

Coherent Communications: Effective Partnership

CHF 1,272,000

Programme No. 01.77/2000

Programme Context

The *Learning from the Nineties* process noted that the Federation's communications and external relations role had increased significantly during the decade, but much remained to be done. While the relatively limited number of advocacy initiatives addressed by the Federation, such as the Code of Conduct and the issues identified and pursued in the World Disasters Report, had been effective, initiatives in other areas were too often missing or unsystematic. Resource mobilisation was also identified as the leading "missed opportunity" for the 1990s, and the leading challenge for the next decade.

As a follow-up, the Federation's *Strategy 2010* calls for the development of more coherent and effective advocacy in each of four core areas: the Promotion of Humanitarian Values, Disaster Response, Disaster Preparedness, and Health. The importance of developing the communications capacity of National Societies and the Federation as a whole is also emphasised. The Plan of Action of the International Conference of the Red Cross and Red Crescent also calls for strengthened co-operation between the Red Cross/Red Crescent Movement and States in relation to disaster preparedness and response, health programmes and initiatives to reduce discrimination and violence in the community.

Programme Strategy

In order to achieve a greater impact on the lives of the vulnerable, this global programme will develop cohesion and clarity in the Federation's advocacy and communications initiatives on key humanitarian issues, as well as widen partnerships with organisations in the public and private sector. The programme will also help to co-ordinate the process of identifying organisations in the public and private sector with whom the Federation can develop working relationships based on complementary strengths, particularly in the four core areas. This global programme is closely related and complementary to all the other global programmes presented in the Federation's 2000-2001 Appeal.

Programme Objectives

The following initiatives will be taken:

- Based on Federation policies and field experience, a coherent advocacy approach will seek to influence the policy and action of governments, international organisations, and the business community in favour of vulnerable people.
- By increasing the communications capacity and advocacy of the Federation and National Societies, Federation actions, policies and positions will be more effectively directed and applied.

- In order to maintain humanitarian objectives either through direct financial support or through their own promotion of humanitarian values, relations with international businesses and organisations, as well as with governments, will also be explored, developed and strengthened.

To achieve the objectives, the following activities will be implemented:

- Co-ordination of the process of developing and updating Federation positions with regard to short, medium and long-term issues in each of the four core areas of *Strategy 2010*, based on Federation policy and field experience.
- The systematic promotion of these positions throughout the Federation network based on the availability of appropriate publications and training.
- The development of a communications training tool through the Federation's web site, involving identifying the elements of a training tools web site in consultation with National Societies and delegations, and then commissioning, designing and creating a basic range of training modules.
- Core material in standard format for regional newsletters, websites and other publications reflecting action and advocacy positions, involving defining the basic content and format of core newsletter and web site material for regional delegations; negotiating and agreeing with regional information staff the launch of regional newsletters and web sites based on regionally produced and secretariat provided material; commissioning and editing core material in the secretariat; managing the development and distribution of regional newsletters outside the region and co-ordinating the monitoring and evaluation of the newsletter and web site programme.
- Development of an electronic newsroom of up-to-date information and an image gallery, including the development of an inter-active electronic newsroom on the web site with material for National Societies, delegations and external media; the creation with outside technical assistance of a public Internet image bank; the digitalisation on CD, with the help of outside technical assistance, of selected material from the Federation's photo archives; and direct participation in organising information staff input from delegations and National Societies.
- Promotion of National Society involvement in communications networking, by providing technical and editorial back-up from Geneva to increase the number of National Society web sites; by supporting regional and other communications groups; and by organising regional workshops for National Society communicators in collaboration with regional information delegates.
- Gathering and disseminating information on decisions made by international bodies, to keep National Societies and Federation governance better and more consistently informed. Gathering and disseminating information regarding National Society experience with their governments and international organisations, with a view to provide tools and advice to others.
- Involving National Societies and members of Federation governance bodies as well as Secretariat staff in relating to regional and international bodies.
- Exploring relations with the business community based on the identification of complementary strengths and mutual interests. The framework for these relationships will take into account the ideas of social accountability and corporate citizenship. This will be accomplished through market research in order to better understand the interests and possibilities of multinational businesses and position the Federation more effectively with potential partners.