

# 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

## SOUTH AMERICA

22 December 2004

The Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. It is the world's largest humanitarian organization and its millions of volunteers are active in over 181 countries.

For more information: [www.ifrc.org](http://www.ifrc.org)

### In Brief

Appeal No. 01.54/2004; Programme Update no. 2, Period covered: 1 May to 30 September 2004; Appeal coverage: 61.3%; Outstanding needs: CHF 1,319,475 (USD 1,166,772 or EUR 867,117).

*(click here to go directly to the attached Contributions List (also available on the website).*

Appeal target: CHF 3,890,912 (USD 3,070,999 or EUR 2,510,276) revised on 30 June 2004 to CHF 3,405,434

Related Emergency or Annual Appeals: Pan American Disaster Response Unit (PADRU) (Appeal 01.51/2004; Colombia: Floods (Appeal 24/2004)

**Programme summary:** To improve the capacities of the National Societies in the region to respond to disasters, the Red Cross is participating in inter-institutional initiatives, such as those initiated by the Andean Committee for Disaster Prevention and Response (CAPRADE). During the reporting period, with the involvement of the Red Cross, CAPRADE has focused on drawing up a regional disaster preparedness strategy for the health sector for the six Andean countries: Bolivia, Chile, Colombia, Ecuador, Peru and Venezuela. The document will be ratified in December, when the Ministers of Health from the six countries meet in Uruguay.

Two other important events that took place during the reporting period were the *VIII Communications Forum*, which was held in Antigua Guatemala in June, and the *South American Community Integrated Programmes Technical Workshop*, which was held in Cartagena de Indias, Colombia, also in June. A total of 16 National Societies from the Americas participated in the Communications Forum, together with representatives of the Spanish Red Cross and the Federation. During this meeting the *Americas' Communication Plan* was approved and each National Society is now adapting work plans accordingly. All ten South American Red Cross Societies participated in the community integrated programme workshop, along with three PNSs. Both these meetings provided an opportunity for National Societies to share experiences and lessons learned.

Gender violence, a latent problem in the region, has serious consequences for women's health and well-being, with consequences ranging from homicide, suicide and AIDS-related deaths to physical injuries, illnesses, complications during pregnancy and low birth-weight of children. In response, the Argentine Red Cross is developing a pilot project addressing gender-based violence which, if successful, will serve as a model for more projects in the region.

The Argentine, Ecuadorian and Peruvian Red Cross Societies have achieved an agreement on new Statutes during this period which clearly separate governance and management and give a wider role to volunteers.

**The other South American Red Cross Societies are also currently revising their Statutes, which is an important step towards ensuring that all National Societies in the region have the characteristics of a *Well Functioning National Society*.**

**Thanks to funding provided by the Swedish Red Cross a monitoring and evaluation system for use by National Societies focusing on the implementation of Plan of Action of the Inter American Conference has been developed and disseminated. The system is based on an electronic tool accessible on FedNet. Planning for 2005 and definition of working strategies has also been a significant task during this period in the Regional Delegation.**

**To date, the South America Annual Appeal 2004 has received coverage of 61.3 percent under the revised budget for the total amount of funding sought. The budget reflects prioritization in relation to programme activities given the overall funding shortfall. Administrative costs have been cut drastically and activities in several programme areas have been reduced. In addition, staffing in the regional delegation was cut to reflect the financial situation, which is hindering the implementation of programmes.**

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*This Programme Update reflects activities to be implemented over a one-year period. This forms part of, and is based on, longer-term, multi-year planning (refer below to access the detailed logframe documents). All International Federation assistance seeks to adhere to the [Code of Conduct](#) and is committed to the [Humanitarian Charter and Minimum Standards in Disaster Response - Sphere](#) in delivering assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at <http://www.ifrc.org>*

## **Operational developments**

The South America region is prone to instability and social tension. Thus far, 2004 has seen mass demonstrations in Bolivia, Ecuador, Peru and Venezuela, many of which ended in violent clashes between the police and civilians. Events such as these create increased insecurity among the general population as the threat of social unrest hangs in the air and monopolize the attention of National Societies.

Natural and manmade disasters, such as the fire in August in Asuncion, Paraguay, and flooding in Colombia devastated thousands of people's lives across the region. The fire in Paraguay was considered one of the worst disasters of the last century in the usually calm South American country. The response to the tragedy overwhelmed the capacities of the Paraguayan government and the Paraguayan Red Cross; however, solidarity was displayed by neighbouring countries and the Spanish Red Cross, which sent a psychosocial support team to the country to help the victims, their families and volunteers. In addition, the Italian government is currently funding a rehabilitation project with the Paraguayan Red Cross, which will strengthen its capacities in order to ensure an efficient response to future disasters. This project involves a major mass media awareness campaign relating to humanitarian values and will begin in 2005.

In July, Peru experienced severe weather conditions in 15 departments: 12 were affected by droughts and 8 were affected by a severe cold wave. The departments affected are characterized by high levels of poverty and low human development indicators. Some 92 people died as a result of the extreme weather, including 46 children under the age of five who died from respiratory illnesses. The weather also caused the loss of crops and other natural resources, which will have a long-term negative impact on the economic situation of the already poor communities in the region. Extreme cold waves are a recurrent problem in this area, which is regularly affected by these weather patterns during the southern hemisphere's winter season. The winter in southern Peru typically begins in June or

July, but the coldest months of the year are usually August and September. Longer-term development projects are needed to reduce the impact of these seasonal disasters.

The rainy season in Colombia, which began in March, has been particularly severe this year. The rains have caused flooding and mudslides in several regions of the country, and the latest report from the Colombian Red Cross Society (CRCS), which includes information from the beginning of the year until 28 June, indicates that since 1 January 37,064 families (186,048 persons) have been affected by the heavy rains and storms. This figure is particularly worrying since there are two rainy seasons in Colombian, the second of which begins in October and is expected to further exacerbate an already precarious situation.

## **Health and Care**

**Goal: The National Societies in the region are implementing efficient, responsive and focused programmes which contribute to improving the lives of vulnerable people.**

**Programme Objective: The National Societies in the region contribute to the improvement of overall health conditions of vulnerable people through an integrated approach in line with the Plan of Action of the Inter-American Conference.**

**Objective 1: The Health Departments, their capacity and the partnerships of the South American Red Cross National Societies have been strengthened in line with Strategy 2010 and the Santiago de Chile Commitment.**

### **Progress/Achievements, Impact and Constraints**

The Andean Committee for Disaster Prevention and Response (CAPRADE) seeks to contribute to the reduction of risk and of the impact of natural disasters in the Andean sub region through the coordination and promotion of policies, strategies and plans and the boosting of activities in prevention, mitigation, preparation and response to disasters, as well as rehabilitation and reconstruction. CAPRADE also works to boost cooperation, mutual assistance and exchange of experience. One of its strategic lines of work in 2004 has been the drawing up of an Andean strategy for disaster preparedness in the area of health, referred to as the Andean Plan, which was coordinated by the Pan American Health Organization (PAHO) and the Andean body responsible for health, the Hipolito Unanue Convention. The second meeting focusing on the preparation of the Andean Plan strategy took place in mid July in Bogota with the participation of a representative of the Colombian Red Cross Society (CRCS), the Federation representative in Colombia and the regional disaster management delegate. The regional health delegate took part in the third meeting held in Lima in September, during which the draft of the Andean Plan was finalized. The Federation was part of the drafting committee and the document is currently under review prior to final approval, which should take place in December when Ministers of Health meet in Uruguay.

In coordination with the Secretariat, the Regional Delegation defined the specific activities in relation to the initiative of “scaling up” of National Society health departments, which will be the major focus in 2005. Technical criteria were developed in order to prioritize the National Societies that are in a position to increase the volume of health interventions in line with the *Plan of Action of the Inter-American Conference*, during an initial phase. The priority National Societies in South America are: Argentina, Bolivia, Chile, Colombia, Ecuador and Peru.

The health scaling-up process was analyzed in the *South American Annual Meeting of Health Directors* that took place in Santa Cruz, Bolivia, in September and will be followed by another meeting to be held in Lima, in November, together with the health programme directors from Central America. The main objective of the annual meeting was to coordinate the work of the South American National Societies in the area of health and establish priorities for 2005. Mechanisms for better coordination between the HIV/AIDS, disaster management and communications programmes were defined, as coordination was identified as a need for most National Societies. Ways of improving the integrated management of childhood illnesses (IMCI) projects in the region were discussed, in particular with a view to enhancing and promoting work between PAHO, the American Red Cross and the National Societies. During the meeting, the National Societies chose two spokesmen, one for the Andean countries (the Venezuelan Red Cross health director) and another for the Southern Cone countries (the Chilean Red Cross health director), to represent them internationally, in meetings such as CAPRADE. Next year the annual meeting

will be celebrated jointly with National Society relief directors in order to reinforce the integrated work between the health and disaster management programmes, in line with the *Plan of Action of the Inter American Conference*.

**Objective 2 The National Societies in South America contribute to the fight against HIV/AIDS, stigma, discrimination and related diseases (TB) in partnership with REDLA and local PLWA associations and develop prevention interventions and care activities.**

#### **Progress/Achievements, Impact and Constraints**

National Society youth departments, in coordination with the health departments, have taken the lead role in the fight against HIV/AIDS, stigma, discrimination and related diseases. Red Cross youth in South America have maintained a regional network since 2000.

In November 2005, two major events will take place under one banner and venue, in Lima, Peru: the *12th International Conference for People Living with HIV/AIDS* and the *7th International Conference on Home and Community Care for People Living with HIV/AIDS*. The Regional Delegation has held several meetings with strategic partners to organize the participation of the Red Cross in both of these conferences. The overall coordination of this initiative is taking place under the leadership of the NGO, REDLA+ Peru.

In July, the Argentine Red Cross HIV/AIDS programme coordinator was able to participate in the *XV International AIDS Conference*, held in Bangkok, with the support of the Federation. He went as spokesman of the ten South American National Societies to present the regional approach in HIV/AIDS work and to learn about other regional experiences and tools in this area.

During this reporting period, the Ecuadorian Red Cross continued with its HIV/AIDS campaign *Whom do you allow to give you AIDS*, which includes the participation of the popular musical groups *Cacería de Lagartos* (Alligators' Hunt) and *Las Lolás*. The two groups have created songs and video clips for the campaign and have taken part in forums for school-aged children. This campaign seeks to educate youth about preventing HIV/AIDS and to promote solidarity with people living with HIV/AIDS. The campaign goes hand-in-hand with the educational activities of the National Society's youth department.

The Colombian Red Cross Society organized a multi-programme planning meeting with the new National Society health director to review the national development plan and ensure that the health plan is in line with the *Plan of Action of the Inter American Conference*. During this meeting, in which the Federation also participated, the national HIV/AIDS programme was shared. The HIV/AIDS operational plan was drafted by the National Society, the ICRC, Partner National Societies and the Federation in July.

On 8 May, the *World Red Cross and Red Crescent Day* was celebrated by all the National Societies participating in the HIV/AIDS campaign, "*The truth about AIDS... Pass it on*". Several news articles promoting these activities were drawn up and can be found on the Federation's regional webpage ([www.cruzroja.org](http://www.cruzroja.org)).

The main constraint of the youth network's HIV/AIDS anti-stigma project is the lack of funds. In addition, in some National Societies there is little coordination between the areas of health and youth.

**Objective 3: The National Societies in the region have the capacity to work in community health, including first aid, promotion of voluntary blood donation and social welfare in an integrated manner based on morbidity and equity profiles of the countries and in partnership with communities, the MoHs and PAHO.**

#### **Progress/Achievements, Impact and Constraints**

Two important events took place during the reporting period: World Blood Donor Day on 14 June and World First Aid Day on 11 September. Both of these events were promoted by the Federation and strategic partners in the region. The Federation is active in promoting voluntary non-remunerated blood donation; most of the National Societies activated blood donation campaigns in June, with the support of local media. Another main objective of the health programme is to develop life-saving practices in the communities by increasing the number of families where at least one member has been trained in first aid. In the context of these efforts, and to mark *World First Aid Day*, the South American National Societies organized several public first aid workshops in fairs and on streets.

Specific activities in the region regarding these two important dates can be found on the regional webpage, where special sections were created to highlight these campaigns.

The Bolivian Red Cross concluded the first phase of the project *Towards a Healthy and Safe Community*, which is being carried out with funds from the UK Department for International Development (DFID). The project has been carried out in the most vulnerable areas of the city of La Paz: the communities of Cotahuma, located on the south-eastern mountain slopes where almost 55,000 people live. The communities from the municipality of Cotahuma: Tembladerani, Cotahuma, Las Lomas, Alto Obispo Bosque, Llojeta and Pasankeri, are now prepared to implement disaster preparedness plans in case of an occurrence of the two most common disasters in the region: mudslides during the rainy season and soil erosion due to subterranean waters. In June, the disaster management delegate visited the project for an initial evaluation and to support the development of the plan of action for the second phase of the project. In July, a workshop was carried out to evaluate and document the project, with the participation of the regional health delegate, the water and sanitation delegate from PADRU and the project's main stakeholders. The workshop was carried out with a participative methodology and recommendations were obtained for the second phase of the project. The second phase which has now begun seeks a more integrated approach between the areas of health and disaster management, and also includes a water and sanitation component. This phase will also involve more communities from the Cotahuma district and more community based organizations.



**A water and sanitation project is implemented in Cotahuma, Bolivia**

Community health programmes and the process of strengthening National Society health capacities are being carried out with the financial support of the Swedish Red Cross.

## **Disaster Management (DP/DR)**

**Goal: The National Societies in the region are implementing efficient, responsive and focused programmes which contribute to improving the lives of vulnerable people.**

**Programme Objective: National Societies in the region have improved their capacity to work with vulnerable communities, and have developed integrated strategies, structures, systems, plans and activities for disaster preparedness and intervention in case of emergencies, with the aim of reducing vulnerability in the communities affected by natural disasters.**

## **Objective 1: National Societies in the region have consolidated an integrated disaster management system.**

### **Progress/Achievements, Impact and Constraints**

In June and July, the health and disaster management delegates participated in the Andean Committee for Disaster Prevention and Response (CAPRADE) process of designing a regional disaster preparedness strategy for the health sector in the six Andean countries: Bolivia, Chile, Colombia, Ecuador, Peru and Venezuela (please refer to the *Health* section – objective 1 above). A CAPRADE meeting also took place in Lima, Peru, in July, with the participation of the Federation and the Peruvian Red Cross. During this meeting, the chief of the Peruvian Civil Defence was elected as the new president of CAPRADE.

In June, the disaster management delegate participated in the *III Meeting of Andean Civil Defence Institutions* in Quito, Ecuador. During the meeting, the Federation carried out an exercise to examine the Civil Defence laws of the South American countries. It was concluded that only five countries mention the role of the Red Cross in their emergency response systems.

Alliances made with disaster management institutions through CAPRADE, the Andean Plan and the Civil Defence are of particular value for the work of the six Andean National Societies. In addition, in August the Peruvian Red Cross and the Federation were invited to participate in the working group of the International Search and Rescue Advisory Group (INSARAG), held in Lima. INSARAG showed a clear interest in working with all the National Societies in the region.

The Regional Delegation carried out a Vulnerability and Capacity Assessment (VCA) workshop in Barquisimeto, Venezuela in June. Six branches of the Venezuelan Red Cross participated in this workshop: Falcon, Amazonas, Lara, Distrito Capital, Vargas and Nueva Esparta. All the participants were able to apply the VCA tool to carry out an assessment in the community of Padre Oreni. The National Societies of Argentina, Bolivia, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay and Venezuela now all have human resources trained in VCA, as VCA workshops have been carried out and VCA documentation is available in each National Society. Unfortunately, the VCA documents are currently only available in English, which limits their usefulness in this region. However, in August the first VCA training of trainers workshop to be delivered in Spanish was carried out in Guatemala, with the participation of the Argentine, Paraguayan and Venezuelan Red Cross Societies, as well as the Lima Regional Delegation's programme assistant. Increasing the number of Spanish-language tools available is an important step forward in disaster preparedness for the region.

In July, the team conducting an evaluation of the Pan American Disaster Response Unit (PADRU) met in Lima with the head of the Federation's Disaster Preparedness and Relief Commission and representatives of seven National Societies to carry out the last part of the PADRU evaluation. The final evaluation report was presented to the Secretariat in September and will be officially distributed in November with recommendations, conclusions and decisions.

In August, the *South American Annual Meeting of Relief Directors* took place in Santa Cruz, Bolivia, with the participation of PADRU, the ICRC, the German Red Cross, PAHO and other strategic partners. The main objective of the meeting was to coordinate the South American National Societies' disaster management activities and establish priorities for 2005. During the meeting, the ten National Societies chose the Colombian Red Cross Society's relief director as their spokesman for inter-institutional meetings, such as meetings with CAPRADE. Next year the relief directors' meeting will be carried out jointly with National Society health directors to reinforce the integrated work between the health and the disaster management programmes, in line with the *Plan of Action of the Inter American Conference*.

In September, the Ecuadorian Red Cross and the Federation participated in the *Regional Workshop for Latin America and Caribbean* in Quito, Ecuador, that was held in preparation for the *World Conference on Disaster Reduction*. The conference will take place in Kobe, Japan, in January 2005. This preparatory meeting served to establish a Latin American position regarding disaster management issues among all the participating institutions: the United Nations, the International Strategy for Disaster Reduction and the Swiss Agency for Development and Cooperation.

A National Intervention Team (NIT) workshop took place in Ecuador in July. Currently, the disaster management delegate and PADRU are working together to coordinate a Regional Intervention Team (RIT) workshop that will take place in November in Argentina. The disaster management delegate is also supporting the preparation of a NITs workshop also to be held in November in Peru.

Only the Colombian and Ecuadorian Red Cross Societies currently have a disaster preparedness plan in line with their government's plan. In these two countries, the role of the Red Cross is clearly outlined in the civil defence laws. It is hoped that the other National Societies in the region will be able to draw up disaster preparedness plans for integration into governmental strategies. In particular, it is hoped that the new CAPRADE strategy will improve work in this area in the Andean countries of the region. The process is much slower in the southern cone countries as these countries do not have well structured civil defence agencies and do not have laws that define the roles of the various agencies involved during disaster response, including the Red Cross.

**Objective 2: National Societies in the region have improved their capacity to increase community awareness of risk factors through community based disaster preparedness (CBDP).**

### **Progress/Achievements, Impact and Constraints**

Significant progress has been made in improving the National Societies' disaster preparedness through CBDP programmes. The Colombian Red Cross Society and the Federation are jointly carrying out a disaster preparedness project in the department of Casanare. During the rainy season in Colombia, it was evident that disaster response capacities had been strengthened, as the communities of Paz de Ariporo and Villanueva were able to apply their emergency plans. They rapidly mobilized the members of the community, putting valuables in safe places and gathering in the designated temporary shelter. An emergency kit was already located in the shelter, and was used to communicate with the local Red Cross branch and the local emergency committee so that affected members of the community could be assisted with food items.

During the reporting period, the Red Cross Societies of Argentina, Bolivia, Colombia, Ecuador, Paraguay and Venezuela continued with their community projects, including CBDP workshops and the design of risk maps. The Federation encourages Red Cross branches involved in these projects to document, analyze and report on their experience and also encourages the involvement of local authorities and organizations in the projects.

The disaster management delegate visited the Bolivian Red Cross to evaluate the first phase of the project *Towards a Healthy and Safe Community*, which is being carried out with DFID funds (please refer to *Health* section – objective 3), and to support the development of the plan of action for the second phase. The plan of action for this phase, which includes a more integrated approach between the areas of health and disaster management and a water and sanitation component, and now also involves more communities, was approved and work is ongoing.

Over recent months, the Peruvian Red Cross has been collecting information in order to document all CBDP activities carried out from 1997 to 2003. This project is being funded by the Swedish Red Cross. The resulting document will be a useful assessment tool and also a framework for future implementation of CBDP programmes in the region. The evaluation documents from the community integrated programmes, Camalote and Amazonico (please refer to the *Community Integrated Programmes* section), are complementary to this process. The lack of documentation on CBDP initiatives by the National Societies is currently a major constraint.

## **Humanitarian Principles and Values**

**Goal: The National Societies in the region are implementing efficient, responsive and focused programmes which contribute to improving the lives of vulnerable people.**

**Programme Objective: National Societies disseminate and promote the Movement's Fundamental Principles and Humanitarian Values and encourage peaceful co-existence, solidarity, mutual respect and equal opportunities for men and women.**

**Objective 1: National Societies promote respect, solidarity and peaceful co-existence between children and youth in schools and communities.**

### **Progress/Achievements, Impact and Constraints**

This project is aimed at children and youth in schools and in vulnerable communities. The intervention is concentrated around dissemination of the Fundamental Principles and humanitarian values, prevention of violence, promotion of peaceful co-existence, gender equity, conflict resolution, human rights and children's rights. A regional workshop to strengthen leadership skills took place in Argentine Red Cross in July with the participation of the ICRC and the National Societies of Argentina, Chile, Paraguay and Uruguay. This is a step forward in the sharing of experiences and best practices between National Societies in the region. In Uruguay, a *National Youth Workshop* also took place in July. The Lima Regional Delegation's gender and youth officer also facilitated a workshop on gender for the staff of the Colombian Red Cross Society in September.

### **Objective 2: Strengthened and committed National Societies raise awareness in the population in relation to the stigma associated with HIV/AIDS and promote respect for people living with HIV/AIDS (PLWA).**

Activities towards this objective are being carried out as part of the regional HIV/AIDS programme. For more information, please refer to the *Health* section - objective 2.

### **Objective 3: National Societies contribute to a reduction in the consequences of gender discrimination through the implementation of projects that recognize gender violence as a vulnerability factor.**

#### **Progress/Achievements, Impact and Constraints**

Women make up a larger portion of vulnerable groups in the region than men and it is therefore essential that a gender perspective be included in all Red Cross programmes.



**The project in Rosario de la Frontera, Argentina, addresses gender-based violence among women in marginalized neighbourhoods.**

The first gender violence pilot project was initiated in Rosario de la Frontera, Argentina, with funding from the Swedish Red Cross. This project was created in order to form the basis for a larger initiative in the future, which will address a major, but often unacknowledged, problem in the region. Depending on the results of this project, it could be replicated in other branches and other National Societies in the region. For this reason, special care is being taken in the documentation and analysis of the experience. The beneficiaries of the project are low-income women from marginalized communities near the Argentine Red Cross branch in Rosario de la Frontera. At the beginning of July, two workshops for volunteers were carried out with the support of a trainer from the Spanish Red Cross: the

first one on training and awareness-raising with regards to gender, and the second in methodologies for community analyses. By mid July, the volunteers developed a first community analysis with the beneficiaries through which it was determined that domestic violence was the most significant issue facing the community. From this exercise, the idea of building a community centre for women affected by domestic violence arose so that they can have a space to carry out training and awareness activities and to receive medical and psychological care.

**Objective 4: The capacity of National Societies is strengthened in the area of communications and advocacy in favour of the most vulnerable in accordance with Strategy 2010.**

**Progress/Achievements, Impact and Constraints**

The *VIII Communications Forum* was held in Antigua Guatemala in June with the participation of 16 National Societies from the Americas and the Spanish Red Cross. The Federation participated as observer. The forum provided a space to exchange experiences and lessons learned among regional Red Cross Societies. Also at this meeting, the *Americas' Communication Plan*, which was drawn up in line with the *Plan of Action of the Inter American Conference*, was approved. Each National Society is now responsible for adapting the Americas' plan to its own working plan. In addition, following the analysis carried out by specialists from the Spanish Red Cross on the guide on the use of the Red Cross emblem initially developed by the Forum, it was decided that this should not be used, but rather the existing rules should be adhered to. It was also decided that material produced by the ICRC *Safer Access* programme should be used during emergency situations. The coordination of the next communication forum will be responsibility of the Ecuadorian Red Cross, with the support of the Salvadorean Red Cross Society. Between July and September, the communications department of the Venezuelan Red Cross has focused on a campaign to spread the *Americas' Communication Plan* to all its branches.

The regional electronic newsletter *News from the Americas* which covers stories from South and Central American National Societies and both the Panama and Lima Regional Delegations, was a priority during the reporting period. Four issues were produced during this time, reaching approximately 1,000 readers.

The regional webmaster based in Lima is responsible for maintaining the Federation's Latin American webpage. The webmaster provides technical support to all the National Societies in South America and Central America, especially to those included within the cruzroja.org server. He also provides technical support to the caribbeanredcross.org website managed from the Federation Port of Spain sub regional office. During these months, special sections to commemorate key dates were created on the regional website. Banners linking to the regional webpage highlighting these dates, which included *World Red Cross and Red Crescent Day* (8 May), *World Blood Donor Day* (14 June), *International Youth Day* (12 August) and *World First Aid Day* (11 September), were sent to all the National Societies to be included on their websites. During the reporting period, the website registered approximately 108,000 visitors, with an average of 600 visits per day. The visitors are mainly from the following countries: the United States, Mexico, Spain, Peru, Venezuela, Colombia, Costa Rica, France, Panama and Argentina. This data shows that the webpage is a powerful tool for promoting the work of the Latin American National Societies.

The following numbers of news stories were sent by the communication departments of the South American National Societies and were published on the website during the reporting period:

<b>National Society</b>	<b>Number of articles on the web</b>
Ecuador	12
Peru	6
Bolivia	3
Argentina	3
Colombia	2
Venezuela	2
Paraguay	1
<b>TOTAL</b>	<b>29</b>

Ecuador is a particularly strong National Society in the area of communications, which is one of the main reasons why its director will coordinate the next *Communications Forum*. This experience will be particularly important since the Ecuadorian Red Cross will also host the *XVIII Inter American Conference* to be held in 2007.

During the reporting period the communications department of the Peruvian Red Cross has made positive progress, seeking the Federation's technical advice for the re-launch of its new webpage, working with the Regional Delegation in the organization of certain events and using the regional webpage as a visibility tool.

The Forum Coordinator, representing the National Societies of the Americas, together with the regional information delegate, took part in the regional meeting on Communication and Public Information Strategies for the Reduction of Disasters organized by the International Strategy for Disaster Reduction (ISDR), UNESCO and the Federation, held in Antigua Guatemala at the end of August. A document was drafted to be presented at the II World Conference on Disaster Reduction (WCDR) to take place in Kobe, Japan, between 18 and 22 January 2005. The overall objective of the WCDR is to increase the commitment for implementation of disaster risk reduction at all levels, and in particular its integration into development planning processes.

The regional information delegate worked together with the Dominican Red Cross in May, following the severe flood disaster in order to draw up a communications plan for the operation; this has been followed up and implemented. Similarly, after the passage of Hurricane Ivan, the regional information delegate supported the Cuban and Jamaican Red Cross Societies in the carrying out of media-related activities and in formulating communications plans to promote the operations.

In general, communications remains a weak programme area in the region, and a major constraint is that whenever there are financial problems in National Societies, the first cuts tend to affect the communications departments.

## **Organizational Development**

**Goal: The National Societies in the region have improved their capacity to implement efficient, responsive and focused programmes which contribute to improving the lives of vulnerable people.**

**Programme Objective: The ten National Societies in the region have modernized their institutions in line with the criteria for a well functioning National Society, and improved their capacity in service delivery to vulnerable people by 2007.**

**Objective 1: National Societies in the region are oriented towards strategic plans and National Development Plans (NDPs) that define their internal needs and capacities.**

### **Progress/Achievements, Impact and Constraints**

The *Plan of Action of the Inter American Conference* is increasingly felt to be the link between *Strategy 2010* and the National Societies' National Development Plans (NDP). In turn, NDPs and participatory strategic planning cycles are increasingly seen as part of the institutional life of a National Society. Multiyear plans are complemented by annual operational plans, based on which National Societies are producing annual budgets, thus linking programme-based budgeting into the planning cycle. Local development plans at the branch level translate the national strategic focus into locally-responsive projects and activities. Measuring impact and processes through a system of indicators is part of the change taking place within the prevailing organizational culture. The *Plan of Action of the Inter American Conference* will further promote a culture of monitoring and evaluation in the National Societies of the region.

During the reporting period progress was achieved by the National Societies in terms of strategic planning and revision of NDPs. The strategic plan of the Peruvian Red Cross was approved at the General Assembly held in July and is now under implementation. The Bolivian Red Cross resumed its participatory strategic planning process, supported through Capacity Building Fund (CBF) funding, following a long period during which the focus was on response to social unrest in the country. The Ecuadorian Red Cross strategic plan, approved earlier in the year, will

serve as the basis for initiating the Cooperation Agreement Strategy (CAS) exercise, anticipated to take place in December. The Chilean Red Cross began the revision of its NDP together with the Uruguayan Red Cross. The Venezuelan Red Cross governing board has approved the steps for its participatory strategic planning process that began in September with CBF and ICRC funding; this will, in future, also benefit from Spanish Red Cross funding.

The Federation's Capacity Building Fund approved three proposals for 2004 focusing on organizational development processes in Argentina, Brazil and Bolivia, and an additional proposal for the strategic participatory planning process in Venezuela.

Support by the CBF has proven critical to promote change and strategic focus in the National Societies. In order to develop an effective case study and to demonstrate the value of the investment by the multilateral donors that fund the CBF, in May, the Argentine Red Cross received the visit of a CBF representative and the Director General of the Ecuadorian Red Cross.

The results achieved so far with regard to strategic planning have been made possible by continuous support from the CBF, the Italian Red Cross and the Swedish Red Cross Societies.

**Objective 2: The ten National Societies are functioning efficiently and effectively and have a participative and open organizational structure with well defined roles, functions and responsibilities at all levels.**

#### **Progress/Achievements, Impact and Constraints**

The Uruguayan Red Cross held elections in July, which resulted in the re-election of the president and the incorporation of new members into the governance team, both at the headquarters and branch level. New members took part in an induction course to the Red Cross Red Crescent Movement, facilitated by the Regional Delegation. Also in July, immediately after the elections, the National Society Statutes were revised, modified and immediately applied. The Uruguayan Red Cross has also initiated the process of revising the national development plan. The Chilean Red Cross is in the process of revising its Statutes and has begun work on the revision of the national development plan. The Federation's sub regional office in Buenos Aires is providing technical support for these processes. The Bolivian Red Cross has also initiated revision of the NDP whilst the Peruvian Red Cross began preparation for implementation of the national strategic plan. In addition, the texts of the Argentine, Ecuadorian and Peruvian Red Cross Societies' new Statutes have been sent to the Joint Commission in Geneva for comments. While much progress has been made in the revision of Statutes and other key documents, this still remains a difficult process for many National Societies; the Statutes commissions are often caught between the technical work of adhering to the guidelines, and the tensions underlying any process of change.

Work to ensure the separation between the roles of governance and management is continuing to progress. The ICRC and the Spanish Red Cross have agreed to contribute to funding the director general positions in the National Societies of Bolivia and Peru. With these two new directors general, eight National Societies in the region now have a director general.

With support from the Swedish Red Cross, the Ecuadorian Red Cross has finalized the process of improving systems for its administrative and financial services. The Bolivian Red Cross has also strengthened nine of its branches through the purchase of basic equipment and access to internet.

**Objective 3: The ten National Societies in the region have volunteers who participate in decision-making and follow the strategic directions of *Strategy 2010*.**

#### **Progress/Achievements, Impact and Constraints**

During the reporting period, the work of the volunteer network, which was re-launched during the *X Meeting of Presidents and Technical Seminars* at the end of March, was focused on the preparation of its third regional meeting, planned for 16-18 November in Lima, Peru. The agenda of the meeting will focus on harmonizing views on volunteering across the region, the recruitment of volunteers and the issue of corporate volunteers. One day of the meeting will also be dedicated to the evaluation of the 2005 Volunteers' Plan. The Regional Delegation's programme manager was invited to participate as speaker in the *Central American Volunteer Network Meeting*, in September, to share experiences among regions.



**The network of South American volunteers was reactivated this year and is growing stronger.**

The Venezuelan Red Cross has made strong progress in its corporate social responsibility project. In August, the Venezuelan Red Cross signed an agreement called *Community Health 2004* with Banesco Bank for the recruitment of corporate volunteers. According to this agreement, personnel from Banesco will be provided with appropriate training in order to become Red Cross volunteers in community programmes. The agreement means that the Venezuelan Red Cross will significantly increase its human resource capacity. Currently, 110 corporate volunteers have been recruited. In addition, financed by the Sweden Red Cross, the Chilean Red Cross was able to participate in the *Corporate Social Responsibility* meeting which took place in September, in Mexico. Tools and experiences learned will be shared with the other nine National Societies.

A constraint for the work in volunteer management is that there is no volunteer focal point at the Secretariat to actively promote the issue from a Federation point of view.

**Objective 4: The Argentine Red Cross (ARC) works towards strategic objectives in line with *Strategy 2010* and focuses on joint results common to all levels of the organization.**

#### **Progress/Achievements, Impact and Constraints**

Work during the reporting period focused on the development of local operational plans (LOPs) which focus on rendering the national development plan operational at branch level. The Argentine Red Cross plans to develop LOPs in 30 branches and between May and June visits were made to all 30 branches to jump-start the process. To date, 16 branches have begun developing LOPs, while the other 16 are planning to begin the process in 2005.

Following the meeting of the Statutes Committee in April, the National Society's Statutes were finalized. The text now includes clear criteria and a distinction between members and volunteers, and governance and management, as well as the establishment of groups to work on the structure of the National Development Plan. The ARC approved the new Statutes, which were then sent to the Joint Commission in Geneva. It is expected that the Statutes will be approved by the National Society's General Assembly in March 2005.

With the support of the Buenos Aires Sub Regional Office, the ARC has started using the "budget structure" concept and tool this year. This includes efficiency indicators, facilitating more efficient financial planning. For the first time, the ARC has drafted an annual budget integrating all activities, based on a plan of action. A human resources manager for the National Society was selected during the reporting period and will begin work with the ARC at the end of the year.

After a selection process, and with the support of an external consultant, the ARC created a fundraising department in the National Society in May. A fundraising director has been hired to develop a financial plan and to design products and systems that will generate financial resources. During the period the Federation team in Buenos Aires has held several meetings to support the National Society in the induction of the new personnel. The fundraising department has already begun negotiations for agreements with the private sector: Nestle, Wal-Mart, Cisco System, San Miguel and Visa. It is also developing a telemarketing project whereby a company, hired to carry out this activity, places calls to capture potential partners for the ARC; as a result, the number of ARC partners has increased by 25 per cent in 2004.

During the early part of the year, and pending confirmation of the requested funds, the activities carried out by the ARC were limited.

**Objective 5: The Peruvian Red Cross (PRC) is working in line with the strategic objectives of Strategy 2010 and is applying an open, participatory organizational model with an appropriate distribution of roles, functions and responsibilities at all levels of the organization.**

#### **Progress/Achievements, Impacts and Constraints**

The Peruvian Red Cross continued its change process, with DFID and ICRC support. In July, the National Strategic Plan 2004-2010 was approved during the General Assembly, and in August the new Statutes were approved during an Extraordinary General Assembly. A transition plan covering the period until August 2005 has been drawn up by the planning commission. This plan includes three areas of intervention: a) operational planning and technical training of the national management team, b) application of the Statutes, including the design of new regulations for the PRC and the re-registration of volunteers and members in order to carry out elections, and c) review of the organizational structure, including selection and hiring of an executive director, strengthening of inter-regional links and the creation of a new organigram for the National Society headquarters.

Between the months of September and October work was done on the job descriptions and terms of reference of the executive director and with regard to reinforcing inter-regional links, in close collaboration with the ICRC in Lima. A system for selection and recruitment was established by a tripartite committee that included the PRC, the Federation and the ICRC. In November and December the selection process will be carried out so that new positions can be filled and work can begin in January 2005.

In the area of volunteering, a database and system for registration of volunteers and members has been designed. In November, trainings will be carried out for the local and national management personnel of the PRC in the project planning process (PPP) and in the use of logical frameworks. This latter course will be delivered by Médecins sans Frontières, Peru.

**Objective 6: The Brazilian Red Cross (BRC) is working in line with the strategic objectives of Strategy 2010 and focusing on joint results common to all levels of the organization.**

#### **Progress/Achievements, Impact and Constraints**

A new interim president was elected in May and, with the change in governance, the modernization process of the Brazilian Red Cross has begun. The Federation and the ICRC are ensuring coordination to support this delicate process as the BRC has been embroiled in an institutional crisis for some time. Within the framework of the BRC's Capacity Building Fund project, an evaluation of the internal situation was carried out during the reporting period. The new planning director of the BRC visited both the Federation's and ICRC's offices in Buenos Aires to participate in orientation and induction activities. A working plan for the remaining months of 2004 was drawn up jointly at this time between the BRC, the Federation and the ICRC. Federation and ICRC personnel also carried out a workshop for the BRC governance and management teams regarding strategic planning and related issues, including the Project Planning Process. The next General Assembly will be held in December, and definitive elections for president and national director will be the main issues on the agenda. Following the assembly, a national planning workshop will take place.

**Objective 7: The Bolivian Red Cross' (BRC) programmes are based upon commonly agreed revised strategic objectives, focused on expected results shared throughout the organization and in line with Strategy 2010.**

**Progress/Achievements, Impacts and Constraints**

The situation of social unrest in Bolivia that prevailed during much of 2003 has now calmed. Although the situation remains tense, there is an increased sense of stability in the country. The ICRC and the Federation are continuing to jointly support the Bolivian Red Cross; the Project Planning Process (PPP) was carried out at the beginning of May for volunteers and staff of the BRC, with a trainer from the Colombian Red Cross Society, co-financed by the ICRC. This training facilitated the process of developing a contingency plan for the BRC in case of social disturbances.

During the reporting period, the Bolivian Red Cross, with the support of the ICRC, continued work to renovate a space that has been made available by the neighbourhood board (Junta de Vecinos) in El Alto. This will soon become a new branch of the BRC in this highly vulnerable town of nearly 1 million people. In addition, nine other branches were renovated and received a computer and an internet connection. Staff and volunteers in these branches were trained in local development planning.

The improved situation has allowed the National Society to resume the strategic planning process: a series of workshops were held during the period, including a national meeting of volunteers and a national meeting to validate the new draft strategic plan. It is expected that the BRC will have its new strategic plan ready by the end of November. In the meantime, the need for a separation of governance and management, including the re-establishment of the director general position, was clearly identified. The ICRC and the Spanish Red Cross have agreed to provide the needed funding support for the first year of this position. A first CAS meeting in Bolivia is expected to take place before the end of the year.

**Objective 8: The Federation support to the strategic plan and the NDP of the Colombian Red Cross Society (CRCS) is well coordinated in order to enhance impact.**

**Progress/Achievements, Impacts and Constraints**

Funds have been received from the Canadian, Norwegian and Swedish Red Cross Societies to support the Federation representative's activities and office space has been secured within the CRCS facilities. Having resolved these issues, the Federation representative was able to begin working with the National Society. One of his achievements has been to introduce to the CRCS the monitoring system of the *Plan of Action of the Inter American Conference* through FedNet. The executive board took a decision in August regarding those responsible for monitoring and evaluation activities and placing information on FedNet. During the reporting period, the CRCS also carried out significant initiatives towards improving the National Society's management, including training for income generating activities. In addition, a request has been made to establish a status agreement between the Federation and the Colombian government which is currently under examination by the Ministry of Foreign Affairs.

At the end of April, the CRCS executive board decided to revise its National Development Plan; the current NDP was adopted in 2003 and it is intended to revise this to better reflect the *Plan of Action of the Inter American Conference*. This decision is in line with the commitment made by all the National Societies in the region during the X Meeting of Presidents and Technical Seminars, held in Montevideo at the end of March. Both the CRCS governing board and secretary general have expressed their willingness to review the current NDP and formulate a new plan for 2006-2010. A strategic planning exercise was carried out by the health and volunteering departments, which also undertook a structured revision of the sections related to volunteering in the NDP.

A steering committee for the revision of the NDP was created, including the Federation and the ICRC, which have established a common approach regarding the NDP revision and a structured CAS process. The process also includes volunteers and the branches in the planning. At the end of July, the CRCS chief executive director convened a first meeting with the directors from all departments of the National Society; the main purpose of the meeting was to discuss the revision of the NDP and development of the CAS. The first formal meeting of the NDP steering committee is planned for the end of November. The CAS process also began during this period with a formal meeting between the CRCS and the American, French, Netherlands and Spanish Red Cross Societies,

facilitated by the Federation. Furthermore, a separate space for Internally Displaced People related objectives has been created in the framework for revision of the NDP and CAS.

## **Community Integrated Programmes**

**Goal: The National Societies in the region have improved their capacity to implement efficient, responsive and focused programmes which contribute to improve the lives of vulnerable people**

**Programme Objective: The National Societies in the region have improved their capacity to work in vulnerable communities through integrated programmes and projects, partnerships and branch networking which contribute to a reduction in community risks and promote empowerment.**

**Objective 1: The National Society branch network has the capacity to manage and implement efficient community integrated programmes (CIP).**

### **Progress/Achievements, Impacts and Constraints**

The context in Latin America has generated growing attention towards community oriented activities such as the Amazonico and Camalote projects. These projects have provided useful frameworks within which to develop experimental, pilot projects that have contributed to the development of a model of intervention for Red Cross integrated community based activities. With the added value of such a model, branches implementing the approach have enhanced their institutional capacity and ensured effective cooperation with local entities and civil society. The model is in line with *Strategy 2010*, addressing the challenge of how to optimize programme integration at the local level.

The first *South American Technical CIP Workshop* took place in June, in Cartagena de Indias, Colombia. It was the first time that the Chilean Red Cross participated in CIP (previously known as Amazonico or Camalote programmes). Three Partner National Societies also participated. In this meeting the CIP directors from the ten National Societies agreed on five prioritized working lines:

- CIP terms and definitions
- Standardization of CIP tools and formats
- Training and strengthening of volunteers
- Financial sustainability of CIP projects
- Promotion of local development plans.

The National Societies have been working in line with these agreements and a system of volunteer training was implemented in the Colombian Red Cross Society. Workshops on the CIP methodology were given in all branches of the Uruguayan Red Cross to expand the experience at the national level. In addition, four Vulnerability and Capacity Assessment workshops were carried out in the Argentine Red Cross, and a VCA workshop and Better Programming Initiative workshop was held in the Venezuelan Red Cross, with British Red Cross funds. Local development plans were designed in the National Societies of Brazil, Peru, Uruguay and Venezuela. Working advances in CIP and lessons learned will be shared between the National Societies in December.

The Regional Delegation's programme manager was invited by the Colombian Red Cross Society and the Netherlands Red Cross delegation in Colombia to visit a number of community projects with internally displaced populations where the CIP methodology is being applied.

## **Coordination, Cooperation and Strategic Partnerships**

### **The X Meeting of Presidents and Technical Seminars**

In mid May, the sub regional coordinator and the finance officer visited the Uruguayan Red Cross for a debriefing regarding the *X Meeting of Presidents and Technical Seminars*, which was held between 31 March and 2 April. Some positive conclusions were:

- Being the host of the event, the URC increased its management capacity, strengthening the headquarters.

- Coordination between URC paid staff and volunteers was improved through joint work to organize the meeting.
- The meeting captured the public interest, and the Ministry of Health has now shown more willingness to work with the Red Cross.

### **The Plan of Action of the Inter-American Conference**

During the period, the Swedish Red Cross confirmed funding to support the introduction and further refining of the *Plan of Action of the Inter American Conference* monitoring and evaluation tool on FedNet. The tool allows National Societies to establish their initial objectives, track the implementation of the objectives and report on implementation. The status reports and the annual narrative reports are the two main reporting documents on progress in the implementation of the Plan of Action. While the system itself is not available in Spanish as yet, the most important documents related to the *Plan of Action of the Inter American Conference* have been translated and are available on FedNet. In July, the programme manager of the Lima Regional Delegation was invited to the *Central American Meeting of Presidents and Executive Directors* to present the new monitoring system, which was well received by the presidents, secretaries general and Partner National Societies.

### **Harmonization**

Harmonization between the Federation and the ICRC has continued to provide a fruitful framework for improved cooperation and maximization of results. The meetings that take place on a regular basis reflect just part of the daily work that the two institutions carry out together. As an example, the excellent relationship between the Federation representative and the ICRC head of delegation has strengthened the image of a coherent Movement approach in Colombia, while the working relationship between the Federation representative and the ICRC cooperation delegate resulted in a series of well-coordinated and jointly supported initiatives such as the revision of the health strategy and the adoption of the new HIV/AIDS plan.

### **Strategic partnerships**

Support to the National Societies through the work of the Regional Delegation has been provided by the Canadian, Finnish, Irish, Italian, Norwegian and Swedish Red Cross Societies. Funds in 2004 have also come from the CBF and the agreement between DFID, the British Red Cross and the Federation.

In September, a delegation from the Italian Red Cross carried out a mission to the region to evaluate the possibility of funding certain projects. The results were positive as Italian Red Cross expressed interest in supporting the following: a health and nutrition project in the Argentine Red Cross, a health project in the Bolivian Red Cross, provision of technical support, in coordination with the Federation, to the Ecuadorian Red Cross regarding their HIV/AIDS proposal to the Global Fund, and a water and sanitation project in the Peruvian Red Cross in Arequipa.

The Regional Delegation has maintained communication with the regional office of the European Directorate General for Humanitarian Aid (ECHO) and coordinated meetings between a European Union mission to South America and the National Societies of Argentina, Colombia and Ecuador. This mission had the objective of identifying vulnerabilities to be addressed with EU funding and is part of the Regional Delegation's effort to provide National Societies with opportunities to participate in regional interventions. As an example, in Bolivia, Venezuela and Ecuador, contact was established with the EU delegation, with the UN system, key international agencies, such as the UK Department for International Development, the Swedish International Development Cooperation Agency, the Japan International Cooperation Agency, the Canadian International Development Agency and the Spanish International Cooperation Agency, together with international NGOs. Strategies for strategic partnerships and alliances as well as for fundraising purposes are under development. Relations with current strategic partners, such as PAHO, UN agencies, DFID, ECHO and REDLA+, were further strengthened while new potential partners are being contacted.

In August, a meeting was held with the Swiss Development Agency in Lima, which runs programmes in Bolivia, Ecuador and Peru. Key documents and strategies were shared and it was agreed that further discussions regarding possible areas of cooperation will be held. CAPRADE meetings have also provided the Federation with the opportunity to liaise with other organizations working in disaster management and health, such as PAHO, the US Office of Foreign Disaster Assistance (OFDA), ECHO, the United Nations Development Programme (UNDP), the International Strategy for Disaster Reduction (ISDR), National Civil Defence agencies and the Coordination Centre

for the Prevention of Natural Disasters in Central America (CEPREDENAC). An important development during the reporting period was the signing of a MoU with the Organization of American States.

In Colombia, the Federation representative is ensuring constant dialogue with ECHO/DIPECHO and the European Community representatives, as well as with the Embassies of Belgium, Canada, the Netherlands, Spain, Sweden and Switzerland. In addition, the Federation representative is liaising with the German Technical Cooperation (GTZ) and international organizations including the International Organization for Migration (IOM), the UN Office for the Coordination of Humanitarian Affairs (OCHA), OFDA, PAHO, UNDP and the World Food Programme (WFP). With regard to PAHO, the Federation brokered an exchange of information through contacts between PAHO's webmaster and the Colombian Red Cross Society; PAHO created web links in the specialized Colombia web sites to the CRCS ensuring dissemination of reports.

## **Representation, Management and Implementation**

Regional forums, such as CAPRADE, have helped to raise the profile of the Red Cross in the region. Work on the health component of the Andean disaster strategy has been coordinated by the Pan American Health Organization and the Andean body responsible for health, the Hipolito Unanue, which has strengthened the Red Cross' partnership with these groups. In Colombia, the Federation representative's mission in the country was introduced to the general public on *World Red Cross and Red Crescent Day* on 8 May, which helped to boost the image of the Movement.

In September the Chilean Red Cross signed an agreement with the telecommunications company Telefonica Movil, through which the company could install mobile telephone antennas in Red Cross branches throughout the country in exchange for financial support. The Venezuelan Red Cross signed an agreement for corporate volunteers with Banesco Bank in August. This is one of the first of such agreements in South America. The experience will be shared with other National Societies in the region during the next meeting of the volunteer network.

The need for a Regional Delegation fundraising strategy is clear; a regional brochure to promote the 2004 South America Annual Appeal was created as a marketing tool. A total of 1,500 issues were prepared and printed, and were distributed to partner organizations and potential allies, together with other strategic documents such as the *Plan of Action of the Inter American Conference*, the Inter American Conference document focusing on health, *Equity and Health in the Americas: The Red Cross initiative to increase health equity and strengthen local capacities in the Americas*, and the conference's disaster management document, *Reducing Risks and Improving Coordination: Towards an Integral Disaster Management System in the Americas*.

This year, there was a considerable reduction of funds from the Regional Delegation's traditional donors. The Regional Delegation revised its personnel structure in order to minimize costs. The Regional Delegation now includes the following structure and personnel:

- A regional delegation in Lima: head of delegation, programme coordinator, health delegate, disaster management delegate, communications delegate, programme manager, finance officer, reporting officer, webmaster, programme assistant, finance assistant, administration assistant and head of delegation assistant.
- A Federation representative based in Bogota, located in the offices of the Colombian Red Cross Society.
- A sub regional office for the Southern Cone and Brazil, in Buenos Aires, located in the offices of the Argentine Red Cross: sub-regional coordinator, gender and youth officer, finance officer and technical assistant.

A Regional Delegation team meeting was held in August to address the planning process for the 2005 Annual Appeal, the Strategic plans of the 10 National Societies, and the health, disaster, volunteer and youth network plans. This meeting also included the participation of the head of PADRU and the regional programme coordinator from the Panama Regional Delegation to strengthen regional planning mechanisms and agree on common priorities. These plans, which each delegate shared with counterparts in the National Societies and with the ICRC delegations, were officially presented to the National Society presidents during the Meeting of Presidents and Technical Seminars held in October in Lima.

One constraint to carrying out effective representation and advocacy relates to the fact that the Federation's legal status agreement with the Peruvian government has yet to be ratified, which is impeding the Regional Delegation's

ability to work effectively as a recognized, international entity in the country and region. Fortunately, the Status Agreement has finally entered its final step towards entering into force: an agreement was reached to amend the law that impeded the ratification of the agreement by the Peruvian parliament. In Colombia, the need for a formal status agreement between the Federation and the Colombian government was recognized, and work in this area is being supported by the Colombian Red Cross Society and the ICRC. As a result, the Ministry of Foreign Affairs is currently examining legal issues concerning the status agreement in Colombia.

**[Contributions list below; click here to return to the title page and contact information.](#)**

# South America Regional Programmes

ANNEX 1

APPEAL No. 01.54/2004

## PLEDGES RECEIVED

14/12/2004

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
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### CASH

REQUESTED IN APPEAL CHF ----->				3,405,434	TOTAL COVERAGE 61.3%	
CASH CARRIED FORWARD				736,063		
BRITISH - GOVT/DFID GRANT 2004				70,000	29.01.04	PV/ADV
BRITISH - GOVT/DFID GRANT 2004				25,000	29.01.04	ECUADOR HEALTH
BRITISH - GOVT/DFID GRANT 2004				25,000	29.01.04	BOLIVIA HEALTH
BRITISH - GOVT/DFID GRANT 2004				71,500	29.01.04	PERU ORGANISATIONAL DEVELOPMENT
BRITISH - GOVT/DFID GRANT 2004				34,000	29.01.04	ECUADOR DISASTER MANAGEMENT
BRITISH - GOVT/DFID GRANT 2004				34,000	29.01.04	BOLIVIA DISASTER MANAGEMENT
BRITISH - GOVT/DFID GRANT 2004				38,500	29.01.04	DISASTER MANAGEMENT
BRITISH - GOVT/DFID GRANT 2004				27,000	29.01.04	HEALTH
CANADIAN - RC	20,000	CAD		18,500	09.06.04	COLOMBIA, FEDERATION REPRESENTATIVE
CAPACITY BUILDING FUND				35,000	09.03.04	BRAZIL
CAPACITY BUILDING FUND				73,000	09.03.04	ARGENTINA
CAPACITY BUILDING FUND				51,450	18.08.04	VENEZUELA
FINNISH - GOVT/RC	3,190	EUR		4,975	08.04.04	RC PRESIDENTS & TECHNICAL SEMINAR
FINNISH - GOVT/RC	80,000	EUR		122,880	23.06.04	HEALTH & CARE, AMAZONAS, CIP
IRISH - RC	15,393	EUR		23,898	04.10.04	PERU HIV/AIDS PROGRAMMES
ITALIAN - RC				4,000	23.03.04	X MEETING URUGUAY
NORWEGIAN - GOVT/RC				10,650	12.03.04	RC PRESIDENTS & TECHNICAL SEMINAR
NORWEGIAN - RC	115,000	NOK		20,988	07.07.04	COLOMBIA, FEDERATION REPRESENTATIVE
SWEDISH - GOVT	1,000,000	SEK		167,500	21.07.04	HIV/AIDS, NS HEALTH DEPS, DELEGATE
SWEDISH - GOVT	516,000	SEK		86,430	21.07.04	VOLUNTEERING, NAT.DEV PLANS , ECUADOR RC
SWEDISH - GOVT	1,010,000	SEK		169,175	21.07.04	DM DELEGATE, COMM.RISK REDUCTION, PERU CBDP
SWEDISH - GOVT	100,000	SEK		16,850	15.04.04	HUMANITARIAN VALUES
SUB/TOTAL RECEIVED IN CASH				1,866,359	CHF	54.8%

### KIND AND SERVICES (INCLUDING PERSONNEL)

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
ITALY	DELEGATES			73,200		
SPAIN	DELEGATES			146,400		

# South America Regional Programmes

ANNEX 1

APPEAL No. 01.54/2004

## PLEDGES RECEIVED

14/12/2004

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
Note: due to systems upgrades in process, contributions in kind and services may be incomplete.						
SUB/TOTAL RECEIVED IN KIND/SERVICES				219,600	CHF	6.4%

## ADDITIONAL TO APPEAL BUDGET

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT		
SUB/TOTAL RECEIVED							0	CHF