## OCHA's 3W
### Purpose, Target Audience, Scope & Products
Originally drafted by Andrej Verity, May 2013[1]

This is the living version of the document

## Background

The earliest known example of an OCHA Who's Doing What Where (3W) was created in the Kosovo response in 1999. An attempt to create an OCHA standard 3W, starting in 2005, covering all humanitarian situations proved over complex and lacked sustained funding. As a result, OCHA offices continued to create ad hoc process and tools to support the 3W concept and produce related products. In the regional Information Management Officer (IMO) workshop in South Africa in January 2013, it was recognized that no document existed that clearly outlined the actual purpose of, target audience of, scope of, and products derived from a 3W. This paper aims to set out initial thoughts on these topics as well as attempt to begin applying standard language to the 3W and its products.

## Purpose of the 3W

The main purpose of a basic 3W is an attempt to show our outlined the operational[2] presence by sector and location within an emergency. At this basic level, the *3W Operational Presence* (3W:OP) can enable organizations to help identify potential partners, quickly give a very rough understanding of an on-going response, and superficially identify potential overlaps or gaps in response.

When paired with other data, the 3W:OP produces specialized 3W products which can be used to help responders to ask more informed questions[3], to feed into analysis of a response, and to identify a variety of overlaps/gaps such as need versus response and need versus funding. Although the supplemental 3W products may vary between emergencies depending on the need of the decision makers, a core set have been outlined in the Products section below.

Given that the supplemental products (see Products section) may vary between emergencies, it is imperative that OCHA clearly articulates the purpose of these specialized products.  Without

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[1] First draft based on Cape Town 3W Sprint Session with Janet O'callaghan, Jaouad Tilout, and NK Shrestha. Addition comments provided by Christian Cricboom, David Saunders, Eva Vognild, Jeffrey Villaveces , Kyaw Naing Win, John Marinos, and Sanjeewa Warapitiya,

[2] Operational presence represents the organizations implementing an activity. It is not intended to reflect those who may be funding such activity.

[3] See Annex 3 for an example of Resource Analysis which can enable donors and senior humanitarians to ask questions about where funding is going and where funding may be lacking.

understanding the purpose of a given product, those who are not part of the intended target audience may be left confused.

## Target Audience of the 3W products

Although a simple classification, there are two very distinct 3W product consumers: 1) in-country responders and 2) global/headquarter based humanitarians. Distinguishing the difference is critical as in-country responders are looking for quick, detailed products to help in making decisions whereas global audiences tend to be looking more general and well-styled products.

*In-Country Responders*

The in-country audience is generally more interested in quick, detailed products which can be used to enable their decision making process.  The top priority is not perfect visual appeal, but rather highlighting the topic which needs to be shown and in a format that can be easily understood.

| Organization Type | Use of 3WOP |
|---|---|
| Non-Governmental Organization (NGOs) | To identify potential partners; <br> To start the process to make operational decisions; <br> To understand who is present; <br> To remove degrees of separation in order to speed up and improve efficiency of response; |
| Humanitarian Clusters | To identity potential partners; <br> To ask more informed questions of what is happening within their cluster; |
| Donors | To help inform funding decisions; <br> To gather a better operational understanding; |
| OCHA | To enable better preparedness before a new incident; <br> To enable coordination amongst actors in a response; <br> To leverage as a potential proxy indicator on other subjects; |
| Government | To enable preparedness; <br> To understand who is in-country; <br> To connect with the various responders; <br> To monitor the emergency response inside |

| | their country; |
|---|---|
| UN Agencies | To understand the scale and coverage of the project they manage, fund or implement; |

*Global / Headquarters*

The global / headquarter-based audience has a very different need from and expectation of 3W products. As they are often used to display publicly, share in high-ranking meetings, and general advocacy, the visual appeal is critical. However, the same level of detail is not required for this audience.

| Organization Type | Use of 3WOP |
|---|---|
| OCHA | To help with advocacy efforts related to the response;<br>To display products for a variety of audiences;<br>To better understand the in-country response; |
| NGOs | To suppose advocacy efforts related to their efforts; |
| Donors | To help inform funding decisions; |
| Visitors to emergency | To quickly scan one product to get a general idea of the emergency response; |

# Scope

The scope of the 3W process and resulting products must vary depending on a variety of factors including the size of the emergency, the stage of the emergency, the type of emergency, and OCHA's in-country capacity. Although OCHA benefits from the 3W, the main benefactors should be the responding organizations and clusters as they can use it as a coordination instrument.

The Humanitarian clusters are responsible for their own more detailed 3W whereas OCHA is responsible for collecting the common information amongst the clusters to create the overarching emergency 3W products.

**New Emergency Data Scope**
In the early days of a new emergency, OCHA will collect 3W:OP data which includes: 1) Implementing Organization (perhaps with funding organization), 2) Sector / Cluster, and 3) Geographic Area. When possible, contact information should be paired, although perhaps in separate products, with this 3W data to better enable coordination amongst partners.

Having this much data, even in the longer-term and protracted emergencies would achieve 80% of OCHA's need (especially that of HQ). Achieving the demand of the local humanitarian community may prove more difficult.

***Over Time and Protracted Emergency Data Scope***
When capacity exists and the need for such detail is required, OCHA will also collect general activity-related information which can be used to augment the 3W:OP and to support monitoring efforts.

This additional information would give OCHA the additional 20% of our need, but would come at a significant investment level. Therefore, <u>OCHA must be 100% certain that there is a real need to collect, handle and produce products from such data</u>.

# Products

One of the major challenges of the 3W has been the variety of the products created based on the 3W:OP data and then simply referred to as a 3W. This approach has created great confusion within both OCHA and the community as to what the 3W actually is. Therefore, it is recommended that we categorize the 3W-related products and begin to clearly label our 3W:OP product and the 3W:OP augmented products which use other datasets.

At the core, the 3W will produce the *3W Operational Presence* which shows nothing more than where organizations are operating and within which clusters. See Annex 1 for an example of a *3W Operational Presence* infographic. Annex 2 is an example of a *3W Needs Analysis* and Annex 3 is an example of a *3W Resource Analysis*.

***3W Products***

| Product Name | Data Required |
|---|---|
| 3W Operational Presence (3W:OP) | Core 3W data required (Implementing Org[2], Sector, Location); |
| 3W Programme Presence (3W:PP) | Data showing where organizations' programmes coverage (Programming Organization, Sector, Location)<br>● Gives visibility to orgs who are not on-the-ground implementing (e.g. UN |

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[2] We are specifically looking at **implementing organizations** as we want to know 1) Who is currently delivering or implementing humanitarian projects in the area? and 2) Who has the ability to access and provide humanitarian assistance (conduct assessment,deliver a service and/or implement a program) in the district if needed?

| | agencies) |
|---|---|
| 3W Needs Analysis (3W:NA) | 3W:OP paired with needs information;<br>Enables gap analysis of response versus need;<br>Who Needs What Where;<br>Who is Suffering More Where; |
| 3W Resource Analysis (3W:RA) | 3W:OP paired with resourcing status;<br>Enables gap analysis of funding;<br>Who Needs Money Where;<br>Who Is Funding What Where;<br>Who is Spending What Where; |
| 3W Activities (3W: Activities) | 3W:OP plus the activity information;<br>Similar to concept of the Single Reporting Form (SRF); |
| 3W Performance Monitoring (3W: PM) | 3W:OP plus indicator data that allows tracking of cluster/organization project implementation status<br>May be paired with 3W: Activities for very granular detail |
| 3W Potential Response (3W: PR) | Similar to 3W:OP but uses data of planned project implementation such as the projects often outlined in the CAP<br>Would likely require the tracking of project status: planned, on-going, suspended, completed |
| 3W: Assessments | Who is Assessing Where<br>Based on the Assessment Registry |

*Frequency*

The frequency of the 3W:OP and supplemental products will depend on the emergency, the need, and the OCHA capacity. Below is just a general guideline to consider.

| Product Name | Data Required |
|---|---|
| 3W Operational Presence (3W:OP) | Version 1 released 3-7 days after an emergency starts;<br>Updated every 3-5 days for the first month;<br>Updated bi-monthly for next two months;<br>Updated monthly for next three months;<br>Updated quarterly thereafter; |

| | NEED TO ALIGN with Programme Cycle, MIRA, Flash, etc. |
|---|---|
| 3W Programme Presence (3W:PP) | Ad hoc, but expected to be only on need or demand for specific events and/or organizations; |
| 3WOP Needs Analysis (3W:NA) | Begins in 3rd to 4th week of an emergency; |
| 3WOP Resource Analysis (3W:RA) | Begins in 3rd to 4th week of an emergency; |
| 3WOP Activities | Begins anywhere from the second month through the second quarter in the second quarter after the beginning of an emergency. Consideration should be given to connect to the Flash Appeal;

OCHA needs to be careful that it only collects what it needs and does not overburden the partners. It is the responsibilities of the clusters to collect the very detailed information about activities |
| 3W Performance Monitoring (3W: PM) | Begins when project monitoring and evaluation begins. Consideration should be given to connect to the Flash Appeal; |
| 3W Potential Response (3W: PR) | Generally connected with a planning process such as the CHF, CHAP/CAP or contingency planning |
| 3W: Assessments | Begins as soon as any assessments are being planned or undertaken. |

***Tagging Target Audience***

When possible and appropriate, OCHA should consider clearly labeling the intended target audience (e.g. responders or global/HQ) so as to avoid any confusion and missed expectations.

## Connection/Relation to other Processes

*CAP and CRF/ERF*

Given the challenge of collecting 3W-related data, it is strongly encouraged that the 3W process and resulting products be connected with other existing processes. For example, some country offices have had great success connecting their 3W collection process and product generation with the CAP and CRF/ERF processes. By doing so, OCHA relies on a predictable pattern with our partners and does not burden them with additional requests.

*Clusters*

As the cluster IM 3W systems mature, OCHA will need to find ways to connect to and to perhaps harvest data directly from their 3W systems thereby both reducing their reporting burden and enabling real-time data analysis. The cluster 3W tools are more detailed than OCHA's need as they need to collect specific details about their cluster activities which are not relevant in an inter-cluster perspective. In the shorter-term, OCHA will need to consider working with the clusters to define the data reporting standards that will be needed from their 3W systems.

*Programme Cycle*

The 3W:OP is only one part of the process and needs to be closely tied into the programme cycle, especially for a protracted crisis. The timing of the 3W:OP should coincide with the preparations for CAP/CHAP and mid-year reviews.

## Standard Fields in OCHA's 3W

Below are the standard fields that OCHA will collect, during sudden onset emergencies. The right hand columns represent different phases[3] of the emergency. The '*' shows field names that are not mandatory but may be useful in different contexts.

| Field Name | Description | I | II | III |
|---|---|---|---|---|
| Implementing Organization | The Implementing Organization should represent the organization on the ground in the affected area doing the operational work, such as distributing food, tents, doing water purification, etc. | x | x | x |
| *Programme Organization | The Programme Organization is usually the agency or donor financially enabling activities. Quite often it will be the cluster lead agencies: e.g. UNICEF will be the Programme Organization for many activities of the Education Cluster members. In cases where the implementing organization is not known, it can be replaced by the programme organization and vice versa. | | x | x |
| Sector/Cluster | Depending on whether clusters have been activated or not, it is | x | x | x |

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[3] These phases will vary depending the emergency and local needs. Phase I: 0-3 weeks, Phase II: 3-6 weeks, Phase III: beyond 6 weeks.

| | | | | |
|---|---|---|---|---|
| | recommended to use the standard terminology for clusters (CCCM, Education, Emergency Shelter, Emergency Telecommunication, Food Security, Health, Logistics, Nutrition, Protection, WASH) | | | |
| *Sub-Sector | Sub-Sectors are usually defined by the clusters themselves and can be useful to OCHA for finding 'Interesting Facts'. Examples of a sub-sector could be for example: Agriculture - Fishery, Agriculture - Livestock, Agriculture -Forestry. | | x | x |
| Country | Insert the country's name. | x | x | x |
| Admin boundaries | Insert the administrative boundaries with the information available. Ideally you will add columns for every admin boundary. | x | x | x |
| *P- Codes | Use the P-Codes from the CODs (administrative boundaries and populated places) to fill in the columns. You can use VLOOKUPs or the P-Code Tool to make your life easier. | x | x | x |
| Activity | The 'Activity' field gives organization the opportunity to give a more in-depth picture of what they are doing. It also allows OCHA to use the information for creating the 'Interesting Facts'. | x | x | x |
| *Materials/Services Provided | The 'Materials/Services Provided' field gives organization the opportunity to give a more in-depth picture of what they are doing. It also allows OCHA to use the information for creating the 'Interesting Facts'. | x | x | x |
| *Primary Beneficiary | This field allows to enter primary beneficiaries, e.g. IDPs, women, children under 5, which can especially in the early stage of the emergency highlight the importance of sex and age disaggregated data. | x | x | x |
| *Number of primary beneficiaries | Includes the number of primary beneficiaries only makes sense when primary beneficiaries have been identified. | | x | x |
| Status | The status should have the following three categories: completed, ongoing, planned. | x | x | x |
| *Start date | Contains the start date (month) of an activity and can help with conclusions if there is no status indicated for an activity. | | x | x |
| *End date | Contains the start date (month) of an activity and can help with conclusions if there is no status indicated for an activity. | | x | x |

[Example of 3W Template spreadsheet in google doc](#)

# Annex 1 Operational Presence



Zimbabwe: Provincial Humanitarian Presence - Who What Where (as of October 2012)

# Zimbabwe: Humanitarian Presence - Who What Where (as of September 2012)

## OCHA
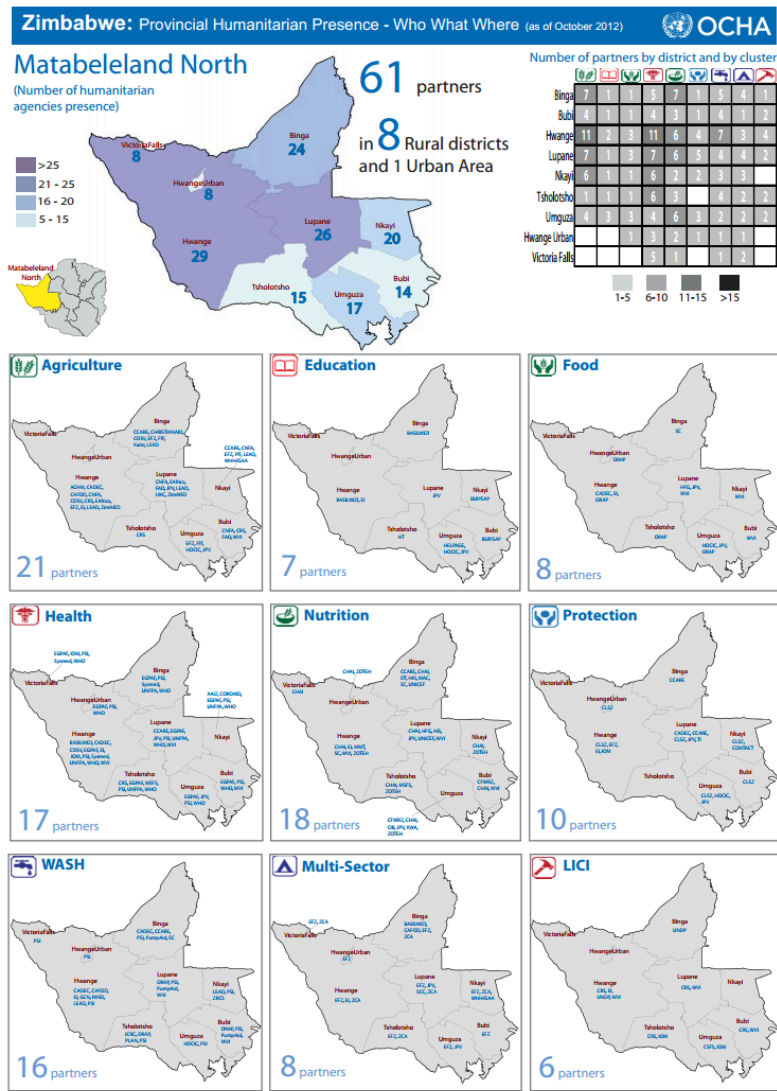
### Number of partners by province and by cluster

| Province | Agriculture | Education | Food | Health | Nutrition | Protection | WASH | Multi-Sector | LICI | Coordination |
|---|---|---|---|---|---|---|---|---|---|---|
| Bulawayo Metropolitan | 6 | 8 | 9 | 15 | 19 | 13 | 6 | 4 | 6 | 3 |
| Harare Metropolitan | 9 | 7 | 5 | 17 | 22 | 20 | 6 | 10 | 5 | 6 |
| Manicaland | 21 | 4 | 8 | 20 | 29 | 19 | 21 | 7 | 6 | 3 |
| Mashonaland Central | 22 | 3 | 9 | 17 | 17 | 11 | 9 | 11 | 8 | 3 |
| Mashonaland East | 17 | 6 | 5 | 18 | 17 | 15 | 10 | 10 | 5 | 4 |
| Mashonaland West | 14 | 4 | 4 | 18 | 19 | 13 | 14 | 9 | 4 | 1 |
| Masvingo | 27 | 9 | 14 | 20 | 28 | 21 | 25 | 8 | 17 | 2 |
| Matabeleland North | 21 | 7 | 8 | 17 | 18 | 10 | 16 | 8 | 6 | 3 |
| Matabeleland South | 25 | 6 | 11 | 17 | 20 | 11 | 14 | 8 | 7 | 3 |
| Midlands | 19 | 5 | 8 | 14 | 29 | 15 | 20 | 10 | 6 | 3 |

Coordination

1-5  6-10  11-15  >15

### Partners by province and by cluster

## BULAWAYO

**Agriculture**
AAIZ, ACDI/VOCA, EFZ, FfF, HOCIC, JPV

**Education**
ACDI/VOCA, ADRA, BUIYSAP, HELPAGE, HFG, HOCIC, HT, JPV

**Food**
AAIZ, ACDI/VOCA, ADRA, CH, CRS, HFG, HOCIC, JPV, ORAP

**Health**
AAIZ, ACDI/VOCA, CH, CONTACT, CRS, EFZ, EGPAF, IOM, JPV, MSFS, PSI, Sysmed, UNFPA, WHO, WVI

**Nutirition**
AAIZ, ACDI/VOCA, BCC, CGF, CH, CHAI, CHCS, CRS, HFG, HIS, HOCIC, JPV, LH, MAC, SAHC, SOS, SUZ, WVI, ZOTEH

**Protection**
ACDI/VOCA, CHILDLINE, CLSZ, CONTACT, CRS, DCIZ, HOCIC, IOM, JPV, MERCYCORPS, NHZ, TI, UMCOR

**WASH**
AAIZ, CH, LEAD, PSI, WVI, ZIMPRO

**Multi-Sector**
ACDI/VOCA, EFZ, IOM, ZCA

**LICI**
ACDI/VOCA, CAFOD, CSFS, IOM, JI, WVI

## HARARE

**Agriculture**
CADEC, DCIZ, EFZ, FfF, HFG, LEAD, Mavambo, SI, Trócaire

**Education**
ACT, DCIZ, EFZ, FfF, Mavambo, ROKPA, YIPD

**Food**
ADRA, CH, HWOT, MCT, Trócaire

**Health**
AAIZ, Africaid, CH, CRS, EFZ, EGPAF, HFG, HWOT, IOM, Mavambo, MSF OCA, MSFB, PSI, ROKPA, Sysmed, WHO, YIPD

**Nutirition**
AAIZ, ACT, ADRA, CADEC, CCCC, CH, CHAI, Connect, CPS, DCIZ, HIS, HWOT, Mavambo, MCT, PFN, ROKPA, SAWO, SI, SOS, THAMASO, ZIMPRO, ZOTEH

**Protection**
Africaid, Africare, CCARE, CESVI, CHILDLINE, CRS, DCIZ, HIPO, HLTZ, IOM, Mavambo, MeDRA, MERCYCORPS, NHZ, OXFAMGB, ROKPA, TI, UMCOR, WEG, ZCDT

**WASH**
CH, EFZ, LEAD, Practical Action, PSI, PumpAid

**Multi-Sector**
CADEC, CAFOD, CPS, EFZ, HFG, HLTZ, Mavambo, YIPD, ZCA, ZCDT

**LICI**
CSFS, IOM, JI, OXFAMGB, PENYA

## MANICALAND

**Agriculture**
AAIZ, ACF, CADS, CCARE, CRS, EAfrica, EFZ, FAO, FCTZ, FfF, GOAL, IRC, JPV, Kaite, NRC, PLAN, TDHIT, WHH/GAA, WVI, ZimAIED, ZRCS

**Education**
CCARE, NRC, ROKPA, TDHIT

**Food**
AAIZ, Africare, CCARE, CONCERN, GOAL, JPV, PLAN, TDHIT

**Health**
AAIZ, Africaid, Africare, CCARE, CORDAID, CRS, EGPAF, GOAL, IOM, IRC, JPV, MDM, MSFB, PSI, ROKPA, Sysmed, UMCOR, UNFPA, WHO, WVI

**Nutirition**
AAIZ, ACF, Africare, BASILWIZI, CADS, CCARE, CHAI, CONCERN, DAPP, DOMCCP, FACT, FCTZ, GOAL, HIS, HKI, HWAZ, IOM, JPV, KWA, MMT, OPHID, PLAN, ROKPA, TDHIT, UNICEF, WVI, ZCDT, ZRCS, ZWB

**Protection**
AAIZ, Africaid, CACLAZ, CCARE, CRS, EFZ, FAEIDD, GOAL, IOM, IRC, JPV, MERCYCORPS, NHZ, NRC, ROKPA, TDHIT, TI, UMCOR, UNFPA

**WASH**
AAIZ, ACF, Africare, CADEC, CCARE, CONCERN, CTDT, GCN, ICRC, IOM, IRC, IWSD, Johanniter, LINKAGETRUST, MERCYCORPS, PLAN, PSI, PumpAid, WVI, ZCDT, ZRCS

**Multi-Sector**
CAFOD, EFZ, IOM, JPV, NRC, WHH/GAA, ZCA

**LICI**
CONCERN, CRS, IOM, IRC, JI, NRC

## MASHONALAND CENTRAL

**Agriculture**
AAIZ, ACDI/VOCA, Africare, CADEC, CTDT, DAPP, EFZ, FAO, FCTZ, FfF, HFG, ISLT, JPV, LGDA, RoL, RUZIVO, SAFIRE, SOS, TDHIT, Technoserve, ZimAIED, ZRCS

**Education**
ACDI/VOCA, JPV, TDHIT

**Food**
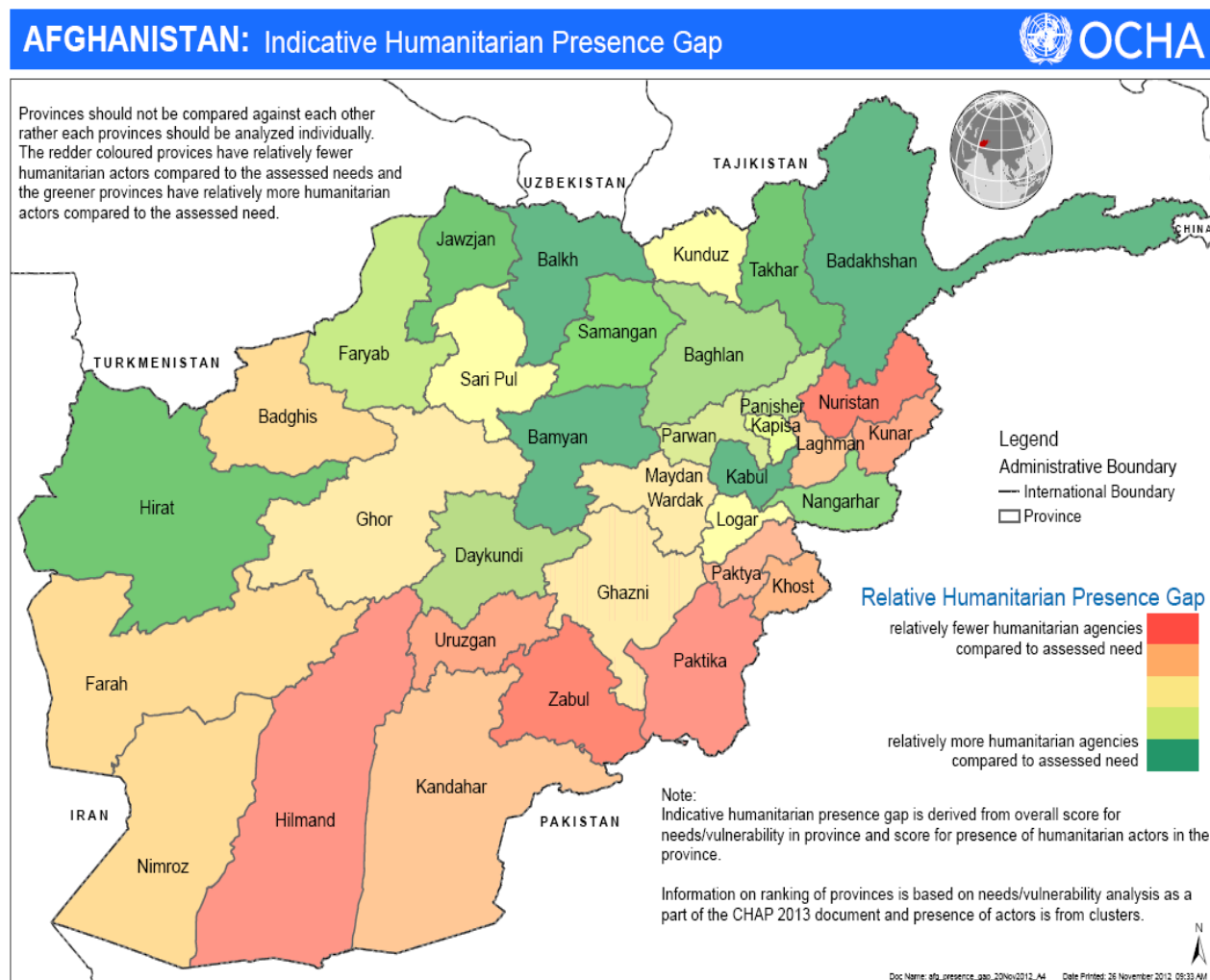AAIZ, ACDI/VOCA, CCARE, CH, HFG, IFRC, JPV, TDHIT, WVI

**Health**
ACDI/VOCA, CAFOD, CH, CORDAID, CRS, DAPP, EGPAF, IMC, IOM, JPV, MSF OCA, PSI, Sysmed, TDHIT, UNFPA, WHO, WVI

**Nutirition**
ACDI/VOCA, CADEC, CH, CHAI, FACHIG, FCTZ, ISLT, JPV, LGDA, NHCT, OPHID, SAFIRE, SOS, TDHIT, UNICEF, WVI, ZRCS

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## Annex 2    3W Needs Analysis

# Annex 3   3W Resource Analysis

## Overview
(Number of humanitarian agencies presence)

**186** partners

in **89** districts

US$**30** per targetted beneficiaries
(CAP MYR 2012 revised funding request)

Legend:
- >25
- 21 - 25
- 16 - 20
- 5 - 15

Number of humanitarian agencies presence by Clusters in the district
- >10
- 6 - 10
- 2 - 5
- 1

### Top 10 districts
with highest and lowest humanitarian presences

| | Highest | | | Lowest | |
|---|---|---|---|---|---|
| | District | Partners | | District | Partners |
| 1 | Harare | 54 | 1 | Chipinge Urban | 6 |
| 2 | Bulawayo | 47 | 2 | Chegutu Urban | 7 |
| 3 | Gwanda | 37 | 3 | Redcliff | 7 |
| 4 | Zaka | 36 | 4 | Shurugwi Urban | 7 |
| 5 | Chipinge | 34 | 5 | Karoi | 8 |
| 6 | Bikita | 30 | 6 | Hwange Urban | 8 |
| 7 | Mutare | 29 | 7 | Victoria Falls | 8 |
| 8 | Hwange | 29 | 8 | Beitbridge Urban | 8 |
| 9 | Gutu | 29 | 9 | Gokwe South Urban | 8 |
| 10 | Goromonzi | 28 | 10 | Kariba Urban | 9 |

### Agriculture
**66** partners

$24.8 per targetted beneficiaries*
(CAP MYR 2012 revised funding request)
*Calculated using 4.35 national average household size

### Education
**27** partners

$1.34 per targetted beneficiaries
(CAP MYR 2012 revised funding request)

### Food
**35** partners

$88.3 per targetted beneficiaries
(CAP MYR 2012 revised funding request)

### Health
**50** partners

$2.89 per targetted beneficiaries
(CAP MYR 2012 revised funding request)

### Nutirition
**97** partners

$0.66 per targetted beneficiaries
(CAP MYR 2012 revised funding request)

### Protection
**47** partners

$6.37 per targetted beneficiaries
(CAP MYR 2012 revised funding request)

### WASH
**57** partners

$4.84 per targetted beneficiaries
(CAP MYR 2012 revised funding request)

### Multi-Sector
**21** partners

$57.49 per targetted beneficiaries
(CAP MYR 2012 revised funding request)

### LICI
**31** partners

$150.4 per targetted beneficiaries
(CAP MYR 2012 revised funding request)