



Kits that Fit

unicef 
for every child

Supply Division

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Overview

The Challenge

People affected by emergencies have the fundamental right to get the products they need and want, to sustain an adequate standard of living, health and well-being. In many cases, emergency kits distributed to communities are **generic and not context-appropriate**. The lack of available mechanisms for humanitarian feedback creates a **mismatch** between the support communities receive and their most pressing priorities and needs.

Today, there are more children in need of humanitarian assistance than at any other time since the Second World War, with no signs of this trend slowing down. In 2023, UNICEF responded to **412 new or ongoing humanitarian crises in 107 countries**. While the humanitarian system copes with growing crises in scale and intensity, it is crucial to deliver kits that are tailored for people's needs in emergencies, supplied as locally as possible, and continuously reviewed to be fit for purpose.

The Solution

In 2023, UNICEF introduced **Kits that Fit** – a system that empowers people to tell UNICEF **what they need** to start the road to recovery.

UNICEF and partners are establishing a **two-way stream of communication** to collect **timely and accessible** feedback data on key emergency items received, building on and improving **existing UNICEF digital feedback channels**. The **anonymized information** comes directly from end-users, is shared with communities, local businesses, UNICEF and its partners, and then used to customize the emergency kits as **locally as possible, as globally as needed**.

In collaboration with leading experts in local production and procurement, Kits that Fit

prioritizes **locally assembled** kits containing **locally sourced** items. The project will provide guidance on **end-user-centered and locally-focused** procurement, encourage the **co-creation** of emergency kits with local partners, and build capacity among local manufacturers and small businesses for humanitarian action.

In 2023, Kits that Fit launched its **first four country programmes**: WASH kits for the cholera outbreak in Kenya, WASH and dignity kits for families affected by the war in Ukraine and the earthquake in Turkiye, and essential items for those affected by the conflict in Gaza.

Our vision is to deliver kits that are tailored for people's needs in emergencies, supplied as locally as possible, and continuously reviewed to be fit for purpose.

The Impact

In 2023, Kits that Fit reached over **1 million families** with **customized emergency kits** and provided access to anonymous and **direct feedback channels** for another **1 million people**.

"This gave me the chance to pick the items that I really needed."

Ebla, a mother of nine, pictured above, received tokens from UNICEF to select extra WASH items according to her family's needs in drought and flood-affected Kenya.

In 2024, the project will continue delivering aid more effectively to the **200 million children in need of humanitarian assistance** by optimizing the impact of future emergency kits.

Key Figures



412 emergencies

new or ongoing humanitarian crises responses by UNICEF



in **107** countries

out of the 190 UNICEF country offices.



\$890 million

emergency supplies delivered by UNICEF, to 81 countries and areas in 2023.



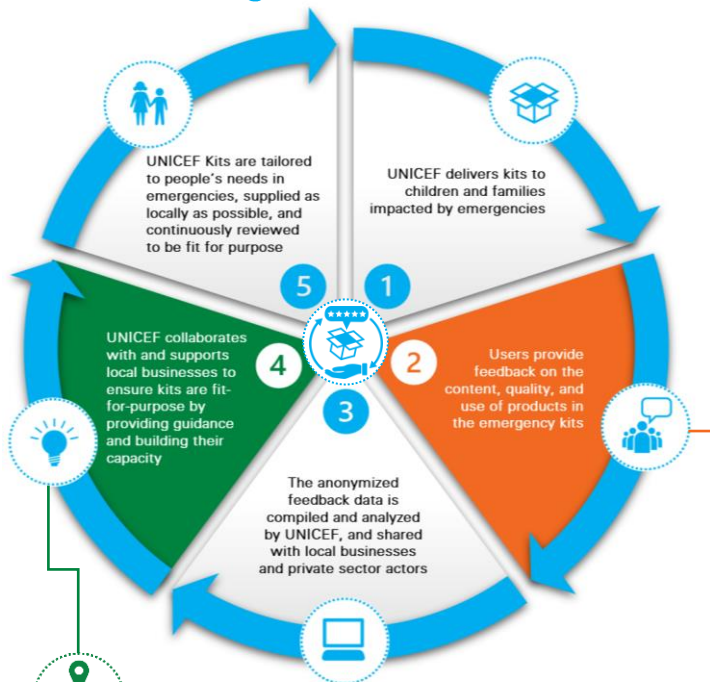
2 million+ people

have benefitted from the Kits that Fit project since its launch in 2023.



Kits that Fit

How do we get kits that fit?



Harnessing UNICEF's digital tools for collecting feedback

UNICEF uses its **established digital channels** for feedback collection amongst local communities, given that [73% of the world's population aged 10 and over owns a mobile phone](#). Recognizing that feedback through digital access alone may not suffice to reach all population segments, a **combination of channels** is used including focus groups, and point-of-distribution surveys. UNICEF currently offers several mobile apps that can be used locally to collect feedback data, **three of which have already been utilized** during the piloting of Kits that Fit:



RapidPro: a mobile tool for real-time data collection in vital areas like health and nutrition, using that data to reach those most in need – even in remote and hard-to-reach places.



U-Report: a messaging tool that empowers young people worldwide to engage with and speak out on issues that matter to them.



Internet of Good Things (IoGT): a set of free, mobile-ready web-based resources and applications that help communities access education and lifesaving information.



Putting local actors in the driver's seat of humanitarian response

Kits that Fit promotes the **localization of humanitarian procurement** by bringing together local partners and users of the kits. This approach empowers local businesses to respond to needs of humanitarian procurement with greater **agility, innovation and sustainability**. The localization approach includes the following steps:

- **Building strong partnerships:** UNICEF partnered with the **Humanitarian Logistics Association (HLA)**, tapping into their **technical expertise** to map local manufacturing capacities and facilitate the translation of product feedback into concrete requirements.
- **Facilitating and engaging in market dialogues:** UNICEF actively involves local businesses and communities in the **co-creation** of kits to define the customization process and the most suitable products.
- **Empowering local businesses:** UNICEF supports local suppliers to customize the kits based on end-users needs, by providing them with access to **feedback data** and offering **guidance** about procurement standards.

Results from ongoing implementation



In **Kenya**, a token system for **WASH kit distribution** let people make decisions and pick the products they most needed. This method is now being **scaled up** in WASH item distributions in temporary settlements for internally displaced persons.

In **Palestine**, RapidPro powered feedback channel and focus groups involving **100 girls** are guiding the development of customized **Personal Care kits** for adolescent girls tailored to their specific needs.

In **Ukraine**, **U-Report** surveys revealed **97%** satisfaction on the quality of **Hygiene and Dignity kits** and provided useful suggestions on products that could be included in the future to make the kits more fitting to local needs.

In **Turkiye**, community feedback from post-distribution monitoring has helped redesign **Hygiene kits**. UNICEF is now distributing **three** types of kits tailored to the needs of families, mothers and babies.

PARTNER WITH UNICEF

US\$1 million to bring pilots to scale: Startup funding for 8 new countries, and support for the global leadership in mainstreaming the kit customization approach.

US\$600,000 to enhance inter-agency AAP:

Match funding for existing partnerships in four countries to build:

- Joint feedback collection mechanisms
- Shared data platforms
- Joint market dialogues and tenders for private sector engagement

US\$1 million for response to preparedness:

Building on preparedness initiatives, integrate Kits that Fit approach in 8 countries for:

1. Selection of kits to pre-position
2. Kit customization based on feedback
3. Localizing production & procurement
4. Evaluating programme effectiveness

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