The RedRose One System in DRC and Nigeria: Integrated e-Marketplaces for Improved Programming Efficiencies

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CRS in Nigeria: Maggie Holmesheoran
The Red Rose ONE System: What is it?

“Bankless bank for cashless cash”

Technology Required?
NFC-enabled smartphones and smartcards

Support Required?
Dashboard management, vendor/participant sensitization, sales days monitoring
Why use the Red Rose One System?

• How was it appropriate to the unique context?
  – Insecurity = low/no infrastructure for delivering e-aid
  – Markets-based response preferred

• What DRC and Nigeria were looking for:
  – Works offline
  – Allows program team to monitor voucher usage: integrative data tracking
  – Rapid turn around on follow-up for non-usage
  – Fraud deterrence
  – Improved transparency
  – Rapid response times
Red Rose Pilot in DRC: Facts & Figures

• Location: North Kivu
• Disaster/Conflict: Internal conflict and displacement
• Dates:
• Target Population: 509 HH (3,563 beneficiaries)
• Operating Environment: Peri-urban
• Project Budget: $174,000
• Project Cost per beneficiary: $49.09
• Funder/s: CRS Private Funds
Emergency Food Security and WASH programming in Nigeria: Facts & Figures

- **Location**: Yobe State, Nigeria
- **Disaster/Conflict**: Boko Haram Insurgency
- **Dates**: April, 2015 - April, 2016
- **Target Population**: 34,859 Individuals (3,346 HH)
- **Operating Environment**: Volatile, Consistent Security Challenges
- **Project Budget**: 2.1 Million USD (Food Security) + 300,000 USD (WASH)
- **Project Cost per Individual**: $65 (FS), $25 (WASH)
- **Funder/s**: USAID FFP, CRS Private Funds
Benefits from Utilizing Red Rose One System

The system promotes efficiencies in:
1. Time
2. Costs

And improves effectiveness in:
1. MEAL
2. Operations (Finance & Procurement/Logistics)
## DRC & Integrative Market Monitoring

- **Get Prepared**
- **Assess the Risk**
- **Gather Data**
- **Calculate Price Changes**
- **Investigate the Factors**
- **Adapt if necessary**

### Table of Vendor Prices

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Name</th>
<th>Price</th>
<th>Vendor Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>NYANDU MIRIMO JOSEE</td>
<td>Tomate</td>
<td>200.00</td>
<td>500.00</td>
</tr>
<tr>
<td>NYANDU MIRIMO JOSEE</td>
<td>Œuf</td>
<td>75.00</td>
<td>129.17</td>
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<td>BITAKUYA NDEKO</td>
<td>Farine de Mais Local</td>
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<td>1500.00</td>
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<tr>
<td>MBAIRWE KAMIYA BITEKO</td>
<td>Farine de Manioc</td>
<td>1000.00</td>
<td>1500.00</td>
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<tr>
<td>BWIRA MONGERA PACIE</td>
<td>Tomate</td>
<td>100.00</td>
<td>150.00</td>
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<tr>
<td>KAMALA BAUMA WIVINE</td>
<td>Farine de Manioc</td>
<td>500.00</td>
<td>711.90</td>
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</tbody>
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CRS in Nigeria Case Study: Flexible Programming

Challenge: Wide range of family sizes
Solution: Per person voucher value allocations

Challenge: Evidence of non-optimized nutritional choices.
Solution: Nutrition-promoting macronutrient basket

Challenge: Redesign of systems with each new project is not time efficient
Solution: Use of multiple wallets on the same card

Challenge: Multiple technologies used in one program
Solution: RR Collect app used for linked registration, PDM, and sales data
CRS in DRC: Efficiency and Efficacy Case Study

- Greater **accountability** to beneficiaries
- Platform adaptability
- Increased self-esteem and pride of purchasers and vendors in using this technology
- More cost-efficient than paper vouchers

<table>
<thead>
<tr>
<th></th>
<th>Red Rose E-vouchers</th>
<th>Paper Vouchers</th>
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</thead>
<tbody>
<tr>
<td>Cost Per Beneficiary Per Day</td>
<td>$1.67</td>
<td>$3.55</td>
</tr>
<tr>
<td>Start-Up Time: Agreement Start-Date to Distribution 1</td>
<td>8 weeks</td>
<td>20 weeks</td>
</tr>
</tbody>
</table>
Challenges and Recommendations: Working with a Private Sector Service Provider

- Dependency on an external service provider for troubleshooting: Skype as therapist
- Managing the NGO-Private Sector Continuum: Invest in relationships and developing shared vocabulary
- Data privacy and ownership considerations
Lessons Learned: Operations & Programming

1. Some network required!
2. “Magic Bullet” challenges
3. Calculate set-up times adequately
4. Managing change - Vendor habits
5. Take time for adequate beneficiary and vendor sensitization
6. Less face-time with beneficiaries
Summary and Close
QUESTIONS?