

# PROGRAMME UPDATE



International Federation of Red Cross and Red Crescent Societies  
Fédération internationale des Sociétés de la Croix-Rouge et du Croissant-Rouge  
Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja  
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

## ADVOCACY, COMMUNICATIONS AND PARTNERSHIPS

22 October, 2001

*This Programme Update is intended for reporting on Annual Appeals.*

*Appeal No. 01.81/2001*

*Appeal Target: CHF 1,831,000*

*Programme Update No. 1; Period covered: January - August, 2001*

### “At a Glance”

*Appeal coverage: 49.4%*

*Related Appeals: N/A*

*Outstanding needs: CHF 926,000*

### **The context**

This global appeal was planned to address the areas of advocacy, communications, and partnerships, and reflects commitments made by the Movement and the Federation, both through the Plan of Action of the International Conference and Strategy 2010 documents. The overall goal of the programme is to support the achievement of the *Strategy 2010* mission “To improve the lives of vulnerable people by mobilizing the power of humanity”. The programme seeks to achieve this by working to increase the capacity of the Federation and National Societies to complement their service delivery role by developing an effective advocacy and communication role in each of the four core areas of *Strategy 2010*. It also seeks to establish the necessary partnerships with other organizations in the same field, complementing their capacities with the Federation’s field based implementing capacity. This global programme is closely related and complementary to other global programmes presented in the Federation’s 2001-2002 Appeal.

The following three main objectives were established for this global programme:

- influencing the policy and action of governments, international organizations, and the private sector in favour of vulnerable people through coherent advocacy actions, which are based on Federation policy and field experience, and the decisions and Plan of Action of the International Conference.
- increasing the capacity and coherence of the Federation and National Societies to communicate Federation actions and positions, leading to greater visibility, influence and resources.
- strengthening relations with international organizations and governments, and further developing and enhancing relations with the multinational corporate sector.

### **Latest events and Red Cross/Red Crescent action**

The period was characterized by a continued and somewhat increased focus on the issues surrounding the Emblem and on preparations for a major UN session relating to Federation core priorities (HIV/AIDS). Several

events and natural disasters provided an opportunity to showcase efficient and effective communications, leading to increased visibility. Progress was achieved in raising the profile of humanitarian advocacy through national society training programmes as well as by integrating advocacy components into the Appeals process and work and actions of other departments. The period was also marked with an increase in the number of contacts and meetings with external interlocutors, and not only from the UN system, and continued progress in coordination of actions with the ICRC. Work has been structured around core, targeted issues and related to Expected Results, as outlined in the Appeal document.

### *Achievements against objectives*

***Objective: Influence the policy and action of governments, international organizations, and the private sector in favour of vulnerable people through coherent advocacy actions, which are based on Federation policy and field experience, and the decisions and Plan of Action of the International Conference.***

The Federation continued working closely with the ICRC and National Societies to maintain the balance of this very sensitive issue and continue promoting the resolution of the issue through the adoption of the Third Protocol. Significant progress was achieved in this area, with the humanitarian advocacy department playing a central role in dealing with a number of interlocutors. While there is still no permanent solution, there is a better recognition of the humanitarian and protection purpose of the proposed Third Protocol.

In first six months advocacy has been particularly active in the Federation's work on HIV/AIDS. Involvement at the UNGA special session on HIV/AIDS was the culmination of a great deal of work involving national society, UN system, governments, NGOs and the media. The advocacy department will take forward the outcomes of this session, linking the Federation's work to that of other fora and organizations at multilateral and national levels.

Advocacy has played a key role in relation to the work of other departments, as with the development of the Federation's International Disaster Response Law. This included hosting an experts' meeting and producing a work plan for the process until end 2003.

The humanitarian advocacy department also coordinated work on humanitarian diplomacy and played a central role in the development of positions for presentation at different UN meetings during the period. The department initiated or developed a number of new relationships, which are fostered with the aim of ultimately benefiting national societies in their country-level actions (e.g. the Inter- Parliamentary Union).

The department has run several training courses for national societies in advocacy methodology. These have usually been conducted on the fringe of regional meetings. This saves money, but also impresses on national society leaders an understanding of their role as chief advocates for their national society and shows that advocacy is not a separate issue, but it is interlinked with service delivery and an integral, complementary element of it.

The department participated in a meeting of Federation regional information delegates, held in Geneva in June and provided specialized briefing and training for the group on humanitarian advocacy. A tailored advocacy training pack has been sent to the field, with additional training for national society information officers.

The following expected results have been achieved:

- training in advocacy skills.
- developing additional advocacy positions.
- exploring and furthering the possibility of development of IDRL.
- effective use of Federation advocacy positions in international policy fora.

Having the Third Protocol adopted in time for General Assembly meeting in November 2001, is unlikely to be achieved.

***Objective: Increase the capacity and coherence of the Federation and National Societies to communicate Federation actions and positions, leading to greater visibility, influence and resources.***

The first draft of the new Movement Guide for Communicators is nearly finalized. Seven of the nine chapters are now on-line and are being field tested. Encouraging feedback was received at a recent meeting of Federation regional information delegates, which showed that parts of the Guide have already been translated from the test site and already in use in the field. Feedback from national societies so far is very positive. The next steps are the creation of a PDF version, translation into other languages, completion of editing and approval processes, and presentation of the final product to the Council of Delegates.

The period was marked with increased media coverage, as a direct result of training provided to national society communication staff on responding in disasters and increased coordination with and between regional and national information officers. The Federation's strong media profile was evident during recent disasters in India, El Salvador and Mozambique, thanks to rapid reaction to the disaster and immediate deployment of information personnel on the ground, and resulted in higher levels of funding for appeals for disaster victims. In June, the Federation held a workshop on how to improve coverage of emergency situations and coordinate activities. The workshop brought together regional information delegates and disseminated new methods for reaching the media. Coordination of media relations will continue to improve as that knowledge cascades down to national society staff.

A template for regional delegation web sites was completed and piloted in the Middle East and North Africa. The site - "www.mena.ifrc.org" - was launched in May. Improvements were also made to the Federation's database of operational material, leading to a new section which lists appeals by year and region and enables better tracking of operations. In addition, a search facility was installed to the public site, enabling outside users to track documents by a topic or a word.

An assessment of the impact of the "World Disasters Report" was carried out in March. A readership survey was sent to 17 national societies, nine regional delegations and several external readers from academic, government and NGO communities. The findings reflected the success of the report since its inception in 1993, with feedback stating that it "... is widely known and well respected in all key audiences and is used as a text book in some universities..".

The following expected results have been achieved:

- articles written and consistently used in international and regional level, and better understanding of how far publications reach and how they serve audiences.
- increased and improved content of the web site and development of pilot regional web sites.
- rapid dispatch of information personnel and increase in visibility.
- increasing National Society communications capacity through training package.

***Objective: Strengthen relations with international organizations and governments, and further developing and enhancing relations with the multinational corporate sector.***

The first half of the 2001 was marked with a high level of activity in relationship and partnership management and development area. A number of key meetings were organized or attended including:

- meetings with various UN agencies (UNHCHR, the UNGA special session on HIV/AIDS and the Human Settlement meeting);
- briefings for governments and permanent missions (on the Gujarat earthquake operation, the 105th Inter-Parliamentary Union Conference in Havana and a joint briefing with UNAIDS and GNP+ on the UNGA special session on HIV/AIDS);
- contact with NGOs and other organizations (the International Aid and Trade Exhibition and the launch of the World Disasters Report);
- coordination and information sharing with PNS (the PNS Information Meeting).

The first six months of the year also saw an increasing level of contact with senior management from the UN. The Secretary General has received visits from senior counterparts at UNHCR, OCHA and UNICEF etc, during which he has briefed them on the Federation and explored future cooperation. They were followed up by further engagement at an operational level. Also, discussions took place with the United Nations Population Fund to explore the feasibility of updating and expanding the Memorandum of Understanding between the two organizations.

Increasing recognition was given to the role of Red Cross and Red Crescent volunteers at grass roots level. This took place through a number of fora:

- involvement at the inauguration of UN International Year of Volunteers;
- a resolution of the 105th Inter-Parliamentary Union Conference, which urged parliaments to work with national societies in supporting volunteering efforts, as well as setting legal and institutional basis for volunteering. As follow up, the Secretary General contacted all national societies, encouraging them to contact their respective parliaments;
- the UNGA special session on HIV/AIDS, at which the Federation and GNP+ organized a side-event to allow the voice of Red Cross and Red Crescent staff and volunteers living with HIV/AIDS to be shared with a wide range of international organizations, governments and NGOs. Kofi Annan attended the event and the Federation's President gave a statement on Red Cross/Red Crescent work with people living with HIV/AIDS. There was wide media and public recognition for the courage of the RC/RC volunteers in combating stigma and their efforts were recognized in the UN Declaration of Commitment on HIV/AIDS. Much work was done by the New York office to profile the work of the International Federation and its volunteers with key decision makers, before, during and after the session.

Coordination with the ICRC was further developed, with the new senior officer responsible for ICRC Relations helping to coordinate policy-making and public statements at major events such as the UNCHCR, UNGA special session and ECOSOC. At a working level, contacts and exchanges continue to be frequent between headquarters.

Tools were developed to improve communication with National Societies and the public on the web and the Eventrix system was set up to share information on regional or international events involving Red Cross and Red Crescent Movement. Speeches made at these events are put on the web, so that national societies and the public can learn about the Federation's positions on different issues.

In the multinational corporate sector area, the activities have focussed on gaining a better understanding of how the Federation could be positioned to derive maximum benefit from opportunities offered by multinational businesses.

In this period an increasing number of National Societies engaged in relationships negotiated and lead by the Secretariat. Experience has shown that, on average, it takes between 12 to 18 months to negotiate a relationship, to achieve the level of confidence and trust that transparent relationships with multinational corporations demand, and to ensure "buy-ins" from National Societies. Some examples of relationships, ongoing and new, include:

A relationship with a prominent international insurance company first established in 1998, today involves more than 22 National Societies from Asia, Pacific, Europe, the Caribbean and the Americas. It is based on the principles of "fair exchange" and mutual benefit. The Secretariat negotiated with the Corporation's global headquarters a framework agreement which defined the broad relationship and core principles. Within the context of this agreement, National Societies and national corporate representatives have customized the relationship to reflect local needs and interests

As the first step towards partnership development between the Federation and a Fortune 100 corporation that is a household product manufacturer, four National Societies are participating in a pilot health and hygiene programme. The agreement brokered by the Secretariat provides for: the participating National Societies to work with their national corporate contacts in order to create a program that folds in their current needs and

priorities; the corporation to make an annual unearmarked contribution and cover all costs related to the development and implementation of the relationship; and finally, under the Corporation's cause related marketing action, an average of 6% of the consumer retail price on products sold to go to the National Societies.

Taking advantage of the potentials for resource mobilization that is offered by the introduction of the new European currency, the Secretariat began the dialogue with a major petroleum company on its proposal to make the Federation the charity of choice for a pan-European coin collection campaign. Almost 15 National Societies have been brought into and will benefit from this effort. The corporation and national sponsors are underwriting all cost related to the campaign. National Societies have worked with the corporation to identify worthy programmes in their region for which the funds will be used. All funds raised within a region stay within that region.

The following expected results have been achieved:

- developing appropriate relations with the multinational corporate sector.
- improved relations with governments is on track for the year.
- a wider appreciation of Federation positions and strengthening of partnerships in important service delivery fields including health.

### ***Outstanding needs***

The programme has successfully implemented many of the intended objectives, and further funding will enable the full range of planned activities to be completed within the expected time-frame.

### ***Contributions***

See Annex 1 for details.

*For further details please contact: Vedran Drakulic, Phone: 41 22 730 4293; Fax: 41 22 733 03 95; email: drakulic@ifrc.org*

*All International Federation Operations seek to adhere to the Code of Conduct and are committed to the Humanitarian Charter and Minimum Standards in Disaster Response (SPHERE Project) in delivering assistance to the most vulnerable.*

*For further information concerning Federation operations in this or other countries, please access the Federation website at <http://www.ifrc.org>.*

Peter Rees-Gildea  
Head a.i.  
Relationship Management Department

Stephen Davey  
Director  
Advocacy and Communications  
Division

<b>Advocacy, communications and partnerships</b>						ANNEX 1
<b>APPEAL No. 01.81/2001</b>		<b>PLEDGES RECEIVED</b>			18.10.2001	
DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
<b>CASH</b>						
REQUESTED IN APPEAL CHF ----->				<b>1'831'305</b>		<b>TOTAL COVERAGE 49.4%</b>
CASH CARRIED FORWARD				208'536		
BRITISH - GOVT (DFID GRANT)				550'000	03.02.01	PARTNERSHIP IMPLEMENTATION PLAN 2001
SWEDISH - GOVT/RC		770'000	SEK	126'511	15.05.2001	STRENGTHENING COMMUNICATION, COMMUNICATION TRAINING PACKAGE COMMUNICATION WEB SITE DEVELOPMENT, ADVOCACY
SUB/TOTAL RECEIVED IN CASH				885'047	CHF	48.3%
<b>KIND AND SERVICES (INCLUDING PERSONNEL)</b>						
DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SWEDISH - RC		122'360	SEK	20'104	15.05.2001	STAFF AND EQUIPMENT
SUB/TOTAL RECEIVED IN KIND/SERVICES				20'104	CHF	1.1%