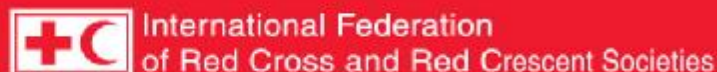


# Programme update 2007



## Global Positioning

Appeal No: MAA00008

Programme update No.2

9 November 2007

This report covers the period of 01/01/07 to 30/06/07.

In a world of global challenges, continued poverty, inequity, and increasing vulnerability to disasters and disease, the International Federation with its global network, works to accomplish its Global Agenda, partnering with local community and civil society to prevent and alleviate human suffering from disasters, diseases and public health emergencies.



Rapid communication systems have proved valuable when coping with middle and large-scale disasters. Efforts are being made by the International Federation to strengthen communications inside and outside the organization and to improve the quality of services provided to National Societies. International Federation.

### In brief

#### Programme summary:

The aim of this programme was to further strengthen the global image and position of the International Federation through consistent communications at all levels of the organization. In 2007, the following achievements have been made:

- A corporate communications kit and tools are being created.
- A communications and advocacy initiative on HIV and risk reduction (including climate change) is being developed.
- Efforts are being made to improve the quality of membership services, and to strengthen communications inside and outside the International Federation.
- Improvements have been made to the internal (FedNet) and external website. An evaluation is currently underway to revamp both sites.
- Existing internal communications methods have been examined and evaluated, and a wider survey is underway.

In 2007, there has been an increase in budget due to the integration of FedNet to this appeal and the improvements made to the International Federation's internal and external websites, as well as overall communication strategy and tools.

**Needs:** Total CHF 3,766,685 budget (USD 3,216,640 or EUR 2,269,087) out of which 19 per cent covered. Outstanding needs are CHF 3,062,798 (USD 2,615,541 or EUR 1,845,059). [Click here to go directly to the attached financial report.](#)

**No. of people we help:** The appeal reaches every member of the Red Cross Red Crescent network, and also plays an important role with external actors and partners. The International Federation's internal network system (FedNet) has 7,000 registered users and its public web site reaches approximately 150,000 unique visitors a month.

## Progress towards objectives-by sector

### Objectives:

- To improve the quality of communication services provided to National Societies.
- In partnership with National Societies, improve communications systems to further strengthen the role of the International Federation in the humanitarian world.

**Expected result 1: Use the Global Agenda to strengthen communications inside and outside the International Federation. Further link communication initiatives to the Millennium Development Goals.**

A corporate brochure, key messages and statements are being developed in coordination with National Society media units to further strengthen the branding of the International Federation. The brochure will be ready for the statutory meetings in November. Posters, leaflets, videos and advertisements in four languages are also being planned as part of this branding campaign.

A photo and video exhibit illustrating the four main humanitarian challenges (climate change, violence, migration and health) is being planned for the statutory meetings. A DVD of this exhibit will be available for participants in four languages.

The Communications and Resource Mobilization Department in coordination with the Youth Department will hold youth gatherings, symposiums, concerts, as well as launch products which will focus on the celebrations of the following anniversaries: Solferino (150 years), International Federation (90 years) and Geneva Conventions (60 years). A previous project to launch a World Humanitarian Forum has been postponed, and upon the request of the Swiss Government will now be under the responsibility of Kofi Annan, former Secretary General of the United Nations

**Expected result 2: Strengthen advocacy initiatives.**

A communications and advocacy initiative on risk reduction and climate change has been developed since January, which will include key messages, a film, an exhibit, a brochure and a campaign. This initiative will be further discussed at the General Assembly. At present, support has been provided by Provention for the film, and by the European Community Humanitarian Aid Department (ECHO) for joint media tours and audiovisual products. Contacts have also been initiated with the Global Humanitarian Forum.

A new section on the International Federation's work on risk reduction has been inaugurated using photos, case studies and tools, etc. The section is available in three languages.

Due to limited resources, the International Federation was only able to produce a media pack, film, and an exhibit for World AIDS Day.

### **Expected result 3: Enhance internal communications and knowledge management.**

Increased internal access to FedNet is being developed, following a study conducted by the Movement Cooperation Department. More information is now available on FedNet, including a comprehensive section on the Federation of the Future, and a revamped Organizational Development Section.

The Communications and Resource Mobilization Department is also conducting a survey to evaluate the perceptions and expectations from staff within the International Federation on internal communications. It will be used as a base to redesign the organization's internal communication channels, tools and products.

### **Expected result 4: Strengthen regional communications through capacity building activities.**

An emergency communications operative model is being developed to improve the coordination between National Societies, the Zones and the Secretariat when coping with middle and large-scale disasters. This model is expected to produce footage, pictures, data, and stories for internal and external media outlets in less than 48 hours after a disaster hits. Emergency communication kits have also been sent to the field.

### **Expected result 5: Membership services and global communications.**

Efforts are being made to revamp the public website. An additional staff member has been recruited to redesign the site so that it is more in line with the "look and feel" of the International Federation corporate branding. Individual donors will also soon be able to access a higher security donation page which will provide donors with information on how their money is being spent. There are also plans to provide better visibility to donors on the website. New techniques are also being piloted to identify donors and the pages which they visit, so that the International Federation can better service them. Guidelines on setting up websites have also been prepared and will be shared with National Societies for their input prior to adoption.

New content highlighting activities in disaster response and health and care is also now available on the public web site. An interactive map has been included to better highlight the activities of certain operations, such as the tsunami.

The International Federation will reach out to new audiences through its page on the popular video-sharing website Youtube.

A planning process for media events and teleconferences has also been developed to further encourage knowledge-sharing within the International Federation.

## **Working in partnership**

**ECHO:** The Communications and Resource Mobilization Department is developing an 18-month visibility plan funded by ECHO on disaster related activities. This plan will include two media tours, a 23-minute documentary for BBC world, a photo gallery, video, and three emergency communications kits.

**Climate Centre in The Hague:** The Department will coordinate with the Climate Centre in The Hague, the Disaster Policy and Preparedness Department and Provention to implement a communications plan on risk reduction focussing on climate change.

**National Societies:** The Spanish Red Cross, the British Red Cross, the American Red Cross and the French Red Cross have supported the work of the International Federation through staff-on-loan.

## Contributing to longer-term impact

Strengthening communication and advocacy on important cross-cutting themes, such as risk reduction and HIV and AIDS, has helped to increase awareness on the Global Agenda, while improving the services provided to National Societies. In 2008 to 2009, the International Federation will have better management and control of its web sites through improved technology.

## Looking ahead

- In the first half of 2007, the Communications and Resource Mobilization Department gathered information, and analyzed and evaluated the current communication strategy and tools. This exercise proved valuable in developing long-term strategies and guiding the action plans for the Department for the second half of the year.
- Corporate, risk reduction, emergency and other communications and advocacy initiatives will continue to be developed in the second half of 2007.
- Three additional communications plan are being developed: a campaign for Africa to be launched in 2008, a comprehensive initiative on Avian Flu, and preparations for the 2009 celebrations of the International Federation, Solferino and the Geneva Conventions.

**For further information please contact:**

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**To support or find out more about the Federation's programmes or operations,  
click on [www.ifrc.org](http://www.ifrc.org)**

**International Federation of Red Cross and Red Crescent Societies**

MAA00008 - COMMUNICATIONS, ADVOCACY & KNOWLEDGE SHARING

Interim Financial Report

Selected Parameters	
Reporting Timeframe	2006/1-2007/06
Budget Timeframe	2006/1-2007/12
Appeal	MAA00008
Budget	APPEAL

All figures are in Swiss Francs (CHF)

**I. Consolidated Response to Appeal**

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	TOTAL
<b>A. Budget</b>					<b>3,766,685</b>	<b>3,766,685</b>
<b>B. Opening Balance</b>					<b>47,263</b>	<b>47,263</b>
<b>Income</b>						
<u>Cash contributions</u>						
<i>British Red Cross</i>					0	0
<i>DFID Partnership</i>					49,891	49,891
<i>Other</i>					11,126	11,126
<b>C1. Cash contributions</b>					<b>61,017</b>	<b>61,017</b>
<u>Outstanding pledges (Revalued)</u>						
<i>Finnish Red Cross</i>					31,774	31,774
<i>French Red Cross</i>					26,310	26,310
<i>Swedish Red Cross</i>					35,880	35,880
<b>C2. Outstanding pledges (Revalued)</b>					<b>93,964</b>	<b>93,964</b>
<u>Reallocations (within appeal or from/to another appeal)</u>						
<i>DFID Partnership</i>					0	0
<i>ECHO</i>					124,601	124,601
<i>European Commission</i>					7,792	7,792
<i>Spanish Red Cross</i>					11,670	11,670
<i>Swedish Red Cross</i>					34,996	34,996
<b>C3. Reallocations (within appeal or</b>					<b>179,059</b>	<b>179,059</b>
<u>Inkind Personnel</u>						
<i>Other</i>					260,754	260,754
<b>C5. Inkind Personnel</b>					<b>260,754</b>	<b>260,754</b>
<b>C. Total Income = SUM(C1..C6)</b>					<b>594,794</b>	<b>594,794</b>
<b>D. Total Funding = B + C</b>					<b>642,057</b>	<b>642,057</b>

**II. Balance of Funds**

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	TOTAL
<b>B. Opening Balance</b>					47,263	<b>47,263</b>
<b>C. Income</b>					594,794	<b>594,794</b>
<b>E. Expenditure</b>					-520,081	<b>-520,081</b>
<b>F. Closing Balance = (B + C + E)</b>					121,976	<b>121,976</b>

**International Federation of Red Cross and Red Crescent Societies**  
**MAA00008 - COMMUNICATIONS, ADVOCACY & KNOWLEDGE SHARING**  
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### III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure					TOTAL	Variance
		Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation		
A							B	A - B
<b>BUDGET (C)</b>							<b>3,766,685</b>	<b>3,766,685</b>
<b>Supplies</b>								
Other Supplies & Services						733	733	-733
<b>Total Supplies</b>						<b>733</b>	<b>733</b>	<b>-733</b>
<b>Land, vehicles &amp; equipment</b>								
Computers & Telecom	362,000					14,489	14,489	347,511
<b>Total Land, vehicles &amp; equipment</b>	<b>362,000</b>					<b>14,489</b>	<b>14,489</b>	<b>347,511</b>
<b>Personnel Expenditures</b>								
International Staff Payroll Benefits	949,800					427,693	427,693	522,107
Delegate Benefits	150,000							150,000
Consultants	752,500					4,437	4,437	748,063
<b>Total Personnel Expenditures</b>	<b>1,852,300</b>					<b>432,130</b>	<b>432,130</b>	<b>1,420,170</b>
<b>Workshops &amp; Training</b>								
Workshops & Training	146,500					179	179	146,321
<b>Total Workshops &amp; Training</b>	<b>146,500</b>					<b>179</b>	<b>179</b>	<b>146,321</b>
<b>General Expenditure</b>								
Travel	231,250					6,576	6,576	224,674
Information & Public Relation	863,000					8,432	8,432	854,568
Office Costs	52,800					22,012	22,012	30,788
Communications	14,000					2,536	2,536	11,464
Other General Expenses						288	288	-288
<b>Total General Expenditure</b>	<b>1,161,050</b>					<b>39,845</b>	<b>39,845</b>	<b>1,121,205</b>
<b>Program Support</b>								
Program Support	244,835					32,704	32,704	212,131
<b>Total Program Support</b>	<b>244,835</b>					<b>32,704</b>	<b>32,704</b>	<b>212,131</b>
<b>TOTAL EXPENDITURE (D)</b>	<b>3,766,685</b>					<b>520,081</b>	<b>520,081</b>	<b>3,246,604</b>
<b>VARIANCE (C - D)</b>						<b>3,246,604</b>	<b>3,246,604</b>	

**International Federation of Red Cross and Red Crescent Societies**

MAA00008 - COMMUNICATIONS, ADVOCACY & KNOWLEDGE SHARING

Selected Parameters	
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**IV. Project Details**

Project	Name	Opening Balance	Income	Expenditure	Closing Balance	Budget	Variance
		A	B	C	A + B + C	D	D - C
<b>Coordination &amp; Implement</b>							
G00039	Web Communications	0	120,955	-99,462	21,493	1,427,914	1,328,452
G31350	Pledge manageme	0	0		0		0
G37000	Communications Gener	0	0		0		0
G37100	ERC Communications D	47,263	444,663	-391,442	100,483	1,859,626	1,468,183
G37110	ERC NS Dist. Learnin	0	0		0		0
G37120	ERC Fed. On Internet	0	29,176	-29,176	0	479,144	449,968
G37200	Reporting & Partners	0	0		0		0
G37201	Reporting Workshop	0	0		0		0
G37210	Corporate	0	0		0		0
G37300	Advocacy	0	0		0		0
G37410	Strengthen. Componen	0	0		0		0
G37420	Improv.Movem. Effect	0	0		0		0
G37430	Improv.Movem. Image	0	0		0		0
G37440	Movem.Strat.Action 1	0	0		0		0
<b>Sub-Total Coordination &amp; Implement</b>		<b>47,263</b>	<b>594,794</b>	<b>-520,081</b>	<b>121,976</b>	<b>3,766,685</b>	<b>3,246,604</b>
<b>Total</b>	<b>COMMUNICATIONS, ADVOC</b>	<b>47,263</b>	<b>594,794</b>	<b>-520,081</b>	<b>121,976</b>	<b>3,766,685</b>	<b>3,246,604</b>