

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

GLOBAL POSITIONING OF THE INTERNATIONAL FEDERATION

14 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. 05AA085; Programme Update no. 1, Period covered: January – June, 2005; Appeal target: CHF 575,796 (USD 493,891 or EUR 378,930; Appeal coverage: 30%; Outstanding needs: CHF 400,000. ([click here to go directly to the attached Contributions List \(also available on the website\)](#)).

Programme summary: The aim of the global programme is to achieve a consistent global image and position for the International Federation. To accomplish this the organization needs to strengthen communications at various levels - international, regional and local. This can be carried out through communications training and capacity building of national societies, through developing a global communications network, by providing support and training to national societies, and by conducting effective international representation, advocacy, and web-communications.

For further information specifically related to this operation please contact Sian Bowen, Manager, Media & Public Relations Unit. Tel: 00 41 730 4428. Email: Sian.bowen@ifrc.org

This Programme Update reflects activities to be implemented over a six month period. This forms part of, and is based on, longer-term, multi-year planning. 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>

Background

This programme supports the Secretariat's objective to:

- develop a communications network for learning and capacity building.
- provide support to strengthen national societies.
- conduct effective international representation, advocacy and communications.
- support the Federation and national society programming and advocacy via modern tools of communication including the Internet.
- provide National Societies with advice in securing international coverage and assisting with success.

Operational developments

Two elements influenced the programme in the first half of 2005

- Over the first six months of 2005 there have been various developments and improvements. A web manager was recruited to manage and develop the Federation website strategy, contributing to the achievement of various goals detailed in the Global Appeal.
- The Asia tsunami directly affected media communications, advocacy and web communications. The website came under increased technical pressure during this period and areas of improvement have been identified.

Overall Goal: to continue building a consistent global presence for the International Federation.

Objective one: To continue to identify ways that capacity building, including the development of a virtual global communications network via FedNet and related workshop, will develop a solid foundation of materials, skills and knowledge to develop a consistent global presence.

Progress/Achievements:

- The structure for the internal FedNet system has been developed to support a virtual communications network. This structure is now being put in place and will be populated over the next 6 months. This will become a depository for best practice examples in communications.
- The Communications Directory for the International Federation is being updated, and will help to facilitate the development of a virtual communications network.
- Regional information workshops are supported by the provision of best practice materials and guidelines.
- Increased involvement of national societies in international conferences, through identifying appropriate events and then using the international platforms to position the Federation.
- Planning for the 2005 Global Information Forum is underway. This underpins the Virtual Communications Network.
- Four short-term assignments at the Secretariat in Geneva have been undertaken by national society staff.

Impact:

The various levels of the organisation are sharing information in a more timely way which contributes to a stronger and more consistent global positioning. This has been seen in particular around the recent tsunami communications. The initiation of the FedNet Communications section has engaged the various national societies and delegations in its development. Short term assignments at the Secretariat have increased the level of understanding amongst peers. Increased involvement of national societies in international events has broadened our reach and consolidated our global advocacy messages.

Constraints:

Staff resourcing continues to be a constraint. It would be opportune if funding could be found for an internal communications officer to develop the FedNet proposal and the virtual communications network development.

Objective two: To build of the Federation's website success to date, thus supporting the Federation and national society programming and advocacy via modern tools of communication including the Internet.

Progress/Achievements:

- the online publications library has been extended.
- video footage is now used online to illustrate projects and to interview spokespeople.
- National Society activities are further showcased around global themes.
- Training guidelines have been drawn up for online editors.
- A statistics programme is now being used. The site gets 100,000 visitors per month.
- Individual landing pages have been developed for key areas such as www.ifrc.org/news
- Expansion of Spanish and French websites continuing.

Impact:

Global Positioning; Appeal no. 05AA085; Programme Update no. 1

The Federation website is our international window to the world. Through the website our supporters can get daily up to date information, including our emergency response activities, our disaster preparedness programmes, our HIV/AIDS anti stigma campaign and our volunteering network. The impact of this leads to greater understanding of our work and greater transparency of what we do to support the most vulnerable around the world.

Constraints:

Further funds are required to commence and develop the Arabic section of the Federation website.

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

Global Positioning

ANNEX 1

APPEAL No. 05AA085

PLEDGES RECEIVED

18/07/2005

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
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CASH

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
REQUESTED IN APPEAL CHF ----->				575,797		TOTAL COVERAGE 30.0%
BRITISH - GOVT/DIFD GRANT				100,000	01.01.05	
SUB/TOTAL RECEIVED IN CASH				100,000	CHF	17.4%

KIND AND SERVICES (INCLUDING PERSONNEL)

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SPAIN	DELEGATE(S)			73,000		
SUB/TOTAL RECEIVED IN KIND/SERVICES				73,000	CHF	12.7%

ADDITIONAL TO APPEAL BUDGET

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