

MODULE 5 BENEFICIARY FEEDBACK LOOPS AND COMPLAINTS MECHANISMS

PART 2 CASE STUDY 1

In this part of module 5, we will explore the **first case study concerning Typhoon Haiyan**.

Typhoon Haiyan, known in the Philippines as Super Typhoon Yolanda, was one of the most powerful tropical cyclones ever recorded. According to UN officials, approximately 11 million people were affected and many were left homeless

In the immediate aftermath of the typhoon, there were widespread condemnations of slow government action in the relief efforts. Media reports criticized the Philippines Aquino administration for their apparent lack of preparation and coordination among government agencies in the aid operation. The government responded by saying that the response was slow due to the breakdown of the local governance in affected areas where officials and employees, who were usually the first to respond in these events, were victims of the typhoon themselves.

The responses of non-governmental aid agencies, however, were more effective than government efforts. This was primarily because they engaged and coordinated directly with those affected by the typhoon.

For example, whilst delivering various forms of aid to beneficiaries such as water, food, and shelter provision, the Norwegian Red Cross also installed billboards, posters, banners, and other signage to advertise their complaint response mechanism. Consequently, those receiving aid and those who were not receiving aid *became aware that they could complain or provide feedback to the organization which could be quickly and directly addressed*.

Lists of beneficiaries were also posted in the council hall so that those who were not registered for assistance could add their names to the list should they wish to.