



World Food Programme

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## WFP's Work in Enabling Social Protection in Bangladesh

Highlights of the World Food Programme's Contributions to Social Protection in a New Normal

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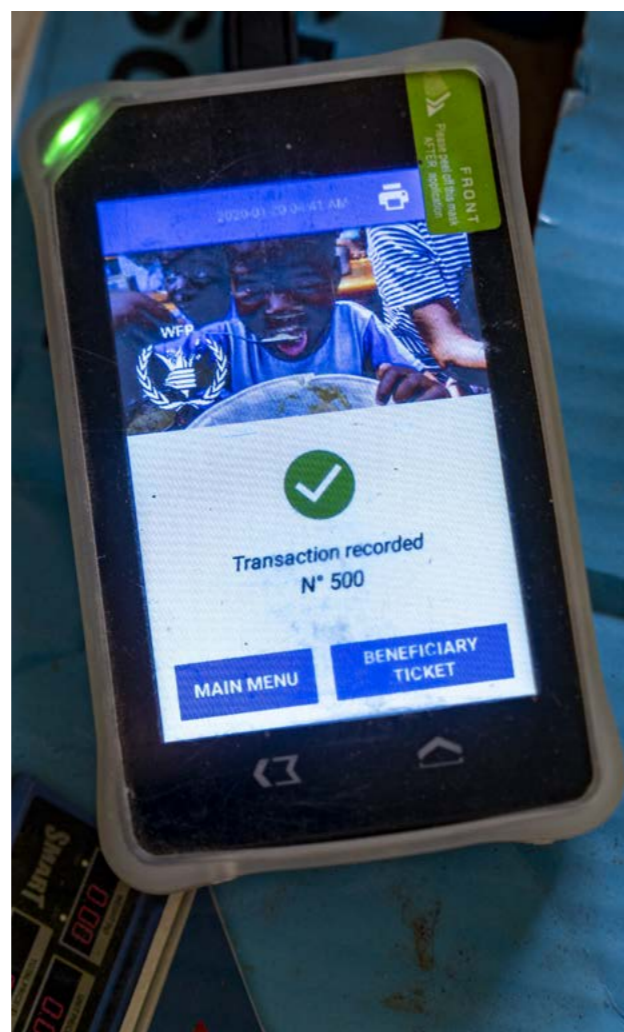
## Using Blockchain to Improve Tracking and Promoting Nutritious Diets in Bangladesh

In 2020, WFP continued its strong partnership with the Government of Bangladesh through capacity strengthening initiatives, engaging in policy dialogue and advocacy, generating evidence, and developing innovative approaches to disaster response.

In recent years, WFP has been very successful in supporting the government in reforming different safety net programmes based on evidence generated by undertaking small-scale pilots and then rolling out these programmes at scale with government resources.

As part of its support to contain the impact of the COVID-19 pandemic, WFP started a nutrition-sensitive urban safety net pilot programme in two low-income areas in Dhaka. This programme was designed to leverage the same blockchain technology, known as Building Blocks, which had been used for the humanitarian operation in Cox's Bazar and contribute to social and behaviour change communication with cash incentives to promote dietary diversity.

This new and innovative programme – implemented in collaboration with the Ministry of Social Welfare, the Ministry of Women and Children Affairs, North Dhaka City Corporation and BRAC – tests new ways to encourage beneficiaries of government safety



## ENHANCING THE FOOD SECURITY AND NUTRITIONAL IMPACT OF SOCIAL PROTECTION



net programmes to use their cash pay outs on nutritious food, through a “cash-back” element, which has been accepted to the WFP Innovation Accelerator.

Through smartly designed incentive-based packages, beneficiaries are guided towards using their received cash for the consumption of healthy food products. Beneficiaries purchasing nutritious food from at least five different food groups will receive a 25 percent top-up of the amount purchased on their next unconditional cash transfer as an incentive to promote dietary diversity.

To make this programme succeed, WFP is working with local traders to ensure a stable supply of vegetables and other nutritious food in shops within targeted areas.

The programme also uses social and behaviour change communication to promote dietary diversity and is delivered via an app connecting to the WFP blockchain, powered by Building Blocks. Building Blocks was rolled out under this programme in November 2020, to enhance the targeting and tracking of beneficiaries, analyse purchasing patterns, and offer opportunities for an in-depth analysis of cash-back data.

On top of this, WFP has been promoting the use of no-cash payment systems, such as the mobile financial service ‘bKash’, to replace physical cash payments and minimise person-to-person contact.

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To know more about WFP's work in enabling social protection around the globe check the full publication and infographic:

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