$x)}{(Country Poverty Line \$x)} / 3$ |
| Customer Effort Score | How easy do you make it for your customers to resolve their issues? This measure captures the aftersales care and customer service. Customers who have experienced a challenge are asked to what extent they agree with the statement: Do you agree or disagree with statement: Overall, [Agency] made it easy for me to handle my issue : disagree (1), somewhat disagree (2), neither agree or disagree (3), somewhat agree (4), agree (5). The CES is the average score between 1 and 5. It is an important driver of uptake, adoption, and referrals, as well as of impact. |

Summary Of Data Collected

965 phone interviews completed in October 2020. Follow-up interviews to be conducted in January 2021.

Methodology

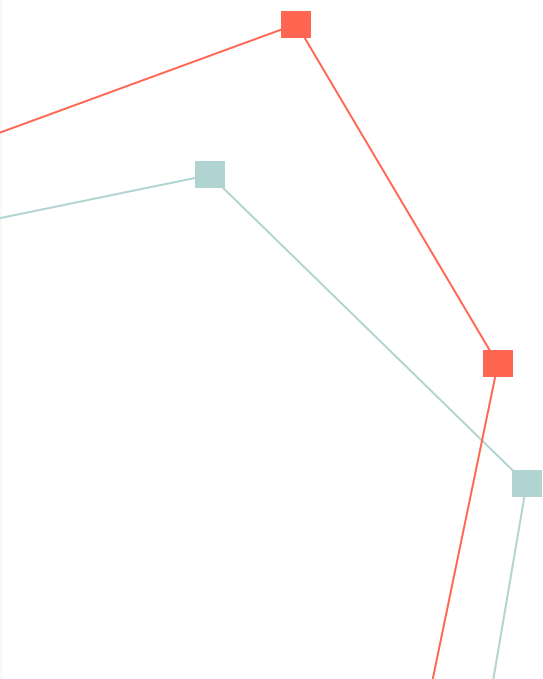
| | |
|---------------|--|
| Survey mode | Phone |
| Country | Bangladesh |
| Language | Bangla |
| Dates | October 2020 |
| Sampling | Random sampling of 4526 beneficiaries who were provided with aid to cope with floods by the agencies in July 2020. |
| Response rate | 64% |

Responses Collected

Beneficiaries 965

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.

I had enough food during the flood than previous years.

I am able to keep domestic animals now.

I bought clothes for my children.

I was able to

> repair my house

> buy food

> pay school fees.

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