

Plan 2010-2011



International Federation
of Red Cross and Red Crescent Societies

Youth development (supporting National Society development)

Executive summary

This is one of four sub-plans of the programme *Supporting National Society development*. The global programme plan for youth development focuses on strengthening the quality and quantity of the young volunteer base. The plan also encourages youth to be actively involved and work with, and for vulnerable target groups in their local communities in the areas of health, disaster, capacity building and humanitarian issues.

The world youth meeting, *Youth on the move*, gave the International Federation the opportunity to provide training to 500 young people from 149 National Societies through 35 workshops on current humanitarian challenges such as climate change, disaster risk-reduction, psychosocial support, HIV and AIDS, tuberculosis, use of drugs, blood donation, water and sanitation, food security, road safety, leadership, resource mobilization, volunteer management and branch development, non-discrimination and respect for diversity and international humanitarian law.

The 2010-2011 global plan will build on this capacity building by guiding National Societies meaningfully to further involve and enable youth to engage in governance and management structures.

The key priorities for 2010-2011 will be on:

- Providing technical support to National Societies to develop youth policies and structures,
- Involving youth at all levels in programmes and services,
- Developing a youth leadership programme, and
- Facilitating the global knowledge sharing in the area of youth development and strengthening cooperation with organizations working with and for youth.

The main focus for the coming two years will be to:

- Supporting the revision process of the International Federation Youth Policy adopted in 1991 by 2011, as well as National Societies to approve national youth policies,
- Undertake a global youth consultation to gather data on the progress made on youth volunteering to be analysed and reported to the International Conference in 2011,
- Ensure the integration of youth in global and regional plans in the areas of health, disaster and humanitarian principles and values as well as in statutory meetings,
- Facilitate youth leadership development and support regional youth networks work and development, and
- Continue to facilitate the global sharing of knowledge and good practices on youth development as well as and profiling the work of RCRC youth volunteers through the youth sections on FedNet, International Federation web site, the monthly e-newsletter as well as through virtual and social media support systems (i.e. Facebook, YouTube, etc.).

This plan should be read together with the overall plan *Supporting National Society development*. The total 2010-2011 budget for this sub-plan is CHF 0.4m ([Click here to go directly to the summary budget of the overall plan](#)).

Context

Poverty, health, HIV and AIDS, substance abuse, juvenile violence, conflicts, migration, environment, education, and unemployment are just some of the main challenges that young people face today. HIV and AIDS is the first cause of mortality among youth, followed by violence and injuries; each year, far too many teens commit acts of violence, and their victims are most often themselves and fellow teenagers. Migration is a growing trend, which presents many threats for young people; they are often victims of human trafficking, exploitation or abuse, xenophobia and marginalization. Despite the fact that young people are receiving more education than ever before, youth unemployment in the world has increased to record levels¹.

Currently, youth constitute 18 per cent of the world's population and are a tremendous resource for national development. The determination of young people for self-improvement and their commitment to improving the social, political and economic fabric of society through individual and group action can clearly be seen. However, the benefits that can be harnessed from the large and dynamic youth population do not accrue automatically. The period of youth is also one of transition from childhood dependency to independent adulthood and it can be tumultuous and prolonged. Nevertheless, when **societies provide adequate guidance and opportunities** for young people to build their capacity to contribute to development by investing in their education, health, employment and sports and leisure activities, young people's abilities and capabilities can be unleashed early, and their contribution to development can be maximized².

The International Federation takes the terms "youth" and "young people" to cover the broad age range of 5 to 30 years approximately. This includes children (5 to 10 years old approx.), adolescents (11 to 15 years old approx.) and young adults (16 to 30 years old approx.). Children and younger adolescents are usually considered the beneficiaries of the Movement services. Adolescents and young adults in all National Societies must be provided with the opportunity to serve as active volunteers and acquire the skills to be active partners in their decision-making structures of governance and management. Working side-by-side with older members, youth can bring fresh ideas and an innovative spirit to the Red Cross Red Crescent Movement of today and tomorrow making a real difference in the civil society worldwide.

However, young people's unique abilities and skills such as innovative use of technologies can at times be perceived as threatening to older people rather than skills to benefit from to adapt the organization to a changing world. These obstacles recur when adults feel that their value systems are being eroded, their authority diminished, and their knowledge is seen as irrelevant. The approach of the International Federation to youth development recognizes the importance of peer and non-formal education as well as the innovation as characteristic of young people and the importance of intergenerational approach to encourage a genuine partnership.

Around half of the total volunteers of the International Red Cross and Red Crescent Movement are young people³. The International Federation recognizes the importance of building the capacity of youth as key agents for social change and economic development, and to further promote youth volunteering as a way for young people to become aware of the benefits of civic engagement⁴.

In the past years, exceptional progress has been made in the area of youth development. Many National Societies have followed the example of the revised International Federation Constitution by better integrating youth participation in decision making and placing an age limit for youth representatives. New regional networks have been established in the Caribbean and in Africa to facilitate the share of practices and peer-support processes, and move forward together.

¹ Based on main finding from UN World Youth Report 2005

² UN World Youth Report 2007

³ Analysis of the International Federation Youth Policy Implementation – Outcome of the Global Youth Consultation 2005-2007

⁴ International Federation Pledge 129 presented at the International Conference 2007

In order to fully implement the 2010-2011 plan the Geneva office needs:

- a permanent focal point for supporting the work of the Youth Commission and providing technical support on youth policies, structures and programmes development,
- staff supporting the regular update and development of youth communication tools
- specific staff supporting the implementation of defined youth projects mandated by governance decisions and allowing to report positively to the statutory meetings in 2011.

The support of the International Federation to the work of National Societies to better involve youth in their structures and in addressing community needs is linked to the plans developed and based on regional and global priorities identified by the RCRC in their statutory meetings such as:

- [International Federation pledge 129](#) presented at the International Conference 2007 (and signed by about 40 National Societies) to organize a world youth meeting in 2009 and strengthen the base of youth volunteers (by 2011),
- The [Solferino 2009 Youth Declaration](#)
- The decisions of the General Assembly 2009 and of the Governing Board related to the recommendations of the Youth Commission, and
- The [regional conferences plans](#), and in particular youth resolutions as well as commitments related to youth and volunteering, i.e.:
 - Singapore Declaration (2006) for National Societies in Asia and Pacific
 - Istanbul Commitments and Resolution (2007) for European National Societies
 - Guayaquil Commitment and Resolution (2007) for National Societies in the Americas
 - Johannesburg Commitment and Youth Resolution (2008) for African National Societies

Priorities and current work with partners

As a constitutionally mandated function, the International Federation has to encourage and co-ordinate among National Societies the exchange of ideas for the education of children and young people in humanitarian ideals and for the development of friendly relations between children and young people of all countries, and to share good practices for the participation of youth in voluntary services and decision-making processes.

The key priorities for 2010-2011 will be:

- Provide technical support to National Societies to develop youth policies and structures,
- Contribute to involve youth at all levels in programmes and services,
- Develop a youth leadership programme, and
- Facilitate the global knowledge sharing in the area of youth development and strengthening cooperation with organizations working with and for youth.

In order to meet these current priorities on youth development, the secretariat is working in partnership with:

- The Alliance of youth Chief Executive Officers representing the World Alliance of YMCAs (Young Men's Christian Associations), World YWCA (Young women's Christian Associations), World Organisation of the Scout Movement, World Association of Girl Guides and Girl Scouts, the International Award Association, as well as with UNICEF and FAO as in the case of the project "Climate change: Take action now" focusing on youth and Climate Change.
- Global and regional platforms advocating with and for youth such as ICMYO (International Coordination Meeting of Youth Organizations) and the European Youth Forum
- The Irish and Finnish Red Cross to support the youth communication programme and the work related to the organization and follow-up of the world RCRC youth meeting and the Youth Award respectively.
- External corporate partners such as Lenovo and Ely Lilly to support youth innovative programmes and specific projects in the area of health.
- Since 2004 and based on a memorandum of understanding, with the French and Belgian Red Cross, the International Committee of the Red Cross and the World Organization of Scout Movement, to promote the dissemination of humanitarian values and international humanitarian

law among young people through the activity called “Raid Cross”. Currently, hundreds of young people have downloaded the manual available on FedNet and some National Societies have also translated it into their national language.

The number⁵ of visitors/users of the International Federation’s **youth communication tools** confirm how youth increasingly use new technologies to network, communicate and search for information:

- About 1,500 visitors each month to the youth section of the International Federation web site
- Approximately than 1,500 subscribed to the monthly e-newsletter
- About 4,500 members on “Red Cross Red Crescent Youth” Facebook page.

With the support of partner National Societies, the secretariat will continue to further develop youth communication tools to facilitate global knowledge sharing in the area of youth development as well as profile and reward the work of Red Cross and Red Crescent youth volunteers at community level.

The year 2011 will mark a number of important deadlines in relation to youth development processes, such as the adoption of a revised Youth Policy at the General Assembly, the organization of the 4th Youth Award, the report to the International Conference about the progress of the International Federation pledge 129 and the celebration of the 10th anniversary of the International Year of Volunteers, also focusing on youth.

In the next two years, regional conferences will also take place, meaning reporting on the progress on youth development on the base of regional and global plans. All these milestones could represent either great or missed opportunities, depending on the collective resources made available to deliver the activities of this plan.

Youth development programme in 2010-2011

In order to build on the progress and achievement of the plan for 2009-2010, the plan for 2010-2011 will focus on:

- Supporting the revision process of the International Federation Youth Policy (1991) and the development of National Societies youth policies.
- Completing a global youth consultation to gather data on the progress made on youth volunteering, to be analysed and reported to the International Conference in 2011.
- Ensuring the integration of youth development in global and regional plans in the areas of health, disaster and humanitarian principles and values as well as in statutory meetings.
- Facilitate youth leadership development and support regional youth networks work and development.
- Through the youth communication programme, continue to facilitate the global sharing of knowledge and good practices on youth development as well as and profiling the work of Red Cross and Red Crescent youth volunteers through the youth sections on FedNet, the International Federation website, the monthly e-newsletter as well as through social media platforms such as Facebook, YouTube, etc.

National Societies are the main target group of this programme and their leaders (presidents/secretaries general), youth leaders (youth presidents/directors/officers), youth volunteers and, when necessary, International Federation Zone offices, will receive guidance, tools and information on youth development to develop national youth policies, structures, and programmes in the areas of humanitarian values, health and disaster. They will also be encouraged to start national cooperation with global partners working with and for youth.

a) The purpose and components of the programme

Programme purpose
Support National Societies to strengthen the base of youth volunteers.

⁵ Referred to August 2009

The youth development programme budget is CHF 0.4m.

Programme component⁶
1. Support National Societies in the development of youth policies and structures.
<p><u>Activities:</u></p> <ul style="list-style-type: none"> a) Support the Youth Commission to revise the International Federation Youth Policy for its adoption at the General Assembly in 2011 in order to better guide National Societies and International Federation on youth development. b) Encourage and support National Societies to develop national youth policies to better involve young people in their humanitarian work. c) Provide guidance to National Societies in developing youth structures which enable genuine partnership with all members and develop non-formal peer education approaches to reach further people in the community. d) Encourage National Societies to recognize youth structures in their legal base and facilitate a smooth youth-adult succession planning.
2. Promote and support youth involvement in National Society programs and services.
<p><u>Activities:</u></p> <ul style="list-style-type: none"> a) Facilitate the integration of youth in global and regional plans and budgets in the areas of humanitarian values, health and disaster, based on global and regional priorities. b) Support the work and development to regional youth networks to capitalize on national experiences and encourage peer-support. c) Encourage National Societies to initiate, strengthen or adapt youth programmes for greater impact on local communities based on the priorities identified on the Solferino 2009 Youth Declaration and following the training of 500 youth leaders from 150 countries at the world youth meeting d) Contribute to promote among National Societies the toolkit developed by the principles and values department for the promotion of non-discrimination and respect for diversity “Youth as agents of behavioural change”. e) In cooperation with relevant secretariat focal points in the area of health, promote youth peer-to-peer education and community participation in National Societies to scale-up on programmes for the prevention of sexually transmitted infections including HIV; address tuberculosis; promote the “right to know” about substance related harm; act to eliminate stigma and discrimination; promote voluntary non-remunerated blood donation through programmes such as Club 25; and address road safety by informing and encouraging young people to act responsibly. f) Cooperate with focal points in the area of disaster to support National Societies to better involve youth volunteers in disaster preparedness, response and recovery, including psychosocial support programmes as well as in activities related to climate change adaptation, food security and water and sanitation.
3. Support National Society youth leadership development.
<p><u>Activities:</u></p> <ul style="list-style-type: none"> a) Develop a youth leadership training resource and promote it through youth regional networks. b) Encourage National Societies to develop leadership training modules both for youth and adult leaders to enable genuine and effective partnership. c) Work with zone offices to facilitate the development of regional networks. d) In cooperation with the zone offices, support active youth participation in Movement’s statutory meetings and well as in reviewing and reporting on current regional plans implementation to the regional conferences.
4. Facilitate the global knowledge sharing in the area of youth development and strengthening cooperation with organizations working with and for youth.

Activities:

- a) Through the youth communication programme, provide National Societies with regular information and knowledge in the area of youth through the public web site, FedNet, monthly e-newsletter, and other social media communication tools.
- b) Undertake a global youth consultation to monitor and evaluate progress made on youth development by 2007 and prepare a report on Pledge 129 to be presented at the International Conference 2011.
- c) Promote the cooperation with members of the Alliance of youth organizations CEOs and encourage National Societies to develop partnerships at national level.
- d) Provide technical support for Movement actors in order to use a common approach on youth development.
- e) Organize the 4th Youth Award for the General Assembly 2011 to reward innovative youth projects and profile youth volunteers work in the community.
- f) Promote awareness of the significant contribution of youth volunteers during the celebration of the 10th anniversary of the International year of Volunteers.

b) Potential risks and challenges

The main risks and challenges most likely to have an impact on the programme achievement would be the unavailability and lack of support for additional human resources to implement the different activities and achieve the expected outcomes by 2011.

In these last years, the interest and needs of National Societies, youth regional networks, zones and other organizations in cooperating with the International Federation in the area of youth have continued to increase and this can be expected to continue causing challenges in delivery capacity.

The achievement of the programme outcomes is based on the willingness, ownership and capacities of National Societies and International Federation to effectively support youth integration in programmes and increase youth participation at all levels to make the best use of the existing resources. Thus, the focus should be on a variety of factors which enable young people to fully participate in work of the Red Cross Red Crescent.

Negative perceptions of young people, the failure to facilitate opportunities for youth to achieve their full potential, and the inability to recognize that investing in youth benefits the National Society as well as civil society development, would deprive the entire Movement of a valuable creative, innovative and skilled resource.

Role of the secretariat

The secretariat will support the Red Cross/Red Crescent personnel to implement the programme components by providing guidance, tools, information and knowledge on youth development to adopt national youth policies and structures, as well as by sharing good practices of youth programmes in the areas of humanitarian values, health and disaster.

a) Technical programme support

The youth development programme will be implemented in close cooperation and coordination with relevant departments in Geneva office. The secretariat will make available technical resources such as policies, guidelines tools, training material and information to support National Societies leaders, youth leaders and volunteers facilitate the implementation of activities related to the programme components.

Close work with International Federation Zone offices is crucial to further involve and support youth networks and National Society leaders in further developing youth policies, structures and programmes as well as encouraging national cooperation with other organizations working with and for youth.

b) Partnership development and coordination

As member of the Alliance of Youth CEOs and partner of UNICEF, the secretariat will facilitate strategic partnerships with National Societies as well as with other existing donors in the areas related to the health, disaster and humanitarian values. Effective coordination is provided with partner National Societies and the ICRC based on the existing MoU.

c) Representation and advocacy

The secretariat represents the International Federation global unique youth network in relevant global and regional meetings and processes; whenever possible also involves the International Federation Youth Commission members and RCRC youth regional networks representatives. In doing so, the voices of RCRC youth can contribute to influence important process such as the UN World Youth Report.

The cooperation with the Alliance of Youth CEOs aims at advocating for and with young people, promoting youth development and youth leadership, to improve the lives of children and young people world-wide. The 10th anniversary of the International Year of Volunteers in 2011 will also provide an opportunity for a better representation and advocacy focusing together on youth development. The International Federation Youth Award to be given at the General Assembly 2011 also aims at advocating for the impact and positive change that young volunteers' contribution to in the local community.

Promoting gender equity and diversity

In the implementation of the global youth programme gender balance is always promoted to make sure that both young males and females have equal access and opportunities. The promotion of respect for diversity and consequently a more diversified volunteer base is viewed as a key for success to reaching further community minority members. In the Solferino 2009 Youth Declaration young volunteers addressed a call to action to National Societies to include the "most-vulnerable" groups in decision-making processes and declare unacceptable discrimination based on gender and sexual orientation.⁷

The International Federation Youth Policy calls on National Societies to make special efforts to encourage young women to be facilitated in taking more active roles, especially in leadership positions.

Quality, accountability and learning

The planning for 2010-2010 is built on the efforts to:

- Strengthening the quality and quantity of the young volunteer base and to encouraging youth to work with and for vulnerable target groups in their local communities in the areas of health, disaster, capacity building and humanitarian values.
- Guiding National Societies meaningfully to involve and enable youth to engage in decision-making processes to find solutions to today's problems.

The data collected and analysed through the global youth consultation 2005-2007 as well as the continuous dialogue and consultations with the Youth Commission, regional youth networks and national sections and programmes, complemented by close cooperation with other departments and the zone offices will provide an extensive source of information to monitor and evaluate the progress of youth programmes and structures made at national and regional level. Based on International Federation pledge 129 and following the empowerment of 500 youth leaders from 149 National Societies, a global youth consultation will be undertaken in 2010 to report on the progress made at all levels since 2007.

In the planning process of 2010-2011, a new planning guidance was used with new indicators to follow up the implementation of the plan as well as tracking the progress of National Societies. The programme indicators below are to be used in following up and measure progress and impact on youth development.

Programme indicators

- # National Societies with an adopted youth policy developed by, with, and for youth members to enable them to identify needs at a local level and to work to meet them.
- # National Societies with a supported youth structure that enables both peer-to-peer, non-formal education as well as an inter-generational approach.
- # National Societies recognizing youth structures in their legal base and prepared for a smooth

⁷ [Solferino 2009 Youth Declaration](#)

youth-adult succession planning.

- # National Societies that, upon request, have received technical support from the International Federation secretariat for youth development.
- % International Federation regional plans, appeals and budgets where youth is included and integrated into programmes.
- % National Societies that report having initiated, strengthened or adapted a national youth programmes for a greater impact in areas particularly affecting youth in local communities.
- # National Societies implementing the toolkit of youth as agents of behavioural change.
- # National Societies implementing Club 25 programmes on blood donation and health promotion.
- # National Societies implementing advocacy and awareness programmes among youth with a focus on HIV and AIDS, stigma and discrimination.
- # National Societies that implement leadership training programmes for both youth members and adult leaders to ensure an enabling intergenerational partnership.
- International Federation develops and implements international youth leadership training.
- Zones facilitate leadership skills development through regional youth networks and/or peer-to-peer support.
- # National Societies reporting national cooperation with partners organization working with and for youth.
- Movement actors sensitized on youth development.

These indicators will be followed up through National Society baseline, International Federation plans, training records and reports. ICRC and partner reports and evaluations. Global youth self-assessment questionnaire, National Society statutes, youth programmes and policy.

How we work

The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the International Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".

Global Agenda goals:

- Reduce the numbers of deaths, injuries and impact from disasters.
- Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.
- Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.
- Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.

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