



## PROJECT ENDLINE STUDY

*SUPPORT TO SYRIAN REFUGEES LIVING IN THE URBAN AREAS IN TÜRKİYE THROUGH PROVISION OF LIVELIHOOD, FOCUSING ON COVID-19 FOR REFUGEES AND HOST COMMUNITIES*

**COMMUNITY BASED MIGRATION PROGRAMME**

**TÜRKİYE, NOVEMBER 2022**

## **PROJECT ENDLINE STUDY**

***SUPPORT TO SYRIAN REFUGEES LIVING IN THE URBAN AREAS IN TÜRKİYE THROUGH PROVISION OF LIVELIHOOD, FOCUSING ON COVID-19 FOR REFUGEES AND HOST COMMUNITIES***

### **Conducted by**

TRCS Staff and Volunteers

IFRC Programme Team

IFRC Programme Quality Team

### **© International Federation of Red Cross and Red Crescent Societies, Geneva, 2021**

Any part of this publication may be cited, copied, translated into other languages or adapted to meet local needs without prior permission from the International Federation of Red Cross and Red Crescent Societies, provided that the source is clearly stated.

### **Contact us:**

Requests for commercial reproduction should be directed to the IFRC Secretariat:

**Address:** Chemin des Crêts 17, Petit-Saconnex, 1209 Geneva, Switzerland

**Postal address:** P.O. Box 303, 1211 Geneva 19, Switzerland

**T** +41 (0)22 730 42 22 | **F** +41 (0)22 730 42 00 | **E** [secretariat@ifrc.org](mailto:secretariat@ifrc.org) | **W** [ifrc.org](http://ifrc.org)

## EXECUTIVE SUMMARY

With support from the Government of Japan and IFRC, Turkish Red Crescent Society (TRCS) implemented the project named “Support to Syrian refugees living in the urban areas in Türkiye through provision of livelihood, focusing on COVID 19 for refugees and host communities” from March 2021 to February 2022 in four community centres in Ankara, Konya, Gaziantep and Istanbul (Europe side). Specific activities included:

- Homebased production support;
- Vocational training;
- Digital trading support (trainings);
- Equipment support for digital trading;
- Coaching for access to digital trading opportunities.

At the end of the project TRCS and IFRC undertook a study to assess the intermediary impacts of the livelihood interventions of the project. The overall aim is to assess effectiveness of the project with specific reference to the impact of livelihood interventions on the people, and to provide significant learning to support effective programme planning and design for the next phase. The focus of the endline survey is on the key areas of impact specific to the project interventions in relation to continuation of the production activities, sources of income and expenditure patterns, acquisition of relevant new knowledge and skills, systems in place to ensure community engagement and accountability.

The project endline study was an internal exercise with primary data collection conducted through KoBo survey tool. While almost all people who benefited from the homebased production support were covered for this study (55 out of 59), a random sampling methodology was used to conduct the survey among the people who benefited from digitalization support (220 out of 1,005), ensuring a balance among people from refugees and host communities.

The two dimensions of the project have been approached separately to understand to what extent providing home-based in-kind support together with digitalization support has been useful for the people as opposed to only providing digitalization support. While all people who received only digitalization support benefited from it in the sense that most of them learned how to use digital trading platforms and reach to customers online, people who also benefited from the home-based in-kind support assistance actually use these platforms to gain income through their production (73% of them are actively using the online sale platforms). Others usually do not have the resources to produce and sell through digital trading. However, it should be noted that most of the participants` primary income still come from wages/salaries and social assistance, and the income they gain from production activities only provide some additional support for the household expenditure. Specifically, with regards to the digitalization trainings the most prominent challenges noted by the respondents are related to language, duration of the training, technology usage and lack of equipment to apply what they have learned.

Related to selling online, respondents are usually facing challenges in opening bank accounts for migrants; finding equipment to use digital trading platforms; and dealing with courier services. Also, provision of further skills development trainings, consumable materials, support for water and electricity were noted by the respondents as additional needs. With regards to giving feedback, project participants usually prefer face-to-face interaction at community centres; through phone call/ Whatsapp message, complaint boxes and advisory committee mechanisms. 168 call centre can be further disseminated among the project participants since it can be useful in gathering and recording feedback systematically through one channel. As the call centre is easy to use and might encourage people to provide more feedback (also anonymously), it should be promoted further.

# TABLE OF CONTENTS

- Executive Summary**.....3
- List of figures**.....5
- List of maps**.....6
- Introduction and Project Details**.....7
- Scope and Purpose** .....8
- Methodology and Sampling** .....8
- Analysis per Intervention Area**.....10
  - Support for Digital Trading Opportunities for Small Producers .....10
- Findings**.....11
- Analysis per Intervention Area**.....15
  - Homebased Production In-kind Support with Digitalization .....15
- Findings**.....16
- Comparative Analysis** .....21
- Concluding Remarks and Suggestions** .....22

## List of Figures

Figure 1 Gender-age structure of respondents.....	9
Figure 2 Status & Geographical distribution of respondents.....	9
Figure 3 Type of Intervention distribution of respondents .....	9
Figure 4 Gender-age structure of respondents who supported by digital trading opportunities for small producers.....	10
Figure 5 Status & Geographical distribution of respondents who supported by digital trading opportunities for small producers.....	10
Figure 6 ESSN status of respondents who supported by digital trading opportunities for small producers.....	10
Figure 7 Do you think Digital Marketing Trainings are beneficial for your production and sales activities?.....	11
Figure 8 Creating a Digital Marketing Sales Plan.....	11
Figure 9 E-Mail and Social Media Platform Setup.....	11
Figure 10 Using Social Media Effectively.....	12
Figure 11 Information about E-Commerce Platforms.....	12
Figure 12 Using Online Sales Channels.....	12
Figure 13 Increase in Number of Costumers.....	12
Figure 14 Establishing Costumer Relationships on E-Platform.....	13
Figure 15 Pricing and Shipping Process.....	13
Figure 16 Do you use online sales platforms?.....	14
Figure 17 Gender-age structure of respondents who supported by homebased production in-kind support with digitalization.....	15
Figure 18 Status & Geographical distribution of respondents who supported by homebased production in-kind support with digitalization.....	15
Figure 19 ESSN status of respondents who supported by homebased production in-kind support with digitalization.....	15
Figure 20 Do you continue your production activities? (Homebased).....	16
Figure 21 Support Type (Homebased).....	16
Figure 22 Are you making sales? (Homebased).....	16
Figure 23 Do you think digital marketing trainings are beneficial for your production and sales activities? (Homebased).....	17
Figure 24 Creating a Digital Marketing Sales Plan (Homebased).....	17
Figure 25 E-Mail and Social Media Platform Setup (Homebased).....	17
Figure 26 Using Social Media Effectively (Homebased).....	17
Figure 27 Information about E-Commerce Platforms (Homebased).....	18
Figure 28 Using Online Sales Channels (Homebased).....	18
Figure 29 Increase in Number of Costumers (Homebased).....	18
Figure 30 Establishing Costumer Relationships on E-Platform (Homebased).....	18
Figure 31 Pricing and Shipping Process (Homebased).....	19
Figure 32 Do you use online platforms? (Homebased).....	19

Figure 33 What is the average monthly income/expenditure of the household? (Homebased).....	19
Figure 34 What is the main source of income of the household? (Homebased).....	20
Figure 35 What is the income from production activities related to the monthly average support? (Homebased).....	20
Figure 36 Do you continue your production activities?.....	21
Figure 37 Do you continue your production activities? (Refugees).....	21
Figure 38 Do you think Digital Marketing Trainings are beneficial for your production and sales activities ?.....	21
Figure 39 Do you think Digital Marketing Trainings are beneficial for your production and sales activities ? (Refugees).....	22

## List of Maps

Map 1 Türkiye: provinces with an active TRCS Community Centre.....	7
--	---

# INTRODUCTION AND PROJECT DETAILS

Total Number of Beneficiaries

**1,990**



**1,639**

(82,3%)

**woman**



**351**

(17,7%)

**men**

**Syrian** **1,027 (51.6%)**

**Host community** **862 (43,3%)**

**Other nationalities** **101 (5,1%)**

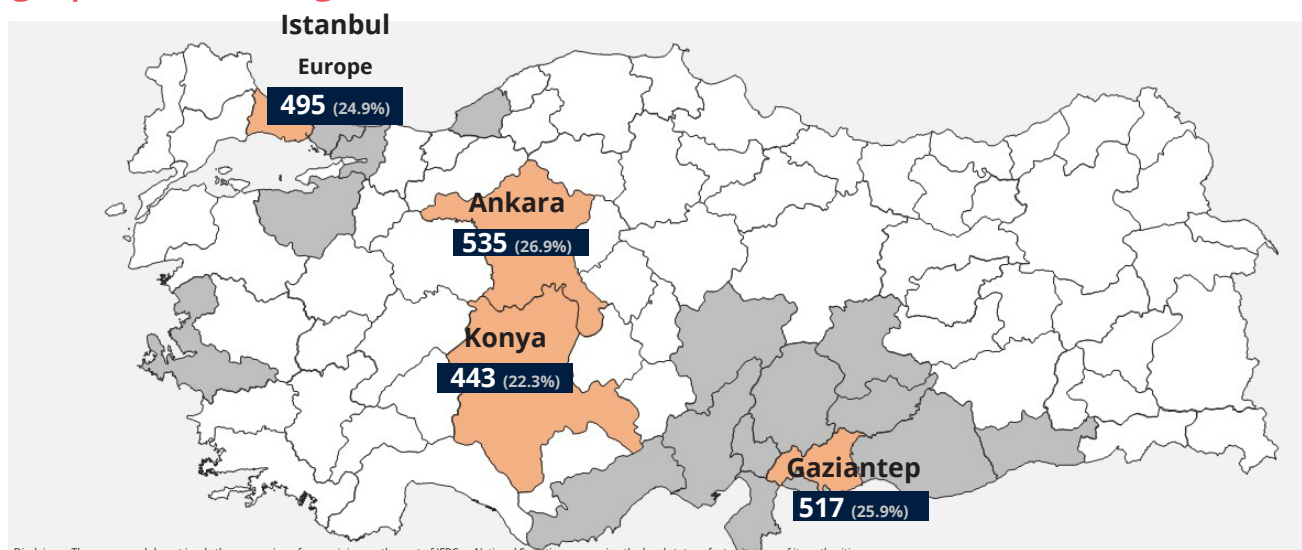
**Adult** **1,990 (100.0%)**

**Children** **0 (0.0%)**

## Types of Intervention

Activity	Target	Reached
Number of refugees and host population members receiving home based production support	24	59
Number of refugees and host population receiving vocational training	240	358
Number of vocational training provided for refugees and host population	20	22
Number of individuals supported by training to support digital trading opportunities for small producers	400	513
Number of training conducted to support digital trading opportunities for small producers	20	24
Number of individuals received equipment support for digital trading opportunities for small producers.	24	55
Number of small producers supported to access the online trading platform	1,000	1,005

## Geographical Coverage



Disclaimer: The maps used do not imply the expression of any opinion on the part of IFRC or National Societies concerning the legal status of a territory or of its authorities

Map 1 Türkiye: provinces with an active TRCS Community Centre

With support from the Government of Japan and IFRC, TRCS implemented the project named “Support to Syrian refugees living in the urban areas in Türkiye through provision of livelihood, focusing on COVID 19 for refugees and host communities” project from March 2021 to February 2022 in four community centres in Ankara, Konya, Gaziantep and Istanbul (Europe side). The general objective of the project was to support Syrian refugees in Türkiye and their host communities to reduce vulnerability through livelihoods interventions focusing on the socio-economic impacts of the COVID 19 pandemic. The livelihood interventions were mainly linked to strengthening capacities of people to enhance their vocational skills and advance market linkages to develop entrepreneurship potential. Transition to digitalization for digital trade and e-commerce practices was highly emphasized as an integral part of the capacity building initiatives. Regular monitoring of the activities was conducted as per standard practices during the implementation phase.

## SCOPE AND PURPOSE

At the end of the project “Support to Syrian refugees living in the urban areas in Türkiye through provision of livelihood, focusing on COVID 19 for refugees and host communities”, TRCS and IFRC undertook a reflective study to assess the intermediary impacts of the livelihood interventions of the project. The overall aim is to assess effectiveness of the project with specific reference to the impact of livelihood interventions on people, and to provide significant learning to support effective programme planning and design for the next phase. The focus of the endline study is on the key areas of impact specific to the project interventions in relation to continuation of the production activities, sources of income and expenditure patterns, acquisition of relevant new knowledge and skills, systems in place to ensure community engagement and accountability. The specific objectives accordingly include:

- To understand if project participants were able to maintain their production and sales activities after the end of the project;
- To understand their income and expenditure patterns as a result of home-based production support;
- To understand the new knowledge and skills gained by the beneficiaries to support their endeavours specific to digital trading through digitalization trainings provided as part of the project;
- To collect feedback from people about the accountability systems of the project.

## METHODOLOGY AND SAMPLING

The project endline study was an internal exercise with primary data collection, using data collection tools developed specifically for the purpose of this study. The data collection was administered using KoBo software and was processed through standard data management protocols for essential analysis.

While almost all of the people benefited from the homebased production support were covered for this study (55 out of 59), a random sampling methodology with a confidence level of 95% and 5% margin of error was used to conduct the survey among the people benefited from the digitalization support (215 + 5 backup out of 1,005), ensuring a balance among people from refugees and host communities. Demographic information related to people who participated in the survey are provided in the below tables:

## Gender

Female	■	241 (87.6%)
Male	■	34 (12.4%)

## Age

18-29	■	75 (27.3%)
30-49	■	176 (64.0%)
50-59	■	24 (8.7%)

Figure 1 Gender-age structure of respondents

## Status in Türkiye

Temporary Protection	■	122 (44.4%)
Turkish Citizen	■	132 (48.0%)
Residence Permit	■	7 (2.5%)
International Protection	■	14 (5.1%)

## Community Center Location

Ankara	■	91 (33.1%)
Gaziantep	■	69 (25.1%)
Istanbul	■	60 (21.8%)
Konya	■	55 (20.0%)

Figure 2 Status & Geographical distribution of respondents

## Type of Intervention

Homebased & Digitalization	■	55 (20.0%)
Digitalization	■	220 (80.0%)

Figure 3 Type of Intervention distribution of respondents



# ANALYSIS PER INTERVENTION AREAS

## SUPPORT FOR DIGITAL TRADING OPPORTUNITIES FOR SMALL PRODUCERS

220 project participants who have received digitalization support only (out of 1,005) have been surveyed. Demographic information related to their gender, age, status in Türkiye, location and information whether they are also benefiting from the ESSN has been provided below:

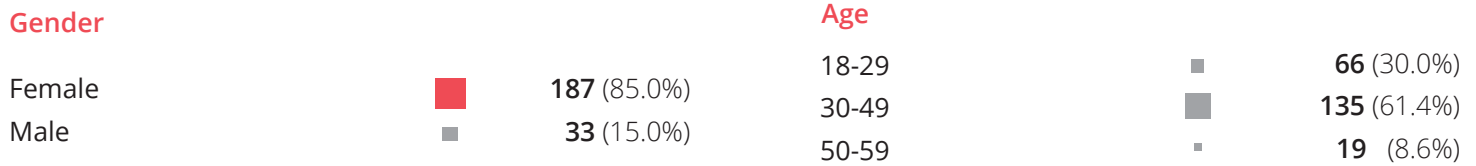


Figure 4 Gender-age structure of respondents supported by digital trading opportunities for small producers

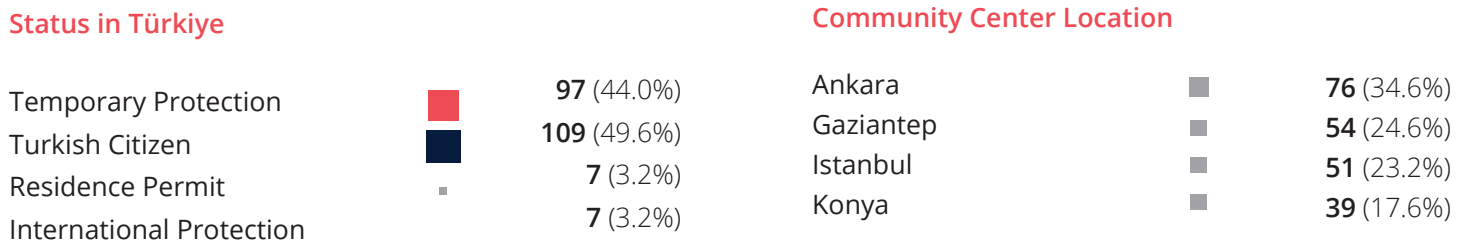


Figure 5 Status & Geographical distribution of respondents supported by digital trading opportunities for small producers



Figure 6 ESSN status of respondents supported by digital trading opportunities for small producers



# FINDINGS

Most of the participants (81%) found the digital marketing trainings useful for their production and sales activities. Those who did not find the training useful (19%) stated that:

- The level of the training was too basic and did not include new information for those who had already been engaged in digital trading and had some level of knowledge in this area
- The duration of the training was too short - it should have been more than one day;
- They prefer face-to-face training rather an online;
- They do not have technical devices to apply what they have learned, e.g. computers;
- They do not have an interest in technological developments and digital sale platforms;
- They are not actively producing and using digital trading.

## Do you think Digital Marketing Trainings are beneficial for your production and sales activities?

Yes  **179 (81.7%)**  
 No  **41 (18.3%)**

Figure 7 Do you think Digital Marketing Trainings are beneficial for your production and sales activities?

Below graphics provide information on the improvements in participants` knowledge and skills in specific areas related to digital trading trainings;

### Creating a Digital Marketing Sales Plan

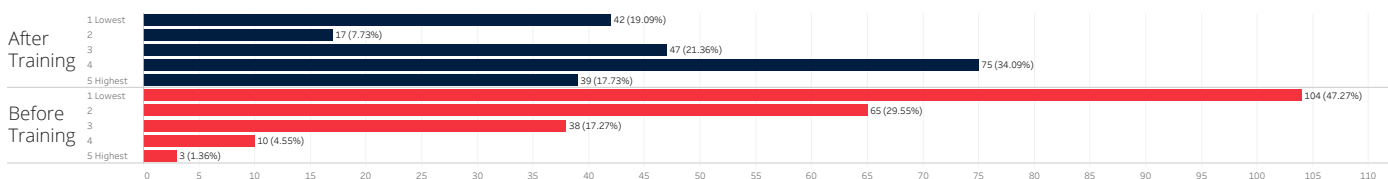


Figure 8 Creating a Digital Marketing Sales Plan

Almost half of the participants (47%) stated that they did not know anything about how to create a digital marketing sales plan before the training, while this percentage significantly dropped to 19% after the training. In other words, while only around 53% reported having some sort of knowledge on creating a digital marketing sales plan before the training, this percentage increased to around 81% after the training with 18% reporting the highest level:

### E-Mail and Social Media Platform Setup

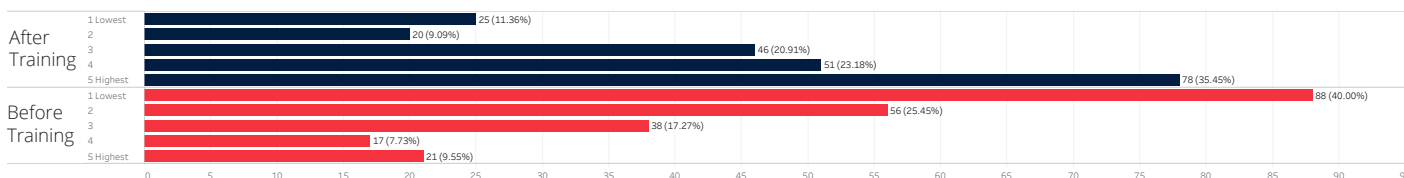


Figure 9 E-Mail and Social Media Platform Setup

Almost half of the participants (40%) stated that they did not know anything about how to set up an email and social media account before the training, while this percentage dropped to 11% after the training. In other words, while only around 60% reported having some sort of knowledge on setting up an email and social media account before the training, this percentage increased to around 89% after the training with 35% reporting the highest level:

## Using Social Media Effectively

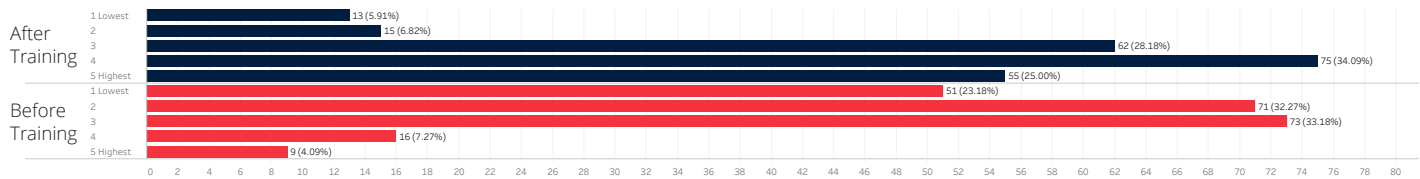


Figure 10 Using Social Media Effectively

While 23% of the participants stated that they did not use social media effectively at all before the training, while this percentage dropped to only 6% after the training. In other words, while only around 77% reported using social media effectively before the training, this percentage increased to around 94% after the training with 25% reporting the highest level.

## Information about E-Commerce Platforms

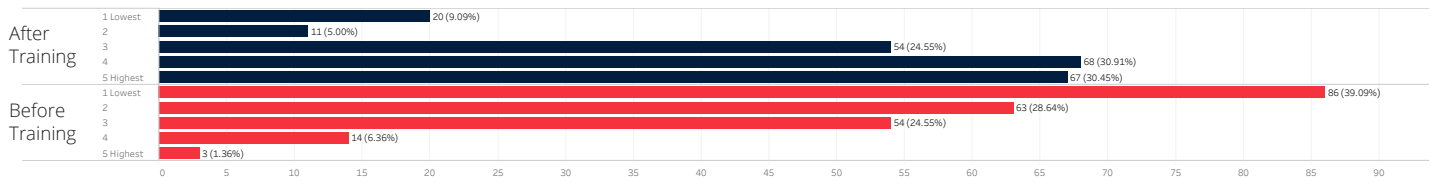


Figure 11 Information about E-Commerce Platforms

39% of participants stated that they did not have any information about e-commerce platforms before the training, while this percentage dropped to 9% after the training. In other words, while only around 61% reported having some sort of knowledge about e-commerce platforms before the training, this percentage increased to around 91% after the training with 30% reporting the highest level.

## Using Online Sales Channels

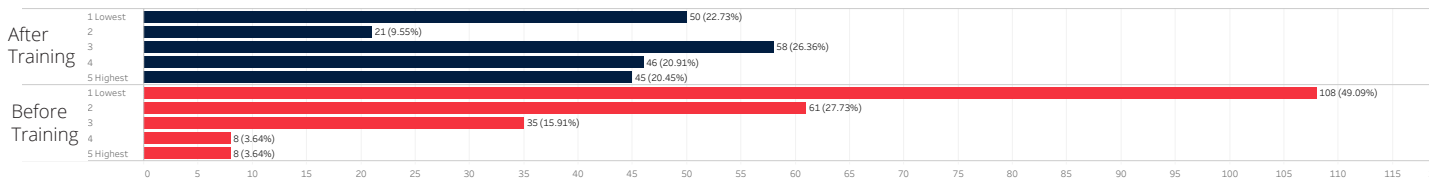


Figure 12 Using Online Sales Channels

Almost half of the participants (49%) stated that they did not use online sales channels at all before the training, while this percentage dropped to 23% after the training. In other words, while only around 51% reported using online sales channels before the training, this percentage increased to around 77% after the training with 20% reporting the highest level.

## Increase in Number of Costumers

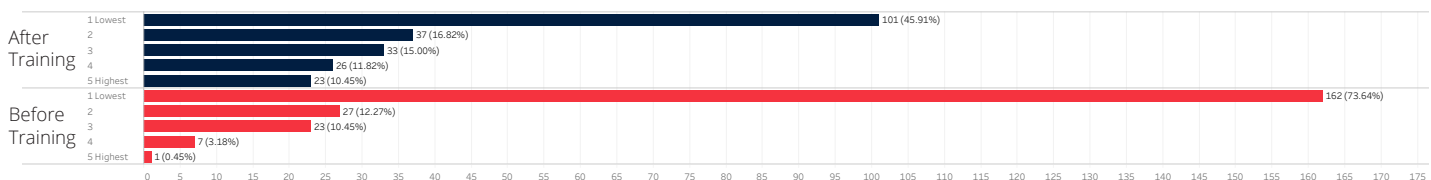


Figure 13 Increase in Number of Costumers

Most of the participants (74%) stated that there was no increase in the number of customers at all before the training, while this percentage dropped to 46% after the training. In other words, while only around 26% reported increase in the number of customers before the training, this percentage increased to around 54% after the training with 10% reporting the highest level.



Home-based production support monitoring activities

### Establishing Customer Relationships on E-Platform

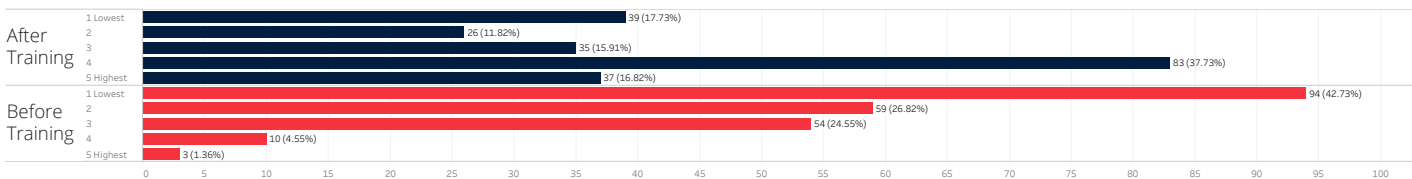


Figure 14 Establishing Customer Relationships on E-Platform

Almost half of the participants (43%) stated that they were not able to establish customer relationship on e-platforms at all before the training, while this percentage dropped to 18% after the training. In other words, while only around 57% reported establishing customer relationship on e-platforms before the training, this percentage increased to around 82% after the training with 17% reporting the highest level:

### Pricing and Shipping Process

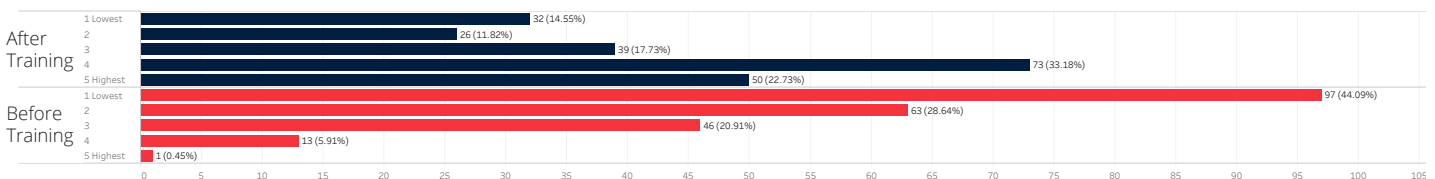


Figure 15 Pricing and Shipping Process

Almost half of the participants (44%) stated that they did not know anything on pricing and shipping processes before the training, while this percentage dropped to 15% after the training. In other words, while only around 56% reported having some sort of knowledge on pricing and shipping processes before the training, this percentage increased to around 85% after the training with 23% reporting the highest level:

According to survey results, 34% of the participants are using online sales platforms including N11, Ciceksepeti, Booking, Gardrops, Telegram, Upwork, Trendyol, Amazon, Facebook, Instagram, Shopier, Gittigidiyor, Hepsiburada, Dolap, Whatsapp, Letgo and TikTok. When asked about the reasons for not using online sales platforms (66%), participants mentioned the following:

- They have not started production and sales yet;
- They are currently working in another job and online sale is their future plan;
- They prefer selling their products in their own network and through cooperatives;
- They do not have the resources to produce and sell through digital trading platforms;
- They cannot find customers online.

### Do you use online sales platforms?

Yes	■	<b>75</b> (34.1%)
No	■	<b>145</b> (65.9%)

Figure 16 Do you use online sales platforms?

When asked, what their needs are to achieve more sales, participants provided the following feedback:

- Further skills developments trainings;
- Gaining experience/practical skills through internship in a company that uses digital trading;
- Consumable materials;
- Machinery and equipment;
- Access to sales channels and digital platforms;
- Cash support;
- Reimbursement for the electricity and water expenses;
- Budget support for marketing and advertisement;
- Sponsorship;
- Alternative timing slots and other simplification initiatives in cargo handling procedures;
- Support for pricing.

When asked if participants know how to give feedback and/or complaints related to project activities and services provided, almost most of the participants indicated TRCS community centre and branch as the main sources to provide feedback. A few of them also referred to online channels and 168 call centre.

# ANALYSIS PER INTERVENTION AREAS

## HOMEBASED PRODUCTION IN-KIND SUPPORT WITH DIGITALIZATION

Almost all people who have received homebased production in-kind support together with digitalization support (55 out of 59) have been surveyed. Disaggregation related to their gender, age, status in Türkiye, location and information whether they are also benefiting from the Emergency Social Safety Net (ESSN) programme has been provided below:

### Gender

Female	■	54 (98.2%)
Male	■	1 (1.8%)

### Age

18-29	■	9 (16.4%)
30-49	■	41 (74.6%)
50-59	■	5 (9.0%)

Figure 17 Gender-age structure of respondents supported by homebased production in-kind support with digitalization

### Status in Türkiye

Temporary Protection	■	25 (45.5%)
Turkish Citizen	■	23 (41.8%)
International Protection	■	7 (12.7%)

### Community Center Location

Ankara	■	15 (27.3%)
Gaziantep	■	15 (27.3%)
Istanbul	■	9 (16.4%)
Konya	■	16 (29.0%)

Figure 18 Status & Geographical distribution of respondents supported by homebased production in-kind support with digitalization

### ESSN Beneficiaries among Migrants

Yes	■	21 (38.2%)
No	■	34 (61.8%)

Figure 19 ESSN status of respondents (migrants) supported by homebased production in-kind support with digitalization



# FINDINGS

More than half of the participants who received homebased production in-kind support together with digitalization support have been supported in the handicrafts sector (53%); followed by tailoring (27%), food (13%) and husbandry (7%). Analysis of the collected data through the surveys yield that most of the participants continue their production activities (84%). Among the reasons why the remaining 16% cannot continue their production activities are lack of customers; challenges related to access to consumables; production cost including raw materials, electricity, water etc.; illness and moving.

## Do you continue your production activities?



Figure 20 Do you continue your production activities? (Homebased)

## Support Type



Figure 21 Support Type (Homebased)

Almost 82% of the participants are making sales and the sales channels they use include online platforms, neighbours, relatives, social networks, cooperatives, small retailers, various sales points such as bazaars, and local markets, NGOs.

## Are you making sales?



Figure 22 Are you making sales? (Homebased)

Most of the participants (85%) found the digital marketing trainings useful for their production and sales activities. They stated that:

- their awareness was raised regarding digital trading channels which helped increase their sales through reaching more customers;
- they are able to apply the knowledge and skills they received during the training and some even want to expand this knowledge by taking further trainings on digital trading;
- they learned how to use social media effectively to increase their sales through advertising their products;
- they were satisfied with the content and facilitation of the training.

Those who did not find the training useful (15%) stated that:

- they had difficulty in understanding the content of the training due to language barrier;
- they are not good at using technology and have difficulty in applying what they have learned;
- they are afraid of using online trading channels and not willing to use digital trading channels actively;
- they have a social network where they can sell their products so they do not need online sale;
- demand is low on the internet especially for some products and online trading is not suitable for food sector for long distances.

## Do you think digital marketing trainings are beneficial for your production and sales activities?

Yes  47 (85.5%)  
 No  8 (14.6%)

Figure 23 Do you think digital marketing trainings are beneficial for your production and sales activities? (Homebased)

Below graphics provide information on the improvements in participants` knowledge and skills in specific areas related to digital trading trainings;

### Creating a Digital Marketing Sales Plan

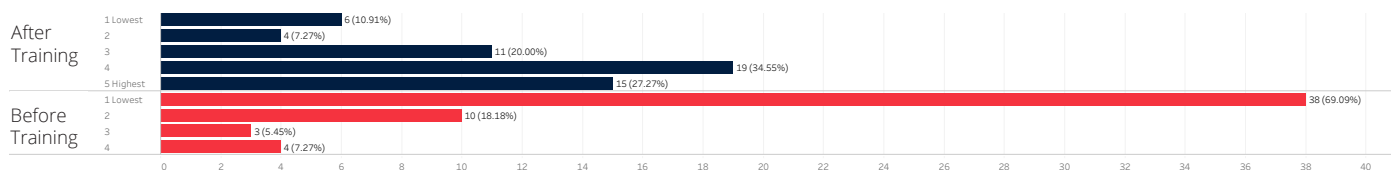


Figure 24 Creating a Digital Marketing Sales Plan (Homebased)

Most of the participants (69%) stated that they did not know anything about how to create a digital marketing sales plan before the training, while this percentage significantly dropped to 11% after the training. In other words, while only around 31% reported having some sort of knowledge on creating a digital marketing sales plan before the training, this percentage increased to around 89% after the training with 27% reporting the highest level:

### E-Mail and Social Media Platform Setup

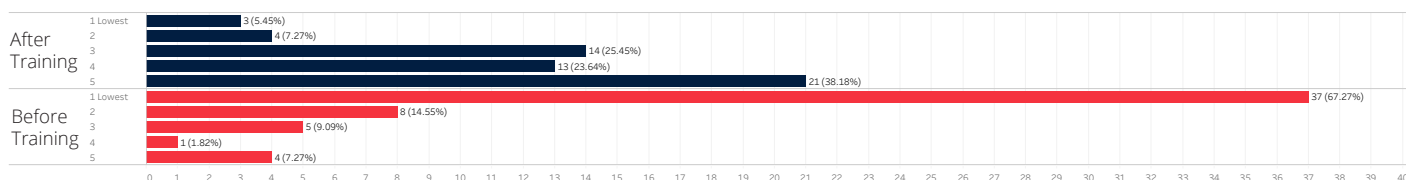


Figure 25 E-Mail and Social Media Platform Setup (Homebased)

Most of the participants (67%) stated that they did not know anything about how to set up an email and social media account before the training, while this percentage dropped to 5% after the training. In other words, while only around 33% reported having some sort of knowledge on setting up an email and social media account before the training, this percentage increased to around 95% after the training with 38% reporting the highest level:

### Using Social Media Effectively

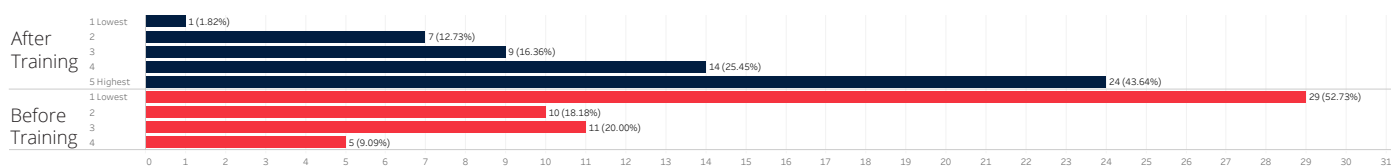


Figure 26 Using Social Media Effectively (Homebased)

More than half of the participants (53%) stated that they did not use social media effectively at all before the training, while this percentage dropped to only 2% after the training. In other words, while only around 47% reported using social media effectively before the training, this percentage increased to around 98% after the training with 44% reporting the highest level:

## Information about E-Commerce Platforms

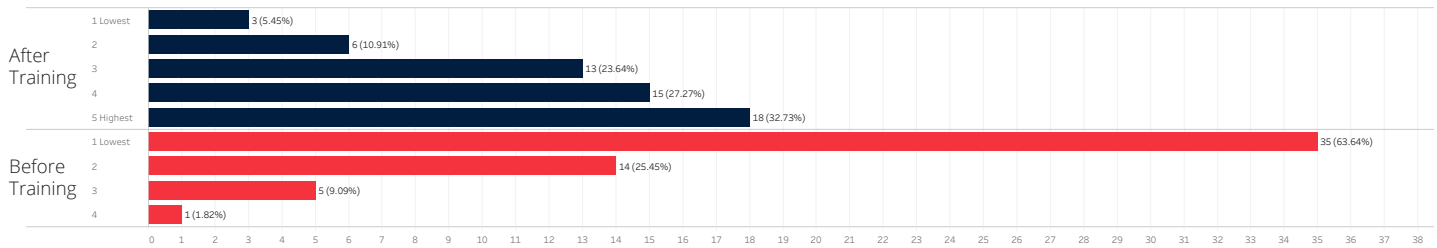


Figure 27 Information about E-Commerce Platforms (Homebased)

Most of the participants (64%) stated that they did not have any information about e-commerce platforms before the training, while this percentage dropped to 6% after the training. In other words, while only around 36% reported having some sort of knowledge about e-commerce platforms before the training, this percentage increased to around 94% after the training with 33% reporting the highest level:

## Using Online Sales Channels

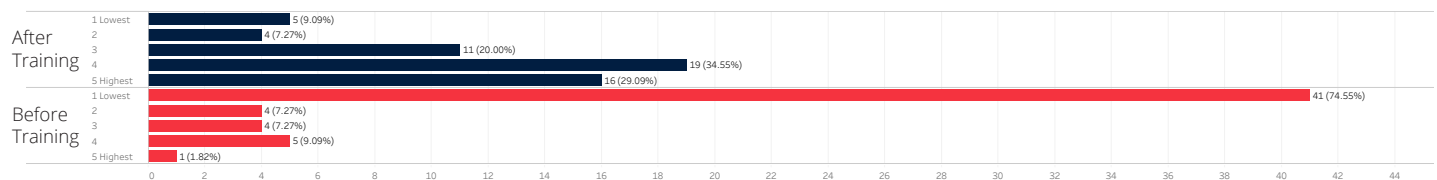


Figure 28 Using Online Sales Channels (Homebased)

Most of the participants (75%) stated that they did not use online sales channels at all before the training, while this percentage dropped to 9% after the training. In other words, while only around 25% reported using online sales channels before the training, this percentage increased to around 91% after the training with 29% reporting the highest level:

## Increase in Number of Customers

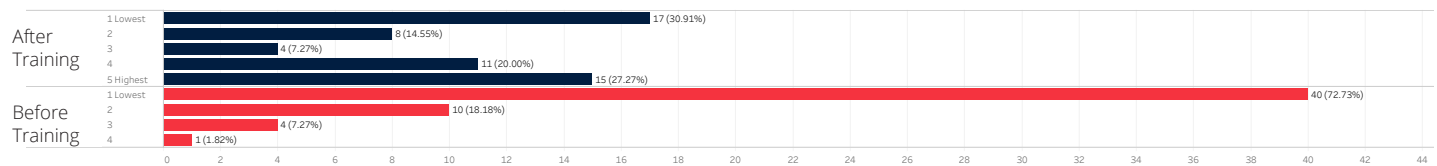


Figure 29 Increase in Number of Customers (Homebased)

Most of the participants (73%) stated that there was no increase in the number of customers at all before the training, while this percentage dropped to 31% after the training. In other words, while only around 27% reported increase in the number of customers before the training, this percentage increased to around 69% after the training with 27% reporting the highest level:

## Establishing Customer Relationships on E-Platform

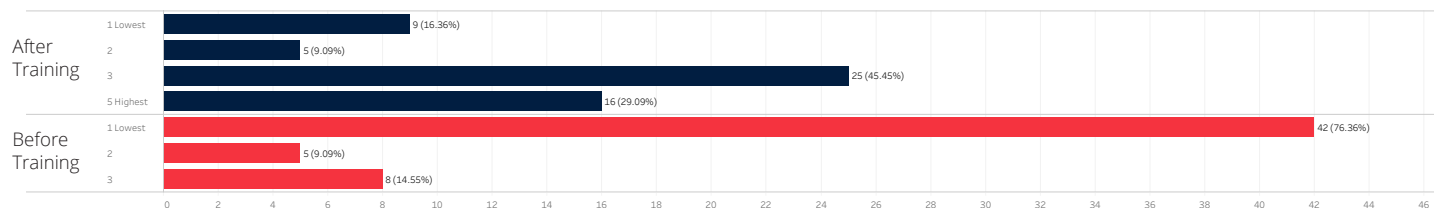


Figure 30 Establishing Customer Relationships on E-Platform (Homebased)

Most of the participants (76%) stated that they were not able to establish customer relationship on e-platforms at all before the training, while this percentage dropped to 16% after the training. In other words, while only around 24% reported establishing customer relationship on e-platforms before the training, this percentage increased to around 84% after the training with 29% reporting the highest level:

## Pricing and Shipping Process

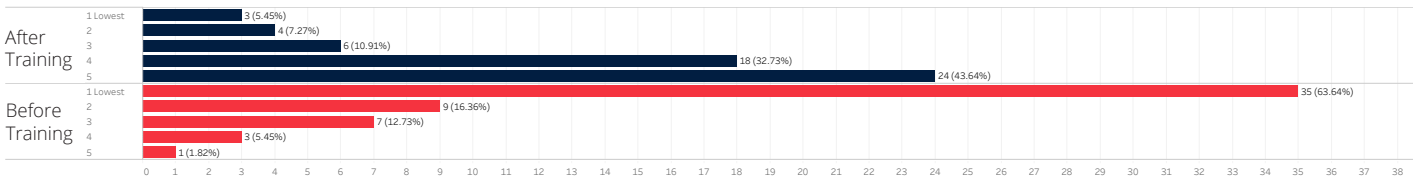


Figure 31 Pricing and Shipping Process (Homebased)

Most of the participants (64%) stated that they did not know anything on pricing and shipping processes before the training, while this percentage dropped to 5% after the training. In other words, while only around 36% reported having some sort of knowledge on pricing and shipping processes before the training, this percentage increased to around 95% after the training with 44% reporting the highest level:

According to survey results, most of the participants (73%) are using online sales platforms including Facebook, Instagram, Shopier, Gittigidiyor, Hepsiburada, Dolap, Whatsapp, Youtube, Armut.com, Letgo and TikTok. On the other hand, 27% of respondents mentioned that they are not using online sales platforms, highlighting the reasons below:

- Preference in selling their products in their social circles;
- Not being able to open bank accounts (migrants);
- Not having the necessary equipment to do online sale;
- High cost of courier services;
- Not feeling confident about online sale;
- Not being able to attract online customers.

### Do you use online platforms? (Homebased)

Yes	40 (72.7%)
No	15 (27.3%)

Figure 32 Do you use online platforms? (Homebased)

### What is the average monthly income of the household?

0 TL - 999 TL	4 (7.27%)
1000 TL - 1999 TL	9 (16.36%)
2000 TL - 2999 TL	10 (18.18%)
3000 TL - 3999 TL	5 (9.09%)
4000 TL - 4999 TL	7 (12.73%)
5000 TL - 5999 TL	4 (7.27%)
6000 TL - 6999 TL	8 (14.55%)
7000 TL ve üzeri	5 (9.09%)
Prefer not to say	3 (5.45%)

### What is the average monthly expenditure of the household?

1000 TL - 1999 TL	5 (9.09%)
2000 TL - 2999 TL	12 (21.82%)
3000 TL - 3999 TL	10 (18.18%)
4000 TL - 4999 TL	7 (12.73%)
5000 TL - 5999 TL	6 (10.91%)
6000 TL - 6999 TL	4 (7.27%)
7000 TL ve üzeri	8 (14.55%)
Prefer not to say	3 (5.45%)



Home-based production support monitoring activities

Figure 33 What is the average monthly income/expenditure of the household? (Homebased)

Regarding the monthly average income and expenditure of the households surveyed, while almost half of the households (47%) have an income level between TRY 1,000-5,000, they have an expenditure level between (51%) TRY 2,000-6,000. More than half of them (65%) indicated wages and salaries as their main source of income.

### What is the main source of income of the household?

Her family is sending money from Abroad.	▪	1 (1.82%)
Household Production Income	▪	1 (1.82%)
Self Employed Income	▪	6 (10.91%)
Social Aids	■	11 (20.00%)
Wages and Salaries	■	36 (65.45%)

Figure 34 What is the main source of income of the household? (Homebased)

More than half of the households (56%) gain up to TRY 1,000 from the production activities that are supported as part of the project. When asked, what their needs are to achieve more sales, participants provided the following feedback:

### What is the income from production activities related to the monthly average support?

0 TL	■	7 (12.73%)
1 TL - 999 TL	■	31 (56.36%)
1000 TL - 1999 TL	■	8 (14.55%)
2000 TL - 2999 TL	■	7 (12.73%)
3000 TL - 3999 TL	■	2 (3.64%)

Figure 35 What is the income from production activities related to the monthly average support? (Homebased)

Further skills developments trainings;

- Consumable materials;
- Machinery and equipment;
- Access to sales channels and digital platforms;
- Electricity for the production area;
- Reimbursement for the water expenses;
- Support for pricing.

When asked if participants know how to give feedback and/or complaints related to project activities and services provided, almost all participants indicated community centre socio-economic empowerment team and other representatives as the main sources to provide feedback.

# COMPARATIVE ANALYSIS

When looked at from a comparative perspective, there is not much difference about the degree of satisfaction regarding digital marketing trainings between the participants who received homebased production in-kind support with digitalization (85% satisfaction degree) and those who only received support for digital trading opportunities for small producers (81% satisfaction degree). However, there is a significant difference in the level of online sale platform utilization between the groups. Whereas almost 73% of participants who received homebased production in-kind support with digitalization are using online sale platforms, 34% of participants who received support for digital trading opportunities for small producers only are using online sale platforms. This finding reveals it is more rewarding to deliver in-kind support for production activities together with digitalization support rather than providing only digitalization support.

Looking at the difference between the local and refugee communities, there is a slightly difference about continuation of production activities. In that, 87% of local communities and 81% of refugee communities continue their production activities.

### Do you continue your production activities?

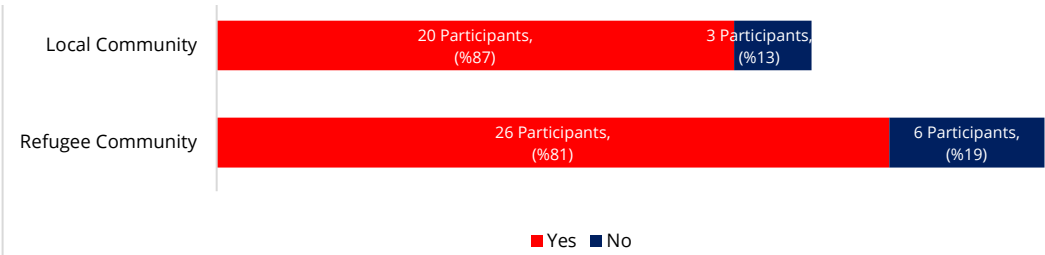


Figure 36 Do you continue your production activities?

Looking at a perspective from being an ESSN beneficiary or not, while all non-ESSN beneficiaries continue their production activities, only 71% of ESSN beneficiaries preserve their production. In other words, 29% of ESSN beneficiaries could not sustain their business and they stated “access to consumable materials due to financial problems” as the main reason for not continuing their business. Thus, it can be concluded that non-ESSN beneficiaries have sustained their livelihoods more thanks to the project activities.

### Do you continue your production activities? (Refugees)

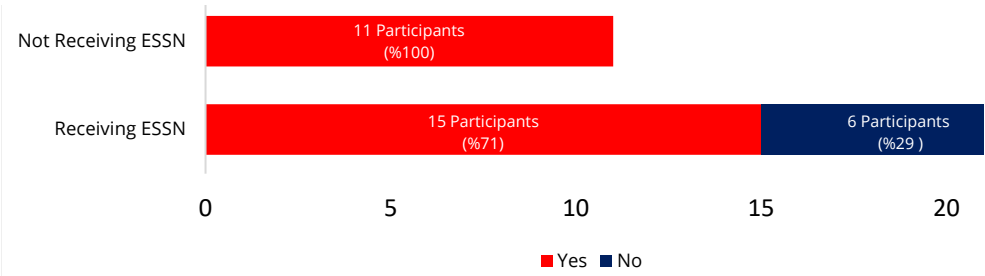


Figure 37 Do you continue your production activities? (Refugees)

Regarding the usefulness of digital marketing trainings for production and sales activities among the local and refugee participants, while 96% of local communities found them useful, this percentage is lower for the refugee communities at 78%.

### Do you think Digital Marketing Trainings are beneficial for your production and sales activities ?

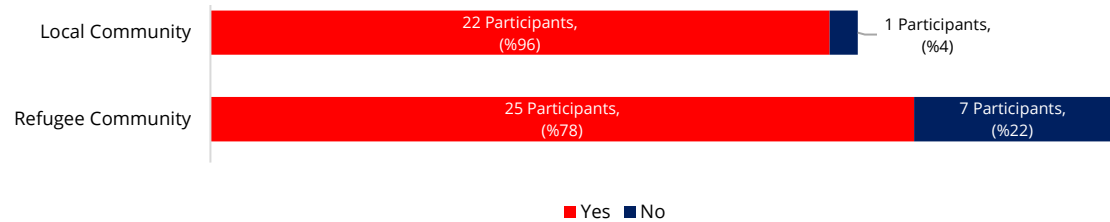


Figure 38 Do you think Digital Marketing Trainings are beneficial for your production and sales activities ?

On the other hand, while 73% of non-ESSN beneficiaries found the digital marketing trainings useful for their production and sales activities, this percentage is slightly higher for the ESSN beneficiaries at 81%.

### Do you think Digital Marketing Trainings are beneficial for your production and sales activities ? (Refugees)

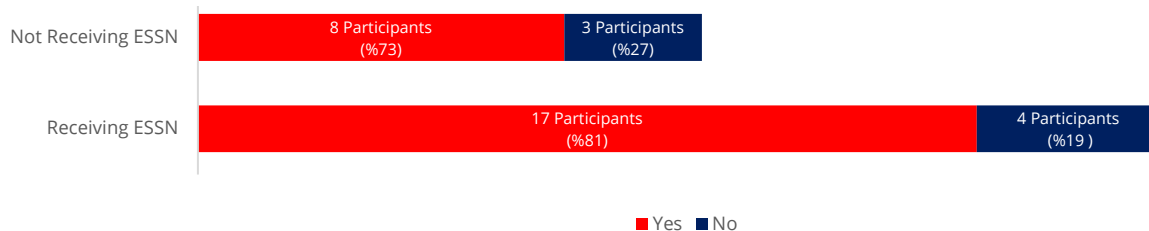


Figure 39 Do you think Digital Marketing Trainings are beneficial for your production and sales activities ? (Refugees)

## CONCLUDING REMARKS AND SUGGESTIONS

This endline study provides invaluable findings that can be taken into consideration when designing livelihoods activities in the future. The two dimensions of the project have been approached separately to understand to what extent providing home-based in-kind support together with digitalization support has been useful for the project participants as opposed to only providing digitalization support. Although all people who received digitalization support have benefited from it in the sense that most of them learned how to use digital platforms and reach to customers, people who also benefited from the home-based in-kind support assistance actually use these platforms to gain income through their production (73% of them are actively using the online sale platforms). Others usually do not have the resources to produce and sell through digital trading. So, it can be considered to extend the in-kind production support or cash support to encourage people to produce goods and sell them online. However, it should be noted that most of the participants` primary income still come from wages/salaries and social assistance, and the income they gain from production activities only provide some additional support for the household expenditure at the time of writing this report. However, participants` interest and efforts to expand their business in future could give a different result, which is aimed to be monitored at intervals by TRCS.

Specifically, related to the digitalization trainings the most prominent challenges noted by the respondents are related to language, duration of the training, technology usage and lack of equipment to apply what they have learned. Also, rather than one time training, face-to-face progressive trainings organized with certain intervals can be more useful. With regards to selling online, respondents are usually facing challenges related opening bank accounts for migrants; finding equipment to use digital trading platforms; and dealing with courier services. Actions could be taken to address these challenges in the future programmes. Also, provision of further skills development trainings, consumable materials, support for water and electricity can also be included during the design phase as additional support, if conditions allow. With regards to giving feedback, project participants usually prefer face-to-face interaction at community centres; through phone call/ Whatsapp message, complaint boxes and advisory committee mechanisms. 168 call centre can be further disseminated among the project participants since it can be useful in gathering and recording feedback systematically through one channel. Also, as the call centre is easy to use and might encourage people to provide more feedback (also anonymously), it should be promoted further.



Home-based production support monitoring activities



## Who we are

The International Federation of Red Cross and Red Crescent Societies (IFRC) is the world's largest humanitarian organization, reaching 150 million people in 192 National Societies, including Turkish Red Crescent (Türk Kızılay) through the work of 13.7 million volunteers.

Together, we act before, during and after disasters and health emergencies to meet the needs and improve the lives of vulnerable people. We provide assistance without discrimination as to nationality, race, gender, religious beliefs, class or political opinions.



The Turkish Red Crescent (Türk Kızılay) is the largest humanitarian organization in Türkiye, to help vulnerable people in and out of disasters for years, both in the country and abroad. Millions of people currently receive support through our programmes in cooperation with the Government of Türkiye. We are supporting vulnerable people, including refugees, Turkish communities, those impacted by disasters and other groups in need of humanitarian assistance.

### Contact us:

**Turkish Red Crescent Society:** Cihan Arsu, Socio-economic Empowerment Programme Manager, Community Based Migration Programme

**E** [cihan.arsu@kizilay.org.tr](mailto:cihan.arsu@kizilay.org.tr)

**IFRC Türkiye Delegation:** Sandra Arbid, Deputy Operations Coordinator

**E** [sandra.arbid@ifrc.org](mailto:sandra.arbid@ifrc.org)

### Follow us:

Turkish Red Crescent Community Centres

[kizilaytoplummerkezleri.org](http://kizilaytoplummerkezleri.org) | [twitter.com/KizilayTM](https://twitter.com/KizilayTM) | [facebook.com/kizilaytm](https://facebook.com/kizilaytm) | [instagram.com/kizilaytm/](https://instagram.com/kizilaytm/)

IFRC

[www.ifrc.org](http://www.ifrc.org) | [twitter.com/ifrc](https://twitter.com/ifrc) | [facebook.com/ifrc](https://facebook.com/ifrc) | [instagram.com/ifrc](https://instagram.com/ifrc) | [youtube.com/user/ifrc](https://youtube.com/user/ifrc)



## PROJECT ENDLINE STUDY

*SUPPORT TO SYRIAN REFUGEES LIVING IN THE URBAN AREAS IN TÜRKİYE  
THROUGH PROVISION OF LIVELIHOOD, FOCUSING ON COVID 19 FOR  
REFUGEES AND HOST COMMUNITIES*

**COMMUNITY BASED MIGRATION PROGRAMME**

**TÜRKİYE, NOVEMBER 2022**

