TARGETING GUIDE

for FSL projects / programmes

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1. OBJECTIVE

This guide is designed to facilitate the work of volunteers in targeting processes for FSL (food security and livelihoods) programmes or responses following the HEA approach.[[1]](#footnote-1)

This is a simple guide included in the Niger Red Cross' FSL toolkit. For those interested in more comprehensive targeting methodologies, it is recommended that you consult, among others, the Livelihoods Centre website: <https://www.livelihoodscentre.org/>

1. TARGETING ACCORDING TO THE HEA APPROACH
   1. Identification of socio-economic categories

As a first step in the targeting process, we need to identify the criteria that determine the **socio-economic categories of the village (or intervention area)** inorder to base our targeting on the most vulnerable groups.

Socio-economic groups are generally divided into four groups: very poor (VP), poor (P), medium (M) and well off (WO).

To make this division, we need to look for **local criteria decided upon by the villagers**. A Community Assembly will enable us to define the socio-economic criteria for each category, relying particularly on key individuals, i.e., village chiefs, village elders, youth or women's associations, etc.

**Table 1. Example of socio-economic categorisation**

| **Cat.** | **HH members** | **# of small ruminants** | **# of large ruminants** | **# of carts** | **Cultivated land (ha) per HH** | **Other** |
| --- | --- | --- | --- | --- | --- | --- |
| **Well off** | 22 members  (between 15 and 30) | > 50 heads | > 50 heads | > 2 | Between 5 and 20 Ha | Own property such as cars, motorbikes, TVs, etc. |
| **Medium** | 15 members  (between 10 and 20) | Between 21 and 50 heads | > 10 | 2 | Between 3.5 and 15 Ha | Have other sources of income (shops, etc.) and assets such as motorbikes, TVs, etc. |
| **Poor** | 11 members  (between 6 and 15) | Between 6 and 20 heads | > 2 | 0 or 1 | Between 1.5 and 6 Ha | Have poultry.  Seasonal migration of the able-bodied. |
| **Very poor** | 7 members, (between 3 and 10) | 0, 1 or 2 heads | 0 or 1 | 0 | 0 or between 0.5 and 2 Ha | They are used to working on a daily basis (day labourers).  Have some poultry.  Seasonal migration of the able-bodied. |

It is recommended that we review existing secondary information (HEA profiles, operations or programme reports, etc.) in order to get an idea of the components (criteria) of wealth in the area (e.g., number of livestock, Ha of crops, type of house, number of members, etc.).

This step will lead to a **list of selection/targeting criteria**, based on socio-economic categories. It is very important that the **selection/targeting criteria are as simple as possible**, so that there is a common understanding (and it does not generate conflicting interpretations). The socio-economic classification must be **accepted/approved by the community**.



Throughout the project cycle, and particularly during the beneficiary selection processes, there will need to be **awareness raising and communications actions with communities** to ensure understanding. Include CEA (Community Engagement and Accountability) activities.

**Tool: CBL2.Socio-economic categorisation**

Once we have identified the socio-economic criteria that will enable us to identify the most vulnerable groups (notably the ‘very poor’ category or the ‘very poor’ and ‘poor’ categories), we can begin the targeting process.

This guide outlines two possible processes: **exhaustive census** and **community-based targeting**.

* 1. Exhaustive census targeting

This targeting method consists of an exhaustive census of households in each village carried out directly or with the support of the village chief and the community.

The information to be collected is the following: the demographic information of the household (name and status of the head of household, size of the household, number of children in the household by age group, number of pregnant/breastfeeding women, number of disabled, etc.), and the main criteria identified in the previous step (socio-economic classification/categorisation criteria).

**Tool: CBL3. Targeting sheet. Exhaustive census.**

Once the surveys have been completed, the project team will target households according to the selection criteria determined. This stage ends with a list of targeted households.

* 1. Community-based targeting

This second method is a participatory method involving greater responsibility for the target communities. Community-based targeting consists of four steps:

* Election of targeting committees.
* Community-based targeting.
* The target verification / approval survey.
* Triangulation.

**Election of committees**: Set up two selection committees, in order to make it easier to detect cases for inclusion and exclusion, by comparing their results.

When creating the committees there are several possibilities, but the recommendation is that you form a Men's Committee and a Women's Committee.

Establish/elect the two committees in a General Assembly (or community assembly) with people who are involved in the project/programme activities and who have a good knowledge of the households. Ensure good representation of the diversity of the village (men/women; young/old; well off/very poor, etc.).

The selection committees will be responsible for categorising (according to the socio-economic categories determined: WO, M, P, VP) all households in the village.

Review and give a copy to the committees of the criteria for determining the socio-economic categories.

**Community-based categorisation of households**: The two selection committees created will come up with a separate socio-economic categorisation of households.

All households in the village will be assessed in order to determine their characteristics.

Each household will be categorised based on the criteria identified at the assembly and their knowledge of the situation concerning the households.

Using the two lists, the project team will create a composite list by comparing the results.

**Tool: CBL4. Targeting sheet. Community-based Cat.**

**Tool: CBL4. Targeting sheet. Community-based Cat.-composite**

**Verification survey:** This step involves:

* Surveying all households that have been classified as VP by the two (2) selection committees.
* Surveying all households that have been classified as VP by at least 1 of the 2 selection committees.
* Randomly surveying 10% or more of households classified as P, M or WO to check for exclusion errors.

The surveys will be carried out by Red Cross/Crescent volunteers, with the support of community leaders who will help them identify the households. The survey form should include information on the households (number of members, number of children and dependants, etc.) as well as all the criteria which determine the socio-economic categories.

**Tool:** **CBL5. Targeting sheet. Verification survey.**

**Triangulation and classification:** To be carried out by the project team.

Review the results of the verification survey to identify **errors of** **inclusion** (households categorised as VP that do not meet the inclusion criteria), as well as **errors of** **exclusion** (households categorised as P, M or WO by the selection committees that do meet the selection criteria).

If the percentage of exclusion cases is high, we will need to conduct more verification surveys among P/M/WO households, or to organise a new community assembly to address the problem of households that were not included in the lists provided by the selection committees.

The triangulation process ends with a list of targeted households. The list can follow the template/format of the tool 'CBL5. Targeting sheet. Verification survey' by including only the selected households.

* 1. Community approval assembly

To ensure community acceptance of the list of selected beneficiaries, either through the exhaustive census method or the community-based targeting method, this activity should be accompanied by:

* Outlining once more the different targeting steps, the criteria and the role of each stakeholder.
* Reading the final lists of beneficiaries.
* Questions and answers.
* Outlining once more the means of potential recourse in terms of accountability/complaints and the next steps of the project.
* Beneficiary approval record.

**Tool: CBL6. Targeting sheet. Community approval record.**

1. *HEA: Household Economy Approach.* [↑](#footnote-ref-1)