



ShareTheMeal

SITUATION UPDATE

MAY 2016

SYRIA CRISIS REGIONAL RESPONSE



For information about the ShareTheMeal: <https://sharethemeal.org/en/index.html>

For information on WFP's Syria Crisis Response in 2013 - 2016, please use the QR Code or access through the link: wfp.org/syriainfo

WFP/ DINA ELKASSABY

HIGHLIGHTS

- WFP's ShareTheMeal application, with campaigns currently focused on Syrian school children, allows users worldwide to contribute funds to WFP with a tap of their smartphones.
- On 12 May the steering committee of the Facility for Refugees in Turkey (FRIT) extended its full support to the humanitarian pillar presented by the European Commission. An Emergency Social Safety Net (ESSN) will be implemented to improve direct financial assistance to as many as one million vulnerable refugees, coupled with protective and humanitarian services.
- Food assistance for 275,000 people was impaired in the Al-Hasakeh governorate of Syria due to access constraints through border crossings.
- WFP launched two new resilience projects in the relatively stable governorates of Tartous and Al-Hasake inside Syria, to restore livelihoods and support improved agriculture.

Situation Update:

Syria

Aleppo Governorate

During the last week of May, ISIL launched a large-scale offensive in northern Aleppo governorate, seizing control of several villages and arriving within 2 km of A'zaz town. The advance is putting 165,000 IDPs at risk who are living in A'zaz and camps in the area. In anticipation of a possible take-over of A'zaz by ISIL forces, WFP partners distributed their prepositioned food rations sufficient for almost 30,000 people at the end of May in order to avoid possible food losses. Additional ready-to-eat food rations for 40,000 newly displaced people, enough to cover food needs for about five days, are currently being delivered through BAS to A'zaz, which are being prioritized to the most vulnerable IDPs.

Al-Hasakeh Governorate

Deliveries of WFP food assistance to Al-Hasakeh governorate continue to be impaired due to interrupted access through border crossing points. Consequently, WFP stocks of monthly general food rations in the governorate have now been completely exhausted, which prevented the delivery of food assistance for a planned 275,000 people during the month of May. Limited amount of ready-to-eat rations that are left in the governorate are being carefully prioritized to meet the most urgent food needs of the most vulnerable people.

Jordan

Following additional registration and entry into Jordan, as of 25 May, 36,554 individuals were registered with UNHCR at the Berm for the purpose of receiving assistance. Due to the rapid scale-up of the operation, WFP was requested to take full responsibility of food assistance to stranded Syrian refugees at the border and has been doing so since the beginning of March.

Lebanon

WFP's 2016 targeting and referrals process is ongoing to prioritize assistance to households with the highest levels of vulnerability. Simultaneous technical discussions are ongoing with UNHCR, focusing on closer harmonization of targeting.

WFP and UNICEF will support a UNDP-led rapid poverty assessment of the Lebanese population from July. The assessment will contribute towards the creation of a food security baseline of the

Lebanese.

Iraq

The political tension in Iraq arising from Prime Minister Haidar al-Abadi's decision to reshuffle the cabinet to tackle corruption continued throughout May and has resulted in the death of three people following the incursion into the Green Zone.

Turkey

On 12 May, the steering committee of the Facility for Refugees in Turkey (FRIT) extended its full support to the humanitarian pillar presented by the European Commission.

An Emergency Social Safety Net (ESSN) will be implemented to improve direct financial assistance to as many as one million vulnerable refugees, coupled with protective and humanitarian services. The ESSN will be a joint effort between experienced humanitarian partners and Turkish authorities, establishing a single delivery system of assistance, through electronic cards, to allow refugees to cover their basic needs, and restoring normalcy to disrupted lives. The ESSN and associated measures will be rolled out in the second half of 2016. See press release:

http://europa.eu/rapid/press-release_IP-16-1728_en.htm

Egypt

Household access to food driven by diminishing purchasing power continues to affect the food security of Egyptian households. The average Egyptian household spends more than 40 percent of their income on food, rising to more than 60 percent for the poorest families. The seasonal increase in food prices is continuing and the gap between inflation rates in producer and consumer prices is growing wider throughout 2016.

WFP Response:

Syria

WFP delivered food assistance for over four million people in 12 of the 14 Syrian governorates in May, achieving 100 percent of its monthly plan. Of this, more than 845,000 people in opposition-held areas in Aleppo, Idleb, Hama, Dar'a, and Quneitra were reached through cross-border deliveries from Turkey and Jordan, representing 21 percent of the total food assistance deliveries; cross-line and airdrop deliveries to besieged and hard-to-reach areas amounted to 5 percent of the total deliveries, supporting some 210,000 people in five different locations.

Since April 2016, the airdrop operation has allowed WFP to deliver assistance to 100,000 people monthly, who had previously not been reachable since March 2014.

WFP launched two new livelihoods projects in areas of relative stability inside Syria: In Tartous governorate the project aims to restore livelihoods for vegetable producers, providing rations for 13,500 affected households, along with the distribution of plastic sheets to restore greenhouses. In Al-Hasake governorate, 7,500 people will be targeted to strengthen agricultural production, improve knowledge and practices of farmers, support household food needs of households during the lean season.

Jordan

In May, WFP assisted approximately 536,000 refugees through e-cards and paper vouchers in camps and host communities.

In addition to the above, at the end of May, WFP reached 31,838 beneficiaries through ready-to-eat food parcels, bread distribution, and fresh fruits and vegetables.

Lebanon

In May, WFP assisted approximately 722,000 beneficiaries through e-cards and school feeding.

27,208 vulnerable Lebanese were also assisted through the National Poverty Targeting Programme (NPTP). WFP provided technical support only to the NPTP in May, but is preparing to incrementally expand the programme in the second half of 2016.

Iraq

Approximately 52,000 Syrian refugees received assistance from WFP in May. This included 5,475 refugees supported with in-kind assistance, as well as 46,066 who had their e-vouchers topped up.

In May, the voucher rates for Syrian refugees in Iraq were restored to USD 28 for the extremely vulnerable and USD 19 for the moderately food insecure, up from USD 19 and USD 10 respectively. This is due to the generous donation from Germany for Syrian refugees around the region.

Turkey

With vulnerability targeting for off-camp refugees ongoing throughout May, approximately 124,000 people received assistance through e-cards, up from 100,000 people in April. WFP continued to

provide e-cards to 155,000 Syrians in eleven camps in the south-east of Turkey.

Egypt

In May, WFP reached approximately 66,000 beneficiaries in Egypt, including 2,877 Palestinian refugees from Syria.

Partnerships:

New partnership with Microsoft

Under the Vision 2020's guiding principle of data as a humanitarian good, WFP is developing a new partnership with Microsoft. WFP and Microsoft will explore connecting with WFP's retail strategy to increase access to information on food supply chains. This will support private sector growth, increase efficiencies, and pass those savings onto consumers helping to achieve sustainable food security. A further automating of WFP data collection processes, and increasing automatic communication between WFP databases will allow for better and quicker decision making, while making sure sensitive data is better protected.



Syria

The WFP emergency response is implemented through 34 partners, including the Syrian Arab Red Crescent (SARC), 21 local NGOs operating inside Syria, two international NGOs (the Aga Khan Foundation and Action Contre la Faim) operating inside Syria, and ten INGO partners facilitating distribution of supplies delivered through cross-border missions.

Regional Partnerships

Across the five regional countries for the refugee operation, WFP works with a number of strategic government partners and donors, international and local NGOs, sister agencies, financial agencies, and retail partners across the region to deliver assistance to those in need.

Impact Review IV: Cultivating Innovation

ShareTheMeal Smartphone Application

Overview

The ShareTheMeal initiative is a mobile phone application that allows people worldwide to contribute funds to WFP with the tap of a smartphone. Launched in November 2015, this humanitarian relief tool invites users to give USD 0.50, equivalent to feeding one hungry child for a day, as well as options to feed a child for one week, one month, or one year. The interactive application then provides a story of a child and shows where the child is from on a map.

The application was conceived under the pretext that with over two billion smartphone users worldwide, harnessing the use of this technology is an innovative and accessible way for users anywhere to contribute to WFP. Further, it serves as a modern advocacy tool by linking up with social media, inviting users to share their contributions on Facebook and interact with friends by inviting them to use the application and contribute to Zero Hunger.

ShareTheMeal was featured at the Innovation Accelerator exhibit at the World Humanitarian Summit (WHS) which took place in Istanbul, Turkey May 23-24. The timely showcase captures the essence of the WHS, which calls upon the international community to use innovative solutions to deliver assistance to vulnerable populations. Further relevance to the WHS includes the application's predictable source of funding--funds raised during each campaign will assist beneficiaries for an entire year, mitigating uncertainty of funding.

Recently introduced in Arabic, ShareTheMeal is coinciding with the holy month of Ramadan. The appropriate launch reminds those who choose to fast each day to share their evening meal with those who face chronic hunger issues. Since the launch in Arabic, WFP has noted a significant increase in use: during peak times, there are users sharing their meals every

nine seconds. The application is also currently available in English, German, Spanish, Portuguese, French, Italian, Korean, and Japanese. To watch a video interview about ShareTheMeal and Ramadan with one of the application's creators, use this link:

<http://edition.cnn.com/videos/world/2016/06/06/share-the-meal-app-ramadan-stricker-intv.cnn>

Development

The development of ShareTheMeal was supported by WFP's Innovation Accelerator. Launched in August 2015 and based in Munich, Germany, the Innovation Accelerator was created as a support structure to identify and implement high impact innovations to achieve Zero Hunger. The Innovation Accelerator enables WFP to develop efficient and cost-effective solutions to old and new challenges by identifying and nurturing new ideas, in addition to scaling up existing projects across our global operations. It serves as a fast-paced and creative environment where WFP staff and external partners, including private sector, universities and technology providers, collaborate to deliver cutting-edge social innovations.

ShareTheMeal has been supported by the WFP Innovation Accelerator, which is generously funded by the Government of Germany. ShareTheMeal also receives donations and pro bono services from the business community, philanthropists and individuals.



Impacting the lives of Syrian school-aged children

ShareTheMeal is already showing great promise for the lives of school children, evidenced by the success of the application. Since its launch, more than 500,000 users worldwide have provided the equivalent of more than six million meals, with campaigns recently focused on Syria, Jordan and Lebanon.

In Jordan, findings from Food Security Outcome Monitoring (FSOM) demonstrated that of almost

40 percent of families not receiving assistance, an overwhelming majority (68 percent) reported to have withdrawn their children from school. Over one-third of non-beneficiary respondents (38 percent) indicated they have sent their children to beg to meet their food needs, compared to just 6 percent of households receiving assistance for their children.

In Lebanon, the adoption of negative coping strategies peaked during reductions in assistance that arose due to lack of sustainable funding. However, the consumption-based coping strategy index dropped remarkably when assistance levels increased. In around two thirds of households, adults who were forced to restrict their food consumption to prioritize the food needs of their children were no longer using this strategy. In addition, three out of four households who had stopped sending their children to school, sent them back to school when assistance levels increased.

With the data findings indicating that refugee children are at risk of missing school without access to food, broader implications come into play: families struggling with rising poverty can be forced to resort to additional negative coping strategies, such as child labour and early marriage for girls.

By ensuring that children's food needs are covered, whether by school meals in Jordan, or an additional transfer for children in Lebanon, parents are more likely to keep kids in school and to lessen engagement in negative coping strategies. Health is improved, children are receiving their education, and livelihoods are increased.

In November and December 2015, sufficient funds were raised to provide school meals to 20,000 Syrian refugee children living in camps in Jordan for a full year; between January and April 2016, the application generated enough funds to support 2,000 mothers and their babies in Homs, Syria, for one year.

ShareTheMeal's current goal is to support the 1,400 refugee children between the ages of three and four in Lebanon for one full year. Their parents will receive e-vouchers, allowing them to buy food in local shops.

Award-winning

WFP's ShareTheMeal was recognized with various international awards. It was among the winners of

the Interactive Innovation Awards, taking place at the South by Southwest event in Austin, United States, and has been recognized as one of the world's most promising innovations. The application won in the "New Economy" category, which recognizes those "redefining the exchange of goods and services, from the sharing economy, to virtual currency, to micro-finance, to mobile-device-payment systems, and beyond." This serves as a strong reminder that technology can change lives and that people around the globe truly believe we can achieve zero hunger by working together.

ShareTheMeal also received the prestigious Webby People's Voice Award for Mobile Sites & Apps—Best Practice Category in April 2016.



Conclusion

ShareTheMeal's simplicity and interactive platform is key to its success, allowing for a fun and modern way for people to share their meals and become involved in contributing to Zero Hunger. Its innovative mechanism for fundraising directly connects to the calls for changes in the way business is conducted in the humanitarian sphere. The WFP ShareTheMeal team is continuously working to improve and expand the application, currently working with country offices to determine the needs for its next campaign.

Funding overview

Taking into account generous pledges from the London Conference, WFP's net funding requirement is USD 38 million covering operations inside Syria and the five neighboring countries. USD 10.8 million is required for airdrops operation 200950 inside Syria and USD 27.2 is required for Lebanon and Turkey to cover operations throughout the remainder of the year.

Finally, WFP is seeking an initial USD 10 million for start-up projects that would lay the foundation of longer term resilience, under the Syria + 5 Vision 2020.

SYRIA +5 REGIONAL RESPONSE UPDATE - MAY DISTRIBUTIONS

	IDPs/ Registered Refugees	Targeted Beneficiaries	Assisted Beneficiaries	%	Money Injected in Local Economies	Modalities Used	Cash Based Transfer Value (USD)
SYRIA	6,600,000	4,000,000	4,000,000	100%	USD 1.9 m	<ul style="list-style-type: none"> Family Food Basket, Supplementary feeding Paper vouchers School Feeding Snacks 	Pregnant and lactating women 20* *Due to the fluctuation of the exchange rate this value is approximate
LEBANON	1,048,275	781,000	722,368	92%	USD 683 m	<ul style="list-style-type: none"> Cash Based Transfers - using E-cards School Feeding Snacks 	Vulnerable 27
JORDAN	655,217	568,375	568,185	100%	USD 553 m	<ul style="list-style-type: none"> Cash Based Transfers - using E-cards and paper vouchers School Feeding Snacks 	Vulnerable 14.1 Extremely Vulnerable 28.2 Jordan Camps 28.2
TURKEY	2,744,915	300,000	279,000	93%	USD 506 m	<ul style="list-style-type: none"> Cash Based Transfers - using E-cards 	Vulnerable 22.5
EGYPT	120,491	70,877	65,382	92%	USD 102 m	<ul style="list-style-type: none"> Cash Based Transfers - using E-cards and paper vouchers 	Vulnerable 24.2
IRAQ	246,589	72,000	52,407	73%	USD 62 m	<ul style="list-style-type: none"> Cash Based Transfers using SCOPE Cash Pilot 	Vulnerable 19 Extremely Vulnerable 28.2

Syrian in communities
 Syrian refugees in camps
 Palestinian refugees from Syria
 Vulnerable Lebanese
 IDPs

6.6 million

IDPs inside Syria

5,687,342

Assisted in Syria and the Region

4.8 million

Refugees in the Region

37

Partners in Syria

USD 1.9 billion

Money Injected in the Region

29

Partners in the Region

