

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

19 July 2005

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

In Brief

Appeal No. 05AA044; Programme Update no. 1; Period covered: 1 January – 31 May 2005; Appeal coverage: 63.3%; Outstanding needs: CHF 1,909,804 (USD 1,461,343 or EUR 1,221,669).

The appeal has been revised from CHF 3,009,065 (USD 2,300,981 or EUR 1,924,650) to CHF 2,908,053 (USD 2,225,874 EUR 1,860,115).

[Click here to go directly to the attached revised appeal budget.](#)

Related Emergency or Annual Appeals: Colombia: Floods (Appeal 24/2005); Pan American Disaster Response Unit (PADRU) Appeal 05AA040

Programme summary: In spite of the unstable socio-political-economic climate in Bolivia, Argentina and to some extent, Ecuador, Colombia Paraguay, Peru and Venezuela, together with the different challenges in Brazil, Chile and Uruguay, the National Societies in South America continue making progress towards meeting the profile of a well-functioning National Society, by focusing their work within the framework of the Plan of Action of the XVII Inter American Conference, Strategy 2010 and the Strategy for the Movement.

Two years following the XVII Inter-American Conference, most of the 10 National Societies have adapted, or are in process of adapting, their strategic plans to the framework of the Inter American plan of action. The new monitoring and reporting system based in the extranet of the Federation (FedNet) has been tested by all National Societies, and will progressively become a collective tool to measure the degree of implementation of the plan of action, as well as improving accountability to donors and vulnerable communities.

Harmonization, joint planning and work between the Federation and the ICRC continues to be strengthened in South America and an internal, joint Federation – ICRC review has been made in the Americas region in order to take stock of the process to date, with the aim to further enhance coordination. National Societies' recognition of the added value of Federation and ICRC support being increasingly harmonized is one of the most significant demonstrations of the usefulness of this process to date.

The Cooperation Agreement Strategy (CAS) processes currently underway in Bolivia and Ecuador are already providing these National Societies an initial, practical framework to be used in order to strengthen their cooperation mechanisms and manage their relationship with partner organizations, donors and representatives of strategic alliances.

The Red Cross strategic positioning within the area of Disaster Management in the Andean region was further strengthened as next steps are defined within the strategy of the Andean Committee for Prevention and Response to Disasters (CAPRADE) in which the Red Cross is identified as a key actor. This has been further enhanced by the formal adoption by the Andean country health authorities in March 2005 of the "Plan Andino" that includes the Red Cross and calls for continued support from the Federation and the Pan American Health Organization (PAHO) in the next phase of designing a plan of action.

The Red Cross in the Americas is facing a challenging opportunity to place the fight against HIV/AIDS and related diseases, stigma and discrimination higher on the regional agenda since Peru is hosting two important international conferences in the field of HIV/AIDS: 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 in Lima in October 2005. The Federation, in support of the Peruvian Red Cross and in partnership with REDLA and local People Living with AIDS (PLWA) associations, is working on the organization of these important parallel events that will bring together a significant number of Red Cross representatives from the Americas and beyond.

The Tsunami disaster in Asia in December 2004 activated National Societies' fundraising efforts in the region with impressive results, demonstrating the potential for future Red Cross fundraising and strategic partnerships with the private sector and other funding sources alike. Together all National Societies collected a total of USD 1,096,578 – a significant sum, taking into account that the region is usually a recipient of donor funding.

The Federation has been providing technical support in the relief, disaster preparedness and planning areas to the National Societies in the Andean region through the design of a conceptual framework as a guide for coherent proposal formulation in view of the ECHO/DipECHO call for proposals in August.

The financial situation of the Lima Regional Delegation has reached a critical situation, casting doubt on the sustainability of Federation programme and capacity building support provided to the National Societies in the region. While recognizing the important support received from a limited number of donors, the Regional Delegation is in urgent need of complementary pledges to support the 2005 Appeal and the Delegation structure; should this not be forthcoming, the current structure and programmes will have to be further reduced in the immediate future. The annual appeal budget has been revised to include scaled-up programmes in Argentina Health and Bolivia Organizational Development.

For further information specifically related to this operation please contact:

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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](#) 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 socio-political disturbances in Bolivia continued throughout this reporting period, gradually increasing in intensity as in the month of May thousands of protesters marched through the capital city of La Paz. The country was divided, with some sectors calling for economic reform and, in particular, increased rights for indigenous peoples who make up more than 50 per cent of the country's population, clashing with those seeking nationalization of the gas industry and demanding greater autonomy. One of the main achievements of Federation - ICRC cooperation has been support to the Bolivian Red Cross in the drawing up of contingency plans in case of internal violence for improved response and with a view to designing a model towards enhanced coordination in emergencies.

In addition to the serious floods in Colombia caused by heavy rains throughout recent months together with the continued internal conflict causing alarming vulnerability figures in the country, maximum alert was declared in the area around the Galeras volcano in the South of Colombia as it began once more to demonstrate signs of activity and risks for eruption were identified. The Colombian Red Cross Society (CRC) developed a contingency plan

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together with Pan American Disaster Response Unit (PADRU). This plan includes the Ecuadorian Red Cross which provides support to communities near the Galeras volcano on Ecuadorian territory.

Although the poverty rate has fallen to some extent, by the end of 2004 the poverty rate in Argentina stood at 40.2% with 15% of the population living in extreme poverty; vulnerability as a result of extreme poverty level is particularly high in the Northern provinces and the urban suburbs of Buenos Aires and main cities. After a disco club fire on 30 December 2004, The Argentine Red Cross organized assistance for those affected with psychosocial support in coordination with the Government's Response System and the Ministry of Health.

For the first time in Uruguayan history, the government which has taken power has an agenda that considers social problems and the fight against inequality as priorities, thus providing an opportunity for change. One of the most immediate plans of the government is the social emergency plan. The Uruguayan Red Cross has been called to participate actively in this process, in which the branches are taking part through regional working groups.

In Brazil, new opportunities for the National Society are coming to the fore with the strengthening and consolidation of the Brazilian Red Cross in such a way as to position the Red Cross on the social agenda of the country. Contacts with the Ministry of Health have been initiated to ensure inclusion in national plans.

In Ecuador, Alfredo Palacio came to power after his predecessor, Lucio Gutierrez, was ousted by congress in April 2005 amid violent protests against his rule. He was the third Ecuadorian president to be forced from power in eight years. The turmoil in Ecuador has highlighted the improved the capacities of the Ecuadorian Red Cross to intervene in assistance to victims of unrest in full respect of the principles of impartiality and neutrality.

In Peru, The National Society has responded actively to the drought and cold wave that has been affecting the Andean region of the country since 2004 with a campaign launched together with the Ministry of Women. Work to assist the most vulnerable is being carried out through the Peruvian Red Cross branches in Puno and other affected areas.

In Venezuela, assistance to those affected by the floods in February was ensured through the provision of food and psychosocial support, funded by the Federation's disaster relief emergency fund (DREF). It is important to highlight the support of private businesses in response to the Venezuelan Red Cross' national appeal. The initiative to promote the inclusion in the National Society of corporate volunteers was started in 2004. In this way, businesses are providing both corporate volunteers and donations.

All of the Federation's programmes to strengthen the National Societies share a common goal:

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

Health and care

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 capacity and partnerships of the South American National Societies' health departments are strengthened in line with Strategy 2010 and the Santiago de Chile Commitment, and community health interventions and social mobilization initiatives are boosted, in coordination with the organizational development programme.

Progress/Achievements (activities implemented within this objective)

Throughout the first several months of this year, the National Societies' health programmes continued to update their work plans to bring them in line with the Health Strategy in the Plan of Action of the Inter American Conference.

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The regional disaster preparedness strategy for the health sector, known as the *Andean Plan for Disaster Preparedness and Response for the Health Sector in case of Emergency or Disaster Situations 2005-2010* and referred to as the *Plan Andino* was approved and signed by the Ministers of Health of the countries from the Andean region, as well as Chile, on 31 March. The ministers have agreed to ask the Federation and PAHO/WHO to continue with technical cooperation in the sub region to support the countries in the implementation of the plan. This will be done in close coordination with the National Societies' health directors and with the involvement of the National Societies' disaster preparedness directors. The National Societies' health and disaster preparedness departments will have a crucial role in working with national authorities and other organizations to establish a national plan. The National Societies have much to offer in this phase of the Plan Andino with tools and, most importantly, human resources. In April the Plan Andino was presented during the 5th Meeting of the Andean Committee for Disaster Preparedness and Response (CAPRADE) and is considered a model for the design of plans in other sectors related to disaster preparedness. In addition, countries of the southern cone are holding meetings to coordinate with the Ministries of Health, PAHO/WHO, focal points from the disaster emergency programmes and National Society health directors with a view to drawing up a Southern Cone plan using the Plan Andino as a model.

Regional Intervention Team workshops in health and emergencies were organized together with PADRU and the Panama Regional Delegation in April. Human resources have been trained in their respective areas to improve planning and work in the field.

The National Societies in the Andean region (Bolivia, Colombia, Ecuador, Peru and Venezuela) involved in integrated management of childhood illnesses (IMCI/AIEPI) projects continue working to strengthen branches taking part in this initiative. In April, the American Red Cross, which is financing the initiative through PAHO, visited communities in Peru, Colombia, Ecuador and Venezuela to assess the development of the project, which is focused on tackling the needs of children in the community as the current partnership American Red Cross-PAHO is about to end by the end of this year. Lessons learned are being identified through evaluation processes with the aim to strengthen the programme in its second phase.

The South American National Societies are piloting an innovative programme linking the Federation and the National Societies with the academic community. The Latin American School of Social Sciences (FLACSO) in Ecuador is running a one-year, on-line postgraduate course: *Diploma in Health Policies and Management* (www.flacso.org.ec). Through this course, which began on 18 April, the Red Cross Societies in the region hope to enhance the technical and managerial effectiveness at the decision-making level for the design, planning, organization and evaluation of policies, public health interventions and emergency response operations. Twenty scholarships have been provided by the Federation and two by FLACSO Ecuador. Members of nine National Societies in the region are participating in this first course. The Regional Delegation has been able to fund 20 scholarships through the Capacity Building Fund (CBF), which will also provide funding for a second year of this important programme.

Representatives from the Red Cross Societies of Argentina, Colombia, Ecuador and Paraguay participated in the workshop in Public Health in Emergencies, which was held from 11 to 16 April in Panama. This meeting addressed the issue of HIV/AIDS in an emergency context, where instability contributes to vulnerability. The Federation health delegate has worked on the document with Brazilian Red Cross and with PADRU. As a result, guidelines for more effective HIV/AIDS interventions during emergency operation were drawn up.

The first steering committee meeting in preparation for the 10th International Colloquium on the Recruitment of Voluntary, Non-remunerated Blood Donors (VNRBD), to be hosted by the Chilean Red Cross in March 2006, was held on 6-7 April 2005 with the participation of PAHO, Ministries of Health, the Federation, the German Red Cross and Rotary International. During the meeting, participants agreed that the location and timing of the colloquium would enhance the regional and country efforts to further promote progress towards a system based on VNRBD rather than the current system which relies on 'family/replacement' donation.

In May, Federation staff visited the region in order to assess, together with the Regional Delegation, ways forward in terms of defining the water-sanitation agenda for the Red Cross in South America in line with the Millennium Development Goal to "Reduce by half those living without sustainable water and sanitation facilities by 2015". In

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meetings with PAHO, OXFAM, UNICEF and other partners, an integrated approach to community work was agreed. The purpose of the Federation Global Water and Sanitation Initiative is to develop water and sanitation programmes with an appropriate balance between "software" and "hardware" and improved community management in hygiene/sanitation promotion. As more resources will be mobilized and alliances are under development in the water and sanitation sector in the Americas, there will be more and new opportunities for the positioning of the Red Cross in this area in the near future. The Regional Delegation will look for resources and means to using this initiative forward.

The Colombian Red Cross Society's (CRCS) department of health has worked on a strategic plan for development of good management practices with the aim of obtaining the International Organization for Standardization (ISO) quality control certificate for their blood bank and the lottery programme. The CRCS temporary shelter in Bogotá, which accommodates people in need of medical treatment, obtained the ISO certification in March. The health department has also drawn up a new strategy which emphasizes community health and primary health care. The health director of the CRCS has helped to reintroduce mother and child health projects through the promotion of the IMCI initiative with key organizations working in health, including PAHO/WHO and the Colombian Institute for Mother and Child Care. At the end of April, a new IMCI implementation plan was launched by the Ministry of Social Protection, with funding from the International Organization for Migration (IOM), involving 10 of the country's 31 departments, giving a whole new dimension to the CRCS existing IMCI project.

Impact:

The Plan Andino, signed at the end of March, paves the way for increased coordination with government health structures and highlights the expertise of the Red Cross in disaster preparedness and response. Further impact will depend on the pace of the development and implementation of plans at the national level.

Constraints:

The lack of funding in this programme area could result in the cancellation of some planned projects.

Objective 2: The National Societies in South America scale up the contribution to the fight against HIV/AIDS and related diseases, stigma and discrimination in partnership with REDLA and local People Living with AIDS (PLWA) associations both preparing for and following up on the GNP+ and home based care meetings in October 2005 in Lima.

Progress/Achievements (activities implemented within this objective)

Peru was chosen as the host country for 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*, to be held in Lima in November this year. These international conferences will bring together people working at the community and grassroots levels who would perhaps otherwise have little opportunity to share and learn beyond their borders. These key platforms for studying and debating biomedical and operational research findings, as well as for learning how to implement and scale-up new interventions are being considered as priorities in the agenda of the Partnership in charge of organizing the conference. The Regional Delegation is making an effort to support the organization of the conference, coordinating with all the partners involved. In July, the strategic partners of GNP+, the International Community of Women Living with HIV/AIDS (ICW), the International Council of AIDS Service Organizations (ICASO), the Federation, the United Nations Joint Programme on HIV/AIDS (UNAIDS), the Peruvian Red Cross, the World Health Organization (WHO), local NGOs and Peruvian Ministry of Health, among other organizations, will meet to define the programme. The Spanish Red Cross is seconding two delegates in support of the organization of the conference. The two delegates will arrive in Lima at the end of June and stay for four months in order to work with the Peruvian Red Cross and the conference committees on volunteering and information respectively.

During the reporting period, the Colombian Red Cross Society continued to work on projects in the area of HIV/AIDS in preparation for the conference in Lima, including working closely with "Liga Sida", which is one of the most important Colombian NGOs for people living with AIDS and a strategic partner of the Colombian Red Cross Society. The Colombian Red Cross Society's youth and health departments are also working on activities in the area of HIV/AIDS stigma and infection. The development of additional micro projects has been put into an action plan.

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Several other National Societies in the region have been active in HIV/AIDS related activities during the reporting period. In Ecuador, a baseline study was carried out on activities being carried out in the area of health in order to consolidate the Red Cross' health programme. In April, the Bolivian Red Cross, with support from the Global Fund, started a project to disseminate information about HIV/AIDS prevention in the departments with the highest incidence of HIV/AIDS. The Uruguayan Red Cross is also working on an HIV/AIDS proposal to be presented to the Global Fund. In addition, the Argentine Red Cross is being recognized as the leader in the fight against HIV/AIDS in the country.

Impact:

The fight against HIV/AIDS and related diseases, and the fight against stigma and discrimination of people living with HIV/AIDS, are attracting the attention of different organizations and are raising awareness amongst the population, where some taboos are still present. The Red Cross in the region is taking a more integrated approach to tackle the problem. Significant advancements have been made in improving the use of the language in the HIV/AIDS material created by the National Societies in the region.

Constraints:

Although a more comprehensive approach is already in place in some National Societies with an effort to coordinate the activities of the youth, health, communication and other departments, there is still much work to be done in order to achieve a better impact.

Disaster Management

Programme Objective: The National Societies in the region, with the support of the Secretariat, are implementing effective integrated disaster management programmes which contribute to reducing the impact of disasters on affected populations, as well as reducing vulnerability and increasing the capacity of communities in disaster mitigation and risk management.

Objective 1: National Societies in the region will increase community awareness of risk factors through community based disaster preparedness and risk management.

Progress/Achievements (activities implemented within this objective)

The most important progress in disaster preparedness and risk management during the reporting period was the creation of the Plan Andino as a baseline for the National Societies' disaster management (DM) departments to carry out joint work towards mitigation and preparedness to reduce vulnerability and improve risk management in disaster situations. The initiative promotes the participation of the population as the main agents of change in their communities. Another fundamental achievement is that the National Societies have been enhancing their role in coordination of work with the Civil Defence in their countries.

A shift in focus on the part of the Regional Delegation has been adopted in order to prioritize risk reduction as an integrated concept towards development. The methodology involves coordinated work with communities taking a more active role. As a result, it is planned that as of November 2005, both a Disaster Management Delegate seconded from the Pan American Disaster Response Unit (PADRU) and a delegate specialized in risk reduction will join the team.

Following the commitment reached during the South America National Societies Presidents' meeting held in Lima in October 2004 to provide support to the National Societies in planning and proposal writing, the Federation has been providing technical support in the areas of relief, disaster preparedness and planning to the National Societies in the Andean region through the design of a conceptual framework as a guide for proposal formulation. The National Societies of Colombia and Venezuela have been prioritized for the ECHO/DipECHO's call for proposals in August due to the vulnerable situation in those countries, together with Ecuador, Bolivia and Peru.

The National Societies have also been receiving support according to their specific contexts and needs, for instance, the Brazilian Red Cross has been assisted in the development of the DM component of the new National Society

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Strategic Plan. In Bolivia, a case study on the DFID-funded project “Towards a Safe and Healthy Community” is being planned to be carried out in the month of July, with the objective of promoting learning and the exchange of experiences as well as lessons learned in the region. The case study will be carried out in close corporation with participation of the donor DFID.

The Federation and the ICRC are both supporting the restructuring of the Relief office in the National Societies of Peru and Paraguay; the theme of Safer Access is being addressed and contingency planning for situations of violence is continuing through the post Ikua-Bolaños project in Paraguay. In Venezuela, the Disaster Preparedness and Health programme is being enhanced and the strengthening of the structure of the new Relief Department.

A working group composed of the Colombian, Costa Rican, Ecuadorian and Panamanian Red Cross National Societies together with PADRU have reviewed the Contingency Planning guidelines and put forward recommendations for the region in a meeting held in Bogotá at the end of May, with the purpose of updating the methodology used for this tool. The goal is to establish a contingency planning guide and to draw up a pilot plan towards standardization. There will be a second meeting in August to continue with the process of developing a systematic and flexible guide adjustable to the needs of each country.

It has been two years since the Federation began work with the Ministries of Health of the Andean region and the Pan American Health Organization PAHO/WHO and Hipolito Unanue on the Plan Andino for Disaster Preparedness and Response for the Health Sector in the event of emergencies or disaster situations. As a follow up and after three months of approval of the Plan, a first coordination meeting among the agents was held in May, in which some key agreements were made to ensure coordination 2005 – 2006 and the definition of a mechanism to enhance liaison between the institutions with the Ministries of the countries involved.

The results of the approval of the Plan Andino can already be seen in relation to new opportunities for the development of strategic, integrated planning in communities: for example, the disaster preparedness projects in Venezuela and Bolivia focused on health and disasters are being strengthened through joint inter-sectoral work both in the National Societies and at the level of the Regional Delegation. The Federation is encouraging National Societies, through their relief departments, to keep in constant contact with the correspondent Ministries of Health to facilitate implementation of the strategic plan.

With regard to the training of national intervention team (NIT) members, the National Societies, with support from the Regional Delegation, are working on the training of volunteers. The curriculum for NITs training will be discussed in a meeting to be held in August to ensure it is in line with an agreed profile and based on each country’s reality and context.

Impact:

National Societies are now beginning to work towards community development through integrated planning; 7 National Societies i.e.: Argentina, Bolivia, Colombia, Ecuador, Paraguay, Peru and Venezuela, have already shared their new plans with the Federation.

A proposal for disaster preparedness and mitigation has been started within the framework of the local development plan for one community in Colombia. Meanwhile in Ecuador, the community development projects are achieving the integration of local communities and NGOs in which the process goes beyond simulations for disaster preparedness and works towards a holistic development of the community.

FedNet has proved to be a good tool for improved direction in National Society planning. This can be seen in the achievements box published on the web corresponding to each National Society.

Constraints:

National Societies need to strengthen joint work with structures such as the Civil Defence and other humanitarian organizations. More interaction between National Society headquarters and their branches is required to improve the efficiency and performance of the Red Cross.

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The leadership profile of relief directors needs to be enhanced and support within the National Societies is required to back up their decisions; in this respect, the relief directors' network holds particular potential as it is further strengthened.

The standardized disaster response protocols, including decision making related to the application of the same, should be strengthened and disseminated for better coherence and efficiency.

Objective 2: National Societies will have consolidated an integrated disaster management system.**Progress/Achievements (activities implemented within this objective)**

The work to achieve an integrated system in the National Societies does not involve only the preparation, prevention, response and recovery processes, but it is necessary to see it as a convergent continuous cycle for development and sustainability to improve the quality of life of vulnerable people. Fundamental progress has been achieved through the application of VCA so that when intervention planning is needed in communities, this takes place within the VCA framework highlighting the community as the main leader of its own wellbeing. Nine of the ten National Societies have committed to use the VCA (except Brazil due to its absence in the workshop); Argentina, Ecuador Paraguay and Venezuela are already working with the methodology and Colombia is in the process of adopting it.

The Cotahuma project in Bolivia has focused on strengthening local and institutional capacities in health and community based disaster preparedness so that the people from Cotahuma, Tembladerani, Las Lomas, Alto Obispo Bosque y Pasankeri are able to manage emergency situations or disasters; the project is playing a substantial role in the building of an intervention model for health and relief. This project will be used as a training module for the future. Volunteers are being trained for the above mentioned case study exercise of the project to take place in July.

Impact:

54.375 people are benefiting directly and indirectly thanks to the Cotahuma project in Bolivia. It is estimated that 60% of the programme objectives in vulnerability reduction have been achieved so far through community workshops, volunteer work and significant participation on the part of the community. The impact has been more visible in the disaster and first aid areas. The Bolivian Red Cross has implemented a national training of trainers' course in community-based disaster preparedness. National Intervention Team members as well as members of initial response community brigades are working in local Red Cross branches.

Constraints:

Although achievements of the Cotahuma project are apparent in the fields of disaster management and first aid, the health component of the project remains weak. Participation and involvement in the formation of community health brigades need to be reinforced. DM activities for forgotten disasters continue to suffer from the lack of funding.

Humanitarian Principles and Values

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 among children and youth in schools and communities.

Progress/Achievements (activities implemented within this objective)

The Regional Delegation has been supporting the promotion and dissemination of humanitarian values in a consistent manner for several years. The Red Cross approach to the promotion of humanitarian principles and values is being revised through all main programmes and campaigns in the different areas (i.e. community work, HIV/AIDS conference, campaigns against stigma, etc). The National Societies are increasingly mainstreaming the inclusion of respect, solidarity and peaceful co-existence in their community projects. For instance, in Venezuela, work is being carried out in disaster preparedness in marginalized areas, which includes elements of promoting humanitarian principles and values. In addition, mediation, although risky for the Red Cross, has proven effective.

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The Red Cross image as a promoter of humanitarian principles and values is being enhanced through community work, not only through specific programmes in humanitarian principles and values, but also through humanitarian activities and initiatives carried out in other fields.

Constraints:

Although capacities to achieve set goals in this area have been identified, a more careful analysis is needed of the particular social context in South America and of strategic alliances with other institutions and organizations working in humanitarian values in order to build a more focused, refreshed strategy for this programme.

Objective 2: Strengthened and committed National Societies will have raised awareness within the population in relation to the stigma associated with HIV/AIDS and will have promoted respect for people living with HIV/AIDS.

Progress/Achievements (activities implemented within this objective)

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

Objective 3: National Societies respect gender equity within their organization and contribute to lessening the consequences of gender discrimination and gender violence.

Progress/Achievements (activities implemented within this objective)

Based on the study "Incorporation of a gender perspective in the Red Crosses of South America; Analysis with gender perspective of the structures in management, personnel, programmes, projects and activities of the Red Cross in the South American Region," done in 2000, a proposal for comparative study about the incorporation of gender perspective in the South American Red Crosses was presented in May. The original study sought to guarantee that all the programmes within the National Societies benefited both men and women in an equitable way, according to their specific needs and with cooperation and equal participation of both genders at all organizational levels. The current proposal intends to show if gender balance has improved since 2000 to reflect the impact of the training courses and other activities supported by the Regional Delegation in the previous years. The proposal also includes the creation of a guide for community work and a video documentary based on the gender violence project in the Rosario de la Frontera community in Argentina.

Impact:

Gender components have been included in the programmes and projects such as HIV/AIDS and disaster preparedness. It is expected that by the end of 2006, the strategic documents of the National Societies will properly reflect gender equity within their organizations.

Given the success of the Argentine Red Cross pilot project in Rosario de la Frontera, which has been implemented based on the community integrated programming methodology, this project will be used as a model in other National Societies of the region. In Rosario de la Frontera, 500 out of 25,000 inhabitants are involved in some kind of activity related to the project, which includes providing psychosocial support, increasing awareness of gender violence and encouraging the local police to be more attentive to women's reports and complaints. In addition, more women are being seen as leaders of projects, and a network composed specifically by and for women has been created in the municipality, as has a gymnastics group. The local branch of the Argentine Red Cross is being locally recognised now for its involvement with women's issues. Work has also included other groups such as Caritas, Rotary Club, schools, the police force and hospitals. The slogan "We, people are all different but rights are for all the same" (Las personas somos todas distintas los derechos son para todas iguales), clearly defines the vision and mission of the project.

Constraints:

Cultural differences have been found to be a key factor in the development of some programmes. The interest and role of the Red Cross in gender issues are not fully understood in the community contexts yet but being developed. In addition, the follow up proposal based on the Rosario de la Frontera project is pending funding confirmation.

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Objective 4: The regional youth network is strengthened and is capable of contributing to solving the problems faced by children and youth in the region.

Progress/Achievements (activities implemented within this objective)

The youth network coordinator has received support from the Regional Delegation to organize the annual youth meeting in July in Asunción, Paraguay. The agenda is being developed in a participatory manner; it is foreseen that representatives of other regional networks be invited with the aim to discuss issues and concerns that they may have in common. This meeting will be the occasion to monitor the regional youth plan (Plan Sur Joven) and adjust it on the basis of the analysis of the achieved results so far. Additionally, the foreseen participation of the youth officer in Geneva and representatives from UNICEF and REDLA+ will provide the opportunity to strengthen the links between the youth processes in South America and worldwide youth agenda in preparation for the General Assembly in Seoul in November.

Impact:

The youth network, financially supported largely by the Swedish Red Cross, which sponsors their yearly meetings among other activities, is promoting and advocating for a more modern and well functioning organization with increased inclusion of youth in all the National Societies structures and at all levels.

Constraints:

Several National Societies are in the midst of a slow process of adapting their work with young people and changing the traditional profile of their volunteers. This will take time since it is a partly structural problem.

Organizational Development

Programme Objective: The ten National Societies in the region have increasingly modernized their institutions in line with the criteria for a “well functioning National Society”, and have been improving their capacity in service delivery to vulnerable people.

Objective 1: National Societies in the region are oriented towards strategic objectives that are in line with *Strategy 2010* and are focused on results applicable across all levels of the organization.

Progress/Achievements (activities implemented within this objective).

The monitoring tool of the implementation of the Inter American conference plan of action has been tested and continues to be tested by all the National Societies in South America as well as in Central America and the Caribbean, contributing to the improvement of the overall accountability of the Red Cross in South America, as part of the global network. Additionally, this reinforces the creation of a new monitoring and accountability culture that will progressively enable the Federation to measure and show impact linking the activities of volunteers in vulnerable communities to the overall agenda in the Red Cross respectively.

The sustainability of the strategic planning processes will be further enhanced by the organizational development practitioners’ network, to be established in 2005, that will include planning officers, OD officers human resource and finance managers, resource mobilization and development specialists, legal advisors and coordinators of project offices; in order to facilitate and draw on regional capacities and support in specific topics and promote learning within the region. In addition, the experience of participatory planning is being mainstreamed as a tool to enhance the capacities of the local branches of the Red Cross to establish links and relationships with vulnerable communities and local organizations

The Regional delegation has been developing a set of measures: workshops and planning sessions based on the “Governance guidelines” document to support National Society governance to establish a fruitful relationship with management, and to focus on the governance agenda, planning each member’s individual and collective responsibilities.

Since 2002, when the Argentine Red Cross (ARC) approved its strategic plan, the National Society has been focusing all its activities in the development and achievement of specific goals related to vulnerability as a direct

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result of the country's economic situation. Child nutrition and prevention of poverty-related illnesses are priorities set forward in the ARC strategic plan.

With financial support from CBF and its own resources, the Argentine Red Cross continues to strengthen its capacities in the following areas:

a) 41 branches have been included in the process of the design and implementation of Local Operative Plans (LOP); 13 of them have already implemented their LOP or are in the process of doing so, 28 are designing their plans, all of which are in line with the strategic plan of the ARC and according to their specific needs. Since the introduction of LOPs, at least 34 percent of the branches have started new processes towards working with vulnerable communities, increasing the quality and quantity of projects directed to tackle main issues.

b) During the reporting period, the National Society's technical team for resource mobilization has formulated a policy and strategy for resource mobilization in order to increase financial resources. This way the campaign for donor support through telemarketing has been enhanced and strengthened; strategic alliances with major businesses such as Telefonica, SICERCA, SAS and real estate companies have been developed in order to fund the National Society and its programmes. In addition, a strategic plan has been developed for 38 nursing schools which belong to the National Society in order to make them more competitive, strengthen them as fundraising sources and adapt them to the new organizational image.

The Brazilian Red Cross (BRC) Strategic Plan developed in 2004 was approved in March this year and is being implemented thanks to CBF funding. For the implementation of the Strategic Plan, support provided in 2005 focuses on two specific directions: to develop the Local Operative Plans for 10 of 16 state branches and in 3 municipal branches, and the formulation of national programmes towards the achievement of each objective under the strategic plan. So far, the ten branches are completing the vulnerability and capacity assessments and the national directors of each major programme area are developing the respective internal and external diagnosis, to be finalized in October. In addition the BRC has been included in the UNAIDS working group in the process of strengthening its strategic partnership.

In Uruguay, the Federation and the ICRC are holding discussions to define work priorities in order to strengthen the Uruguayan Red Cross. The tripartite Memorandum of Understanding which was signed in May includes the following key points for implementation: a participative planning process to define a Strategic Plan that involves all levels of the National Society; definition and implementation of this process, bringing about the necessary changes to adapt the governance and management structures, human and financial resources, and the volunteering section of the URC.

As a following up to the request submitted by the president of the Venezuelan Red Cross (VRC) to the Regional Delegation in 2004, the Federation has capitalized on the contributions of the ICRC and the Spanish Red Cross towards the VRC strategic planning process. The VRC commission responsible for leading the process in the National Society has defined activities that focus on highly participatory planning. As part of this process, the VRC has held two additional regional meetings with representatives from all the branches during which volunteers carried out a SWOT analysis. The VRC planning commission has approved the terms of reference for a study on corporate image which will provide the National Society with data on its strategic positioning within the Venezuelan context. The next steps of the planning process include a national volunteering meeting and a national planning meeting where the National Society's mission, vision, strategic objectives and expected results will be drafted. The strategic planning work has highlighted the need to revise the National Society's Statutes. A commission has started working and in the near future it is foreseen that both the Federation and the ICRC will participate in this task. The overall process is supported by the recently-signed tripartite agreement between the Federation, the ICRC and the Venezuelan Red Cross, defining roles and responsibilities for each of the organizations respectively.

In Bolivia, the National Society General Assembly re-elected the president in March and confirmed the new director general. This new management position was established in the National Society earlier this year with financial support from the ICRC and the Federation. The new director was invited to Lima for a one week induction to the Movement. The National Development Plan for 2004 – 2008 is being implemented in a context of continuous social

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unrest. The process of making the NDP operational is continuing in the branches by developing financial resources, supporting the volunteering department, improving resource mobilization and supporting the ongoing CAS process through funds from the Capacity Building Fund. The process is supported jointly by the Federation and the ICRC and a tripartite agreement has been signed.

During the national convention of the Colombian Red Cross Society on 31 March, the president was re-elected together with a slightly modified governing board. As a result, there will be continuity in the ongoing approach towards the development of the NDP 2006 – 2010, having finalized planning sessions on volunteering, training, doctrine and protection (including communication) by the end of May. The Federation is facilitating the CAS process through the revision of the NDP in a highly participatory way with the inclusion of the directors of departments, branches and governance. The new development plan for the CRCS should be drafted by September and proposed to the governing board in October, after which a broader CAS meeting will be planned. CAS was adopted as a concept by all Red Cross partners Colombia in 2004.

In Ecuador, operational plans are being finalized and/or implemented in all the branches of the National Society. The Ecuadorian Red Cross has translated and approved a set of indicators for OD into Spanish for monitoring and evaluation purposes. Comments on the revised Statutes sent to the Joint commission in mid 2004 were received in early January 2005. These comments will be taken into account in further revision of the statutory texts; the ERC has also developed rules and regulations for the application of the Statutes. The strategic process has improved the capacity of the National Society to face emergency situations effectively as was the case during the latest socio-political unrest that culminated in the ousting of the President of the country; the National Society was praised by the local authorities for the quality and neutrality of its intervention.

The application of the new Statutes in the Chilean Red Cross (CRC) has facilitated the separation between governance and management and helped the strengthening of the executive director's position. The organizational development process in the headquarters as well as in the branches, supported by the Federation, has improved the capacity of the National Society in planning, implementation and monitoring.

During the current reporting period the Peruvian Red Cross held its General Assembly; a new governing board was appointed and the current President was reconfirmed for 4 years. The increased representation of the branches in the new governing board guarantees that the voice of the branches is heard. The forthcoming selection of a Director General is key in order to implement the recently approved Strategic Plan and to take the necessary measures to revise the structure in order to be more efficient and responsive to the needs and challenges that the new strategic focus poses to the Peruvian Red Cross. The Federation and the ICRC together with the Spanish Red Cross have been supporting the Peruvian Red Cross in its continued modernization process since 2003.

Impact:

A new planning culture is being adopted by the National Societies in the region; six National Societies have Strategic Plans and two are in the process of finalizing Strategic Plans which are increasingly in line with Strategy 2010 and the Plan of Action of the Inter American Conference. The participatory strategic planning exercises have gradually contributed to triggering a change processes including modernization, revision of Statutes and rules and a reengineering of functions and structures. The continuous joint effort of the Federation and the ICRC to support National Society capacities within the Capacity Building framework of the Federation has resulted in improved potential to ensure humanitarian priorities as has been the case both in Bolivia and Ecuador. National Society governance is beginning to recognize the importance of defining a clear governance agenda to lead Red Cross work. The positive experience of local participatory planning developed in community integrated programmes is being mainstreamed at all levels of the National Societies and PPP is being adopted as a common tool for project planning.

Constraints:

Constraints in programme funding have limited the original ambition of the support planned in this area. In addition, limited human resources in the Regional Delegation represent another constraint in supporting all National Societies effectively.

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Objective 2: National governmental institutions, the Federation and the National Societies in South America themselves are well aware of their current strengths and weaknesses in resource mobilization and by 2007, all National Societies will have implemented stable and long-term fundraising systems, allowing them to sustain their infrastructure.

Progress/Achievements (activities implemented within this objective)

A solid step forward was taken as regards action to improve the self-sustainability of National Societies in the region through the holding of the first meeting on resource development led by the Argentine Red Cross with support from the National Red Cross Societies of Brazil, Chile, Colombia, Ecuador and Venezuela. This meeting addressed the urgency to better focus a range of activities and to network and share skills and problems; the discussions were a firm step towards a coordinated approach to the issue. The Executive Manager of the Costa Rican Red Cross was also invited to the meeting, bringing a Pan American perspective to the meeting, sharing the Costa Rican Red Cross' experience in this field. Some of the most relevant decisions taken by the meeting were:

- Terminology: the term resource mobilization and development (RMD) adopted, reflecting the needs and also the complexity of the issue.
- Baseline: the National Societies agreed to facilitate a baseline exercise for the National Societies in South America, based on a common questionnaire.
- Sustainability of the process: the National Societies decided to meet yearly, in parallel with the meeting of the Communications Forum, sharing some of the sessions, as appropriate.
- Based on the global skill share initiative, there are plans supported by the Federation to introduce annual meetings in the regions. In South America this could be arranged parallel to the communication forum that focuses on skill share initiative and resource mobilization.
- Sustainability of the process: the network on RMD will develop on an informal basis, with strong support from the regional delegation.
- Corporate Social Responsibility: the participants decided to further investigate the opportunities to link with the organizers of the conference promoted by the Inter American Development Bank to be held in Chile in September this year. Considering its experience and knowledge in this area, the Chilean Red Cross has been assigned the role of focal point or the main reference on Corporate Social Responsibility in the region.
- A proposal for a regional strategy on resource mobilization will be developed in order to incorporate the issue on the governance agenda as an instrument to develop objective 8 of the Plan of Action of the Inter American Conference.

The programme is perceived as key, in order to provide the needed next step following strategic planning, towards the improvement of the capacities of the ten National Societies to comply with their mandate and humanitarian mission. Diversifying the sources of funding, thus reducing dependency on cooperation funds is essential.

Four examples can be used to illustrate some developments and potential in this area:

a) Following the tsunami in Asia in December 2004, the ten National Societies in South America launched fundraising campaigns, demonstrating their potential to fundraise. The Brazilian Red Cross showed the greatest achievement, raising some USD 800,000 to date; the Argentine Red Cross raised USD 26,000, the Bolivian Red Cross USD 5,833, the Colombian Red Cross USD 19,325, the Chilean Red Cross USD 165,807, the Ecuadorean Red Cross USD 65,663, the Peruvian Red Cross USD 40,250, the Uruguayan Red Cross USD 1,000 and the Venezuelan Red Cross USD 67,700 - unprecedented amounts for the region.

b) The good relations between the Venezuelan Red Cross and donors in the country have resulted in emergency operations in response to floods being largely covered by corporate funds (90 percent of the operational budget, or some USD 600,000).

c) In Chile, a new member of staff will be added to the resource mobilization team; one of his key activities will be the promotion of a number of abandoned real estate for use and also the follow up towards building strategic alliances for the Red Cross.

d) The Argentine Red Cross' fundraising department is now self sustainable.

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Impact:

The fundraising potential for fundraising of the National Societies has been proven and a culture for improved accountability and transparency within the National Societies is being adopted through better division of roles, responsibilities and clear procedures.

Constraints:

The Federation is aware of its weaknesses in resource mobilization and fundraising, but planning to improve this area is being carried out. Nevertheless, without a minimum investment of funds and resources, it will be difficult to provide the facilitation role that the National Societies are requesting. A proposal to this effect has been shared with key donors in the past; however, contributions were not forthcoming. The lack of a global Federation fundraising strategy hampers local and regional initiatives.

Objective 3: The ten National Societies in the region will have volunteers who participate in decision-making and develop volunteering initiatives according to regional and national plans.

Activities towards this objective are also being carried out as part of the Humanitarian Principles and Values programme. For more information, please also refer to the *Humanitarian Principles and Values* section - Objective 4.

Progress/Achievements (activities implemented within this objective)

After the meeting of the regional volunteering network in November 2004 in Lima where several commitments were made and the volunteer network was revitalized, steps towards the fulfilment of these commitments are being taken. The volunteer profiles that each National Society has been requested to develop in order to promote the image of the volunteer and demonstrate the importance of volunteers in the organization will be included in the Volunteers' Global Bulletin 2005 and in the files for the forthcoming General Assembly as a tool to promote awareness on volunteering.

Another commitment taken thanks to the request made by CORI in February this year, has been the development of terms of reference for regional thematic networks. The profile for focal points and members of the volunteering network are also being drawn up. This process involves those responsible for volunteering in the National Societies, who are exchanging drafts for revision and comments and sending feedback.

At the global level, the region is participating in the ad-hoc commission for volunteering in view of the Federation's General Assembly to be held in Seoul at the end of this year. The vice president of the Uruguayan Red Cross and the director of the programme division of the Ecuador Red Cross are part of the commission. A governance group has been working together with them to focus more specifically on the topic of volunteering and to strengthen this area with different perspectives and input.

Impact:

The focal points for the volunteering network are now communicating more with each other through the revitalized network. Following the analysis led by Federation together with the National Societies in 2004, surveys have been compiled and there is updated information on the situation of volunteering in the region.

The work plan of the regional volunteering network was introduced in the Communications Forum, where National Society communicators agreed to draw up at least one volunteer profile per National Society.

Democratization of the National Societies has been strengthened this year with space for volunteers in the new statutes of the Argentine, Chilean Ecuadorian and Peruvian Red Cross Societies. According to these new documents, volunteers will be considered as members with the right to vote and whose voice is heard in the election processes and decision making. More volunteers are now participating in governance and volunteers have been empowered by the National Societies.

Constraints:

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Present funding (provided solely by the Swedish Red Cross) is sufficient only to support one regional meeting on volunteering a year. In addition, in some National Societies, the conceptualization of volunteers as members with the right to vote and whose voice is heard and as decision makers has yet not been understood.

Community Integrated Programming

Programme Objective: The National Societies in the region have improved their capacity to work with communities, promoting integrated management of programmes and projects, partnerships and reinforcement of branch networks in order to contribute to a reduction in community risks related to structural vulnerability.

Objective: The National Society branch network will have the capacity to manage and implement effective integrated community programmes.

Progress/Achievements (activities implemented within this objective)

During this year, community integrated programmes (CIP) have been oriented to the strengthening of National Societies in their work with communities through training and support in the identification, formulation and implementation of community projects. Work in CIP is oriented to a participatory management model that encourages branches and communities to take ownership of the process. National Societies are currently replicating the community intervention model using the available tools that were developed through the experiences of the pilot programmes carried out during the last several years, among them Amazonico, Camalote and Gente Fuerte. Funding continues to be ensured for the further development of the CIP methodology thanks to the contributions from the Finnish and Swedish Red Cross as well as the CBF.

In Colombia, the Colombian Red Cross Society is using the CIP methodology to work with displaced communities by providing a framework for local planning with support from the Federation and funding from the Dutch government, through the Netherlands Red Cross. Several programmes are currently in the planning phase and will be included in the National Plan. The methodology has also been applied in Ecuador and Bolivia. The Bajo Upía project in Colombia (2003 – 2005) is in its final stages and has included in its closure plan the application of the Vulnerability and Capacity Assessment methodology and a collection of lessons learned in disaster preparedness projects, to be carried out during the first week of July.

In March 2004 the first Vulnerability and Capacity Assessment (VCA) training course was held with participants from nine National Societies from the South America region. The training course was designed for National Society members working in community-based disaster preparedness (CBDP) programmes. As a result of the course, the participants created a plan of action that has now been mostly accomplished. Many National Societies in the region have now incorporated the VCA into the CBDP programme planning as a valuable and participatory appraisal tool for working together with the communities to reduce risks. VCA workshops were held by the Argentine and Paraguayan Red Cross Societies throughout the first quarter of the year, and the VCA has been applied by the ARC in the provinces of Corrientes, Quilmes – Cono Urbano, Formosa, Bonaerense and Concepción del Uruguay entre Ríos, with support from the Federation. This is the first step towards establishing a model for community intervention and working with communities on the identification of capacities and vulnerabilities.

In Bolivia, a better integration between the areas of health and disasters has been achieved by the National Society, with support from Federation. The youth and communications areas have also been strengthened in this process. The ICRC continues with the plans of organizing an operational safety workshop for June.

After the fire in the capital of Paraguay, which caused 400 deaths and injured dozens of people, the Ikua Bolaños Rehabilitation Plan to provide psychosocial support was launched with presence of the head of the Regional Delegation and other representatives of the RD. The plan included a non-violence post-fire campaign promoting tolerance, solidarity and conflict resolution, emergency planning for primary and secondary schools, and a national conference. As a result, the Paraguayan Red Cross' capacity to respond to disasters has been strengthened. In addition, about 50 Red Cross volunteers are working on the promotion of humanitarian values, disaster preparedness and capacity building in nearby communities.

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The local capacity building forum for 2005, organized by the Swedish Red Cross, was held in Dar es Salaam, Tanzania, to look at community development approaches and tools. The Federation's Regional Delegations in Lima and Budapest were invited to participate in order to bring together community experiences from three different regions of the world. The Uruguayan Red Cross was also present and shared their experience from the work carried out in the Melo branch of the National Society. One of the main ideas resulting of the meeting was the difference between working *for* communities and *with* communities. It was agreed that work must focus on the work with communities as an integrated and participatory approach. The forum concluded that there is one community approach and three intervention models: CIP, Participatory Community Development Programme (PCD) and Local Capacity Building (LCB). In order to integrate the work that has been carried out in the Americas and Europe, the following steps were recommended:

- Work together with other participants within a scheduled project.
- Share documents.
- Apply existing documents.
- Use existing tools and Lake Victoria Project (LVP) to initiating implementation of community development programmes (CIP PCD).

Impact:

The Argentine Red Cross VCA workshop was the first in South America to also include the participation of other National Societies, in line with the regional commitments: the Chilean, Ecuadorean, Paraguayan and Uruguayan Red Cross Societies. The participation of local organizations and authorities was also highlighted.

National Societies understand that the only way to work with communities is through an integrated approach to development. As examples, the Brazilian Red Cross and Venezuelan Red Cross have included community work as a cross-cutting objective in their strategic plans. Moreover, in Uruguay, thanks to recent experiences in community work, the National Society has realized that establishing common goals with the communities needs to be the objective in their future strategic plan. Community integrated approaches have also been implemented in Bolivia and Ecuador.

Constraints:

The main constraints are related to the lack of a standardized conceptual framework. This situation leads to a variety of mindsets within the organization regarding this specific issue. Nevertheless, progress is being made and it is expected that the methodology will be standardized sometime in the near future. In addition, VCAs have been hampered by insufficient human and material resources, insufficient commitment from volunteers, National Society senior management and local authorities, insufficient training for volunteers in the VCA tools and insufficient time for a process with long-term results.

Communications

Programme Objective: Enhanced communications capacities of the National Societies in the region are contributing to improved service delivery to vulnerable people.

Objective 1: The capacity of the National Societies in the area of communications and advocacy in favour of the most vulnerable is strengthened in accordance with *Strategy 2010*.

Progress/Achievements (activities implemented within this objective)

The IX Communications Forum, held in Santa Cruz de la Sierra, Bolivia from 28 February to 4 March, had as one of its important achievements the creation of regulations, mission, vision and goals of the communicators' network in order to promote a coherent image based on the principles of the Red Cross Movement. The Communications Forum proved to be a space to work on the enhancement of the organizations' image. Two important areas were also highlighted during the forum:

- Disasters: Using the tsunami in Asia and the 2004 Caribbean hurricane season as case studies, participants examined the role of communicators during disasters. The information contingency plan for disasters, including monitoring and support to National Societies and the Federation, was revised and updated.

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- HIV/AIDS: Given that the 12th International Conference for People Living with HIV/AIDS and the 7th International Home and Community Care Conference will take place in Lima, two external consultants were invited, one from the Bolivian network of people living with HIV/AIDS to train communicators on HIV/AIDS issues. Importance was given to language, and materials produced by National Societies were revised.

The use and recognition of the Red Cross emblem as a symbol of impartiality has been enhanced in Bolivia through a communications strategy. The BRC has played a key role during the most turbulent moments of internal conflict in the country through different campaigns in protection of the emblem, supporting the Ministry of Health with ambulances and volunteers. Its work together with the Permanent Assembly of Human Rights and organizations like the WFP, UNICEF, Caritas and PAHO has created spaces for humanitarian assistance which continue to be developed. In addition, the Ecuadorian Red Cross invited the Mcann Erickson Advertising Company to work together in the promotion and enhancement of the image of the Red Cross in the country. The company offered to extend this partnership to all the Central and South American Red Cross Societies.

It is important to highlight the Venezuelan Red Cross' work in disseminating the Plan of Action of the Inter-American Conference and the effective work in the area of communications, adapting their objectives to the Inter-American Plan of Action.

In Colombia, communications has been outsourced while the communications area has been moved under the National Society's doctrine and protection department. A strategic planning session supported by the Federation to strengthen communication within the National Society was held on 16 May with the participation of both the Federation's regional information delegate and the information delegate of the ICRC as part of the NDP process.

A joint ICRC/Federation mission was carried out to assist the Bolivian Red Cross in revising their communications strategy to include the use and protection of the Red Cross emblem. This strategy will be aimed at six key audiences: Red Cross branches and volunteers, civil organizations, the media, arm forces and police, local and national authorities, and health institutions. It has been determined that communication through community radio station will be the most effective, and an alliance with the Radio and Television Training Service (SECRAD) will be an important part of this process.

Training and information on the use of FedNet as well as the 'Macromedia Contribute' software, which is used to update websites designed for non-expert users, was given by the Federation webmaster with the idea that the National Societies could update their own websites. The National Societies have been invited to incorporate their websites onto www.cruzroja.org server. This will enhance the coherence of the Red Cross image in the region and will make National Society websites sustainable, since they would not have to look for funding. National Societies will still be responsible for keeping their websites updated, with the webmaster's technical support. So far, the only National Society from South America being hosted by the www.cruzroja.org website is Uruguay <http://www.uruguay.cruzroja.org/>. The Brazilian website is being designed and, once finished, will be hosted on the Federation server. Moreover, Paraguay's website is in process of moving to the Federation server as well, keeping their domain www.cruzroja.org.py.

Impact:

During the period of January to May the www.cruzroja.org site received a total of 125,803 visits, with an average of 833 per day, and more than 1,800 people received information about the Red Cross through the free web-based newsletters. The following shows the 10 countries in the world with the most visits to their website:

	Country	Visitors	% of Total Visitors
1	United States	23,408	18.61%
2	Mexico	21,689	17.24%
3	Spain	13,716	10.90%
4	Argentina	7,351	5.84%
5	Colombia	7,209	5.73%
6	Venezuela	6,869	5.46%
7	Panama	4,205	3.34%

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8	Costa Rica	3,468	2.76%
9	Chile	3,021	2.40%
10	Peru	2,732	2.17%

Due to the tsunami emergency in Asia, there was a peak in the visits to the site at the beginning of January. This increase was partly due to the broadcasting of the address by different media during coverage of the unfortunate tragedy, among them, CNN in Spanish.

Special sections on the www.cruzroja.org website were created for key dates like 8 May World Red Cross Red Crescent Day, 22 March World Day for Water, 7 April World Health Day, and the launch of the third phase of the “Come Closer” HIV/AIDS anti-stigma campaign on 19 April.

Constraints:

During the IX Communication Forum, in which the Federation participated, it was agreed that there is a need to focus more on Central America this year. There is also an urgent need to work on an awareness-raising process regarding the importance of communication for all areas. All volunteers and staff should be prepared and able to transmit an easy and comprehensible message regarding the Red Cross. In addition, funding for next year’s forum is still pending.

Coordination, Cooperation, Representation and Strategic Partnerships

Programme Objective: The Secretariat in South America will facilitate better-coordinated service delivery through enhanced cooperation with components of the Movement and external partners.

Objective 1: Four CAS processes will have provided partners with an effective framework for improved cooperation in Argentina, Bolivia, Colombia and Ecuador.

Progress/Achievements (activities implemented within this objective)

Both Ecuador and Bolivia, countries where a CAS process was started in late 2004 with the support of the Federation and ICRC, have gone through a very difficult period early 2005, with social unrest, turmoil, and the ousting of their respective constitutional presidents. Although the constitutional order was restored, the situation remains very tense in Bolivia, and worrying in Ecuador.

The Ecuadorian Red Cross had scheduled several activities to continue promoting the improvement of the negotiation table with its partners. Some of these activities had to be postponed, such as the identification of a suitable consultant to lead the participatory case study, and the four workshops to link the Ecuadorian Red Cross branches to the process. In spite of these delays, the CAS process in Ecuador continues with support from the Federation and the ICRC.

In Bolivia, the prevailing conditions of insecurity and social instability overwhelmed the National Society’s capacities during the first part of the year. With the arrival of the new Director General, it is foreseen that, if the fragile political stability of the country allows it, a new revised calendar of activities will be defined soon.

The Argentine Red Cross postponed its CAS process further since they wanted to combine this with the midterm review of their NDP in 2005. The achievements of the Argentine Red Cross in strengthening alliances with national organizations and the low level of international cooperation in the country, makes it advisable for the Argentine Red Cross CAS process to focus less on the members of the Movement and more on national organizations and organizations outside the Movement, such as the Ministry of Health, UNICEF, the Ministry of Social Action and REDLA+.

In Colombia the National Society started a revision phase of its NDP with Federation support, adjusting it to the Inter-American Plan of Action, in 2004. In 2005, the relationship between the Federation and the PNSs with offices

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in the country has been tightened increasingly around key topics such as organizational development, disaster management and the relationship to the European Community.

Impact:

CAS processes are progressing at a slow but continued pace, which should guarantee their success. The identification of opportunities and lessons learned, and better documentation of the process and tools present a great opportunity to subsequently improve the implementation process of CAS in other countries of the region. The ownership of an articulated CAS concept by the Ecuadorian Red Cross has highlighted the opportunity to tailor the needs in coordination and facilitation to the specific context, to include local non-Movement partners as a priority. This in turn reinforces the search for more diverse funding sources to sustain the strategic vision of the National Society and helps widen the concept of CAS itself.

Constraints:

The ongoing political unrest in the region has been affecting the normal cooperation processes between the Federation, the ICRC and the National Societies in some of the countries.

Limited Regional Delegation human and financial resources have lead to slower progress in the ongoing CAS processes than originally foreseen.

Objective 2: Existing partnerships will be strengthened and new strategic partnerships will be built to enhance support to the Red Cross humanitarian agenda and long-term sustainability.

Progress/Achievements (activities implemented within this objective)

The harmonization process between the ICRC and the Federation, clearly focused on the common support to the Plan of Action of the Inter-American Conference, is illustrated by the recognition from National Societies in the region of the fact that Movement support has become more efficient thanks to these coordination efforts between the two institutions. Regular meetings are held with ICRC heads of delegation and cooperation delegates in the region, and joint planning efforts for the coming years are ongoing. The fact that both the Federation and the ICRC are adopting a multi-annual planning framework should further support these efforts, allowing for more strategic planning, focusing on the National Societies' capacity building efforts, rather than short term, annual plans with poor impact measuring possibilities, as has been the case traditionally.

During this reporting period, two new tripartite agreements for cooperation and capacity building support were signed between National Societies, the Federation and the ICRC in Bolivia and Uruguay. This brings the number of tripartite agreements in force to a total of five, providing an institutional framework for targeted support to the Bolivian, Brazilian, Peruvian, Uruguayan, and Venezuelan Red Cross Societies in their ongoing modernization processes respectively.

In order to close the "pilot phase" of the harmonization process, initiated in 2002, an internal review of the process was carried out in the Americas region during this reporting period. The review will help identify areas that require further attention and improvement, and will at the same time serve as a base line study in terms of harmonization and coordination processes underway in the region.

During this reporting period, cooperation between Movement partners gained further strength in Colombia, where most PNS representatives are found. There are a number of ongoing cooperation processes in that country, particularly regarding the relationship with European Commission and disaster management and the involvement of the PNSs in the review of the national development plan, which require coordination. Ongoing CAS processes in Ecuador and in Bolivia have contributed with a clearer analysis of the National Societies' relationship with their donors and other actors alike and, as the processes continue, new formal cooperation agreements will be signed in the region. The Spanish Red Cross regional position in Lima continues to be vacant, but regular communication with the Spanish Red Cross is ensured through field visits and general communication with Madrid. The Spanish Red Cross will also second two delegates to Peru for the third quarter of 2005 in support of the upcoming global HIV/AIDS conferences in October.

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The Federation partnership with PAHO continues to be an important basis for joint activities and strategic positioning in the region and has proven instrumental both within the Andean Committee for Disaster Prevention and Response (CAPRADE) and the Plan Andino. Both of these Andean strategies are now entering into the operation phase, providing the Federation with further opportunities to strengthen the positioning of the Red Cross in relation to the national governments and other structures such as the Hipolito Unanue, the UN, the EU and ECHO. Regular meetings and discussions are being held with the aim of identifying methodologies and mechanisms to support the elaboration of relevant action plans for these strategies in the near future.

CAPRADE and the Plan Andino meetings have also provided the National Society and the Federation with the opportunity to liaise closely with other organizations working in disaster management and health, including 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 (CEPRENAC).

The newly signed MoU between the WHO and the Federation will further enhance this partnership and will be utilized for the planning and definition of future joint activities. Equally, the recently signed MoU between OXFAM and the Federation will allow for a continued strengthening of cooperation and for joint activities within the region.

As the first phase of the IMCI programme is coming to a close in 2005, there is continued dialogue with the American Red Cross regarding the current as well as future implementation mechanisms of the programme in the region. The programme implementation is currently based on a partnership agreement between the American RC and PAHO, in support to the NS in the region included in this programme so far, but initial conclusions of ongoing programme reviews seem to indicate that a stronger Federation participation would be sought in the future. A continental IMCI meeting is foreseen in the third quarter of this year, coordinated by the American Red Cross and hosted by the Federation.

As has been mentioned under the Disaster Management section, there is continued dialogue with the ECHO representatives in the region, and the last few months have brought the Federation, National Societies and ECHO together on a number of occasions in light of the preparatory activities for the call for DIPECHO proposals from the Andean countries by August 2005. The current prospects for this new round of DIPECHO funding include Red Cross programmes in collaboration with European PNS, as well as a strategic coordination and monitoring role for the Federation on a regional level, in line with existing strategies and agreements.

The existing partnership with REDLA+ is being further strengthened through the coordination needs that have arisen in light of the global HIV/AIDS conferences to be held in Lima in October 2005. These events provide interesting opportunities for the Red Cross in the region as a whole, both in terms of strengthening relationships with REDLA+ and other key actors for the fight against HIV/AIDS and stigma, as well as in terms of significantly scaling up Red Cross actions and programmes in this field.

A new partnership is being built with the Latin American Faculty for Social Sciences (FLACSO) through its headquarters in Ecuador. The partnership is being established on the basis of a pilot, online course for National Society health programme managers that was initiated on 18 April and is expected to provide an opening for further elaboration of this partnership within the coming years.

Continuous and generous multilateral support from the Swedish Red Cross, CBF and DFID during the last several years has made it possible to achieve tangible results through ongoing National Society change and modernization processes. A joint Federation-National Society-DFID field review is foreseen to take place in July 2005, the objective being to carry out an exercise in order to identify lessons learned in the disaster preparedness/health community project being implemented in Bolivia with the support of DFID funds. A case study will be produced in order to promote exchange of experiences with other National Society, and to further promote a learning culture through practical actions. Multilateral support from the Finnish and Swedish Red Cross Societies for community based programmes is helping to move National Societies away from service-based activities and towards more community-oriented work within an integrated programme framework.

Appeal title ; Appeal no. ; Programme Update no.

The Regional Delegation maintains regular contact with the Partner National Societies supporting the National Societies in South America, discussing needs and priorities as well as coordination and synergy opportunities between Federation and bilateral PNS activities. In Peru, the joint ICRC and the Federation support to the National Society has been complemented by Spanish Red Cross financial support for the new position of Director General, and in Venezuela the Federation is awaiting confirmation of Spanish Red Cross joint funding to support the ongoing strategic planning process currently funded by the Federation/CBF and the ICRC.

The Buenos Aires sub regional office is working permanently in constant coordination with the ICRC and doing joint planning. The ICRC-Federation and Colombian Red Cross Society coordination process held in 2004, resulted in direct ICRC support for strategic planning meetings through the revision of the NDP and support to the capacity building with two PPP courses. All PNSs showed their interest and readiness to support the strategic planning exercise of the CRCS. In addition, the Federation and the ICRC carried out a joint mission to Bolivia in order to enhance the ongoing National Society campaign on the protection and the use of the emblem.

In Colombia, preparatory meetings were facilitated for a national agreement between PAHO/WHO and the National Society, which is expected to be signed in September.

By the end of May, 2005, support to the National Societies through the Lima Regional Delegation had been pledged by Finnish, Italian and Spanish Red Cross Societies, complemented by crucial support through the Federation's Capacity Building Fund (CBF), and the tripartite British Red Cross-DFID-Federation partnership agreement. Soft pledges for 2005 still pending confirmation include regional support from the Swedish Red Cross and the American Red Cross, as well as Colombia-specific support from the Netherlands, Canadian and Norwegian Red Cross.

Impact:

The harmonization process with the ICRC has proved successful, resulting in strengthened and more efficient support to the National Societies in the region, optimizing existing resources and providing a stronger framework for cooperation within the Movement. An example of the opportunities for working together more effectively is illustrated by the joint ICRC-Federation and Spanish Red Cross support to the modernization processes in the Peruvian Red Cross, as well as the Movement coordination in Colombia that has been strengthened to a considerable degree. Stronger strategic positioning of the Red Cross in the region has been possible thanks to the active inclusion of the Federation and the National Societies in the sub regional strategies developed in the area of disaster management in the Andean region. The Red Cross is now recognized as a key actor and is being called upon for support in the further elaboration of plans of action.

Constraints:

Limited Regional Delegation and National Societies human and financial resources may not allow the Federation to explore the full potential of partnership opportunities presented in the region.

Implementation and Management

While the current structure established and consolidated in South America should allow the Federation to provide targeted support to the National Societies, the financial situation of the Regional Delegation for South America has reached a critical limit, putting into doubt the very presence of the delegation structure and the sustainability of continued, relevant Federation programme and capacity building support provided to the National Societies in the region. While recognizing the important support received from donors to date, the Regional Delegation is in urgent need of complementary pledges to support the 2005 appeal and structure or else plans and programmes will have to be further reduced in the immediate future.

The current core funding for the Regional Delegation only covers one core position (HoRD), and some basic costs, such as office maintenance and a few local staff. All remaining needs in terms of programme costs (including delegates) are dependent on annual pledges received towards the 2005 Annual Appeal. To date, the coverage of the appeal for this year is limited to 36 percent. The Sub Regional Office in Buenos Aires lacks funding for its minimum budget. There is also an exposure level for the Colombia representation that does not justify a continued Federation presence in the country under current circumstances.

Appeal title ; Appeal no. ; Programme Update no.

At the same time, the Regional Delegation is going through a considerable change in its human resource setup as a number of delegates who arrived in Lima in 2002 are ending their 2-3 year missions and have been or will be replaced. During this reporting period, the programme manager, who was responsible for the daily management of the CIP programme and for the support to the change process in the Peruvian Red Cross, and the information delegate both ended their mission. The coverage for these positions is foreseen to happen through local recruitment rather than expatriate delegates. In the coming months, there will be further human resource changes, and the Regional Delegation has contracted a local human resource specialist to support the ongoing process of change. The delegation's internal structure has been revised, all job descriptions have been updated for the sake of management efficiency, the salary scale has been revised and local recruitment processes have been supported with the help of this consultancy. It is thus foreseen that the team in Lima will be revised and revitalized by the end of the third quarter of 2005. The human resource plans further contemplate basing a disaster management delegate from PADRU in the Regional Delegation, and looking for the necessary resources for a local water and sanitation position to support the delegation in its efforts to strengthen the water and sanitation agenda within the regional health programme.

Programme implementation and monitoring has been consistent with the appeal objectives where funding has made it possible, and financial management has continued to be solid and no deficits have been created. The revised planning guidelines for the Secretariat multi-annual planning have taken into account the upcoming planning process for the region over the period June-September 2005.

The absence of a full time organizational development delegate has presented both opportunities and weaknesses within the Regional Delegation team. The approach to OD ensured by a team of delegates and local staff, all of whom have additional tasks, has contributed to a better, shared sense of responsibility and strengthening of the OD focus within the delegation team. On the other hand, it has added strain to the members included in this internal the OD team by adding to the workload.

The Federation legal status agreement with the Peruvian government continues pending and has not come into force, hampering the Regional Delegation's ability to work effectively as a recognized, international entity in the country and serving the region. The Status Agreement process is expected to finish in September; an agreement was reached to amend the law that impeded the ratification of the agreement by the Peruvian parliament for its ratification, which gives the delegation certain contingencies. 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 and is waiting for formal communication from Federation.

[Revised budget below; click here to return to the title page and contact information.](#)

BUDGET 2005

PROGRAMME BUDGETS SUMMARY

Appeal no.: 05AA044

Name: SOUTH AMERICA APPEAL

PROGRAMME:

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	Total
	CHF	CHF	CHF	CHF	CHF	CHF	CHF
Shelter	0	0	0	0	0	0	0
Construction	0	0	0	0	0	0	0
Clothing & Textiles	0	0	0	0	0	0	0
Food	0	0	0	0	0	0	0
Seeds & Plants	0	0	0	0	0	0	0
Water & Sanitation	0	0	0	0	0	27,500	27,500
Medical & First Aid	63,102	0	27,500	0	0	0	90,602
Teaching Materials	1,500	0	0	29,000	0	0	30,500
Utensils & tools	0	0	0	0	0	0	0
Other Supplies & Services	10,000	85,800	0	126,000	0	0	221,800
SUPPLIES	74,602	85,800	27,500	155,000	0	27,500	370,402
Land & Buildings	0	0	0	0	0	0	0
Vehicles	0	0	0	0	0	0	0
Computers & Telecom	0	0	0	0	0	12,000	12,000
Medical equipment	0	0	0	0	0	0	0
Other Equipment	0	0	0	1,300	0	0	1,300
LAND, VEHICLES & EQUIPMEN	0	0	0	1,300	0	12,000	13,300
Storage	0	0	0	0	0	4,000	4,000
Distribution & Monitoring	0	0	0	0	0	0	0
Transport & Vehicles cost	0	2,340	0	0	0	11,280	13,620
TRANSPORT & STORAGE	0	2,340	0	0	0	15,280	17,620
International Staff	132,360	217,800	54,900	259,690	35,400	0	700,150
Regionally Deployed Staff	14,480	7,280	34,000	122,801	56,026	26,446	261,032
National staff	0	0	0	19,700	0	0	19,700
National Society Staff	0	0	0	0	0	0	0
Consultants	0	2,600	17,250	57,974	350	18,202	96,375
PERSONNEL	146,840	227,680	106,150	460,165	91,776	44,648	1,077,258
Workshops & Training	147,500	183,865	41,000	405,544	0	28,000	805,909
WORKSHOPS & TRAINING	147,500	183,865	41,000	405,544	0	28,000	805,909
Travel & related expenses	10,000	28,150	27,880	58,998	10,000	3,000	138,028
Information & Public Rela	79,300	6,465	6,000	40,395	300	0	132,460
Office Running Costs	13,120	8,800	15,840	35,155	10,840	8,870	92,624
Communication Costs	11,790	12,600	3,600	24,635	8,700	7,733	69,058
Professional Fees	0	0	0	0	0	0	0
Other General Expenses	0	1,170	0	1,200	0	0	2,370
GENERAL EXPENDITURE	114,210	57,185	53,320	160,383	29,840	19,603	434,540
Asset Depreciation	0	0	0	0	0	0	0
DEPRECIATION	0	0	0	0	0	0	0
Contributions & Transfers	0	0	0	0	0	0	0
CONTRIBUTIONS & TRANSFERS	0	0	0	0	0	0	0
Programme Support	33,588	38,713	15,848	82,198	8,455	10,221	189,023
PROGRAMME SUPPORT	33,588	38,713	15,848	82,198	8,455	10,221	189,023
TOTAL BUDGET:	516,740	595,583	243,818	1,264,590	130,071	157,252	2,908,053