



# Empowering local communities towards resilience through Integrated SBC

## INTRO AND OBJECTIVE

The *Ifaa* (means 'Light' in Afan Oromo) project is implemented by Catholic Relief Services (CRS Ethiopia). A Community Bazaar, an integrated service provision platform in parts of Oromia, East Hararghe, Ethiopia. The fact that communities do not live in 'sectors', and Ifaa aims need to provide services in an integrated manner led Ifaa to adapt an approach 'Community Bazar' is a platform that brings partners, stakeholders, and communities together to access essential information, skills, and services in their local environment, convenient in all terms mainly context.

Ifaa Community Bazar Aims:

- Facilitate multi-sectoral collaboration and enhance access to services across key sectors at the grassroots level.
- Build local stakeholders and service providers capacities for future meaningful community engagements towards sustained behavior change.
- Enable community address local problems with local solutions towards resilience with low cost

## METHODS

Ifaa Community Bazaar promotes behavior change across multiple sectors (including health, nutrition, gender, youth, social dynamics, agriculture, livelihoods, hygiene and sanitation, environment, and climate change) by offering essential information, skills, and services in a fun and interactive outdoor event. The concept aligned with this approach matches 'Bazar' to enable everyone in a village depending on their needs and preferences has the right to access available services. Held in an open space near a village preferably in a School Compound, or at a spot where community gathering happens such as under the trees.

Key government stakeholders, private sector service providers, influential leaders and community members participate in Community Bazaars. All Ifaa sectors identify local actors within community, gov sectors, private service providers and Influencers to collaborate towards creating demand and facilitate access to services for their respective priority groups. Each sector promotes intended positive behaviors by providing information, skills and inputs/products and facilitate behavior change, and this happens in every corner so that community members can choose and own their change through audience driven interactions that aims their satisfaction in services provided.

## RESULTS

- Each event codesigned with local actors including community, private sectors, partners, and government stakeholders and event executions led by community itself empowers them to sustain it through iterative approaches.
- By taking place within the local setting, Ifaa community bazaar helps to overcome barriers such as distance, access to inputs and information that can often prevent community members from changing their behaviors and actions.
- Increased ownership of these events is owned by community, local government as well as private sectors built a platform for everyone to mutually benefit from the platform need and services by local stakeholders This mutual benefit has established a nudge that drives sustainability of the Bazaars, leveraging local capacities

## CONCLUSIONS

"Community driven approaches that combine with contextual targeted messaging and service delivery facilitate multi-sectoral collaborations, foster community ownership, and create opportunities for community members to access relevant information and services. Community Bazaars bridge the gap between diverse stakeholders and enable participants to access integrated services that are tailored to local contexts.

