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## Targeting

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Targeting is a step of every (emergency) programme, therefore, the process for a **CBI should not be any different**. In general, the focus of targeting must be on reducing exclusion errors. Targeting mechanisms and criteria will vary according to what is most appropriate in each context, the type of project and the project's objectives.

**There is no such thing as perfect targeting.** No matter what system is applied, some people who are not in need will receive assistance or those who are in need will be left out. All targeting mechanisms present problems of inclusion (providing benefits to those who are not eligible) and exclusion (leaving out those who are eligible). The objective is to select a targeting mechanism that reduces both these sources of error as much as possible and that is feasible and cost-effective in the specific context.

**Communicate clearly with communities.** Be sure to outline targeting criteria, and set the expectations associated with this targeting. CBI is unlikely to be successful when the community does not agree with the criteria or processes for beneficiary selection. Therefore, consult with communities about vulnerability targeting criteria.

When possible, reach those more affected through universal targeting, rather than spending time (and money) developing and implementing a targeting mechanism based on household vulnerability, especially given the errors of inclusion and exclusion inherent in vulnerability-based targeting measures.

**Don't discriminate against vulnerable groups.** Although it might look like more work, the benefits of participating in CBI to women or groups such as persons with disabilities go beyond meeting financial needs – they empower individuals and help reduce social stigma.

 **Protection:** Ensure that targeting is based on needs, vulnerability and capacity assessments and inputs from Protection, Child Protection and GBV specialists, including case managers, is crucial. Coordinate and harmonize criteria with relevant sectors and clusters. This should be part of CBI SOP.

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