## Strengthening Communities

### Impact
People in the selected communities are able to lead a more decent and dignified lives

### Outcomes
- Improved community livelihoods
- Improved community capacity to respond to external shocks
- Employees are engaged in social actions

### KPIs
- % of positive beneficiary/volunteers feedback on Strengthening Community programmes
- # Number of communities with Disaster Risk Reduction plans and tested systems in place
- # Number of Disaster Risk Reduction policies in place
- # Number of people reached through Community programmes

### Assumptions
- C&A employees feel motivated to participate in relevant programmes
- C&A leadership supports various Strengthening communities initiatives
- Programme partners have the capacity to deliver results
- Programmes are adapted to local, regional business and partner context
- Local government authorities support and participate in various programmes

### Strategies
- Build community capacity to strengthen their resilience to internal and external shocks and disaster risk
- Respond to humanitarian disasters through relevant global and local partners to address community needs
- Enable and inspire C&A employees in selected geographies to engage within their communities, tailored to local business and country contexts

### Risks
- Business pressure challenges employee participation in the programme
- Employee rotation and turnover erodes programme engagement
- Programme partners lack capacity to deliver results to meet expectations
- Lack of support from the business leadership is a barrier for the success of the programme

### Problem/Issue
Communities where C&A operates have unequal access to services and opportunities and increased vulnerability during a crisis.

The contribution C&A and its employees make to community development is uneven across geographies