

# Mid-Year report



## Israel / MENA

Appeal No. MAAIL002

15 August 2011

This report covers the period 01/01/2011 to 30/06/2011



Graduation ceremony for immigrant families who participated in child care classes with IMDA, February 2011. Without IMDA many families would lack access to safe childcare services.

## Magen David Adom in Israel (IMDA)

**Programme outcome:** Informed by Strategy 2020 and its strategic aims to build capacity for disaster response and recover and increase support for the Fundamental Principles, the International Federation has reestablished its full time presence in Israel for the first time since 2006. Progress has been made in building trust and familiarity between the secretariat and the National Society and a plan and budget was created to define measures of success for our support of IMDA for the first time in six years. A number of new international partnerships are being pursued and several capacity building projects have been initiated.

**Programme(s) summary:** Specifically, effort has begun to build humanitarian activities within Israel, enhance logistics preparedness and communications, and build partnerships around blood services, first aid, ambulance services and volunteer management. The country office also helped initiate a discussion with the secretariat about further integration of the National Society in the Movement, helped IMDA prepare for statutory meetings in November, and facilitated the work of the Independent Monitor around implementation of the MoU that IMDA has with Palestine Red Crescent Society (PRCS).

**Financial situation:** The total 2011 budget is CHF 463,051 of which approximately CHF 199,423 (43%) was covered during the reporting period. Overall expenditure during the reporting period was approximately CHF 166,370 (36%) of the budget.

Overall expenditure is below 40 per cent of the annual budget for two reasons. The first reason is that the office has not yet been invoiced for several critical business services provided by the National Society. The office is new and systems for billing are now being created. Actual office running costs are expected to be close to budget. The second reason concerns program activity. A seasonalized annual budget would show that the office does not anticipate program costs until quarters three and four of the Current Year of 2011. The work plan for the first half of the year

focused on setting up the office, defining objectives and building relationships.

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**No. of people we have reached:** While the International Federation's projects will indirectly benefit vulnerable populations, the primary and direct beneficiaries for 2011 and likely for several years to come are IMDA, the secretariat and sister National Societies.

**Our partners:** The International Federation is working closely with its colleagues in the secretariat and the Federation Representative in Palestine. There is a strong working relationship with ICRC, as well several sister National Societies, including the Norwegian, American, and British Red Cross, all of whom share our goal in Israel. The office is also building its relationship and communicating on a regular basis with the Israeli Ministry of Foreign Affairs as well as embassy representatives of a number of governments active in the Movement.

## Context

- **What were the most significant socio-political, economic or natural events to affect the programme(s) and the people reached during the first half of the year?**

Many variables effect the political and humanitarian environment in Israel. The current inability to restart peace talks with Palestine has all but eliminated hope for a negotiated settlement and led the Palestinian National Authority to pursue recognition of an independent state the UN General Assembly in September 2011. Since March 2011 there has been an increase in the frequency and intensity of violence. The most notable incidents include a bomb attack at a bus station in Jerusalem that killed one and injured nearly two dozen people, air strikes on Gaza that killed militants and civilians, including children, the murder of five members of a family in the West Bank Settlement of Itamar, the apparent assassination of an important, local peace activist in the West Bank, an increase of rocket fire into southern Israel, including one attack on a school bus that killed one child, and a truck attack killing another civilian in Tel Aviv. While these incidents did not spiral into a larger, more sustained volley of violent attacks, they have raised the level of tension and further diminished the prospects of restarting peace talks.

Furthermore, the civil unrest in many Arab countries has thrown, at least for the Israelis, an otherwise predictable and manageable regional geopolitical landscape into uncertainty. While many around the world, including some in Israel, watch changes throughout the Middle East and North Africa with hope for liberated nations with more stable and democratic governments, many in Israel watch with anxiety. The peace treaties with Egypt and Jordan have over the years been "cold," but they have also been vital to Israel's security. So far, the interim government in Egypt has stated it will continue to honour its treaty with Israel, and civil unrest not broken the peace Israel has with Jordan. Regardless, the next Egyptian government will be less accommodating to Israel, and the current regime has already begun to open its border with Gaza, raising concerns for Israel around the importation of weapons and war material. Going forward, the Jordanian government may also choose to be more circumspect in its relationship with Israel. The result, Israel will likely prepare for all eventualities.

If the peace process was not dead already, the unity agreement between Fatah and Hamas, at least in the eyes of the Israeli government, has finally killed it. The Israeli government, with backing from the United States, has said it will not re-enter peace negotiations until Hamas recognizes Israel, renounces terror and agrees to honour existing agreements between the Palestinian National Authority and the Israeli Government. The Turkish and Egyptian governments seem to be supporting this position by calling on Hamas to be realistic in its engagement with Israel and as a member of the unity government.

There are a number of other factors that further complicate the context in which we work. A deterioration of the security environment in the Sinai Peninsula and on borders with Syria and Lebanon, along with the prospect of a second flotilla to Gaza have raised additional alarm bells for

the Israelis. Breaches to the border fences with Lebanon and Syria that resulted in 16 deaths and dozens wounded, and additional calls for protestors to march on these borders, have prompted the Israeli government to increase its military presence in the north and prepare for what it considers attacks on Israeli sovereignty. Lastly, recent changes in the Lebanese government, which placed Hezbollah, a party more hostile to Israel in greater power, and the threat of Iran, which many suspect of developing nuclear weapons while maintaining a public position that calls for the destruction of Israel, are additional factors.

- **What are the likely effects/ humanitarian consequences of the events described above?**

The scale and impact of humanitarian consequences of the situation described above are impossible to predict. Ongoing, sporadic and sometimes severe outbreaks of violence will likely continue, with injuries and fatalities to some individuals and occasionally tens of civilians. The situation will likely remain relatively stable until September, when the Palestinian Authority may go to the UN General Assembly for a vote on Statehood. If this happens, it is possible that Palestinians will march peacefully on Settlements and the Security Barrier to demonstrate their sovereignty over the land. In this case, Settlers may respond violently and the Israeli Defence Force might come to their aid. The situation could spiral out of control quickly, even prompting governments such as Lebanon and Syria to intervene on behalf of the Palestinians. In this case, the Israeli's might launch a counter attack and a large-scale Middle East war could ensue. A lack of progress toward peace or statehood for Palestine may also lead to another uprising. Although it is impossible to predict the character and scale of another intifada, an increase in deadly terrorist attacks on Israeli civilians may be likely. This would result in further restrictions on Palestinians in Israel and the occupied territories, causing additional humanitarian consequences for millions of people, and/or re-occupation or annexation of additional Palestinian land. Finally, the Israeli government may choose to get ahead of either the "Arab Spring" or the diplomatic initiative by the Palestinians by advancing a new proposal for peace or by taking unilateral action to withdraw from or annex large parts of the West Bank.

- **How do the events described above impact the work of the National Society?**

The National Society in Israel has responded by continuing its services as usual. The National Society likely sees the recent changes as affirmation that it has chosen its priority areas wisely, i.e. to be ready for all eventualities, with a particular focus emergency medical services and preparedness for mass casualty events. The International Federation recently supported IMDA in its participation in a five-day, nation-wide simulation to prepare for 350,000 persons displaced from war. The National Society has also stepped up its effort for cross-border and logistics preparedness in the event of an earthquake or war that impacts populations in and outside of Israel.

Significantly, the National Society also continue to honour and advance its commitment to the Palestine Red Crescent Society (PRCS) and the Movement at large by working towards full implementation of the Memorandum of Understanding it signed with PRCS in 2006. The International Federation provided support to IMDA during the reporting period in a number of ways, including facilitating a high-level visit organized by the Standing Commission to support both National Societies.

## Progress towards outcomes

Below is a partial explanation of outcomes for the International Federation in Israel during 2011. For a complete explanation see the Plan and Budget at <http://www.ifrc.org/docs/appeals/annual11/MAAIL00211p.PDF>.

### Outcomes

**Outcome 1: IMDA will raise its profile and enhance its reputation within the Movement through its work in international disaster response, preparedness and development.**

**Objective 1.1:** Increase support of sister NS in diversity, value and frequency

**Specific indicators of success may include:**

- IMDA delegate placed in a Federation delegation for 12 months or longer
- IMDA staff seconded to Federation secretariat
- The number of staff deployed for international missions increases from the previous year
- The number of societies that co-deploy with IMDA for emergency response increases from the previous year
- IMDA contributes funds to an IFRC or Movement appeal
- IMDA provides funds to a national society for implementation for bi-lateral projects

**Objective 1.2:** Create and enhance partnerships with other NS

**Specific indicators of success include:**

- Exchange of letters of commitment with other National Societies
- Deployment or training with NS that IMDA has not yet trained or deployed with
- A partnership agreement with an additional national society

**Objective 1.3:** Increase coverage of IMDA's work on Movement media

**Specific indicators of success include:**

- IMDA generates for each international activity a press release or story for secretariat media
- Major events concerning IMDA in Israel are covered on the International Federation's public web site within a reasonable timeframe, as determined by communications professionals
- IMDA international deployments are covered in Movement media

#### **Achievements**

- IMDA's response to massive fires at Mt. Carmel, a rare natural disaster, was covered on public IFRC.org web site, and so was its cooperation with the Kenya Red Cross and Wildlife Services around ambulance, first aid and emergency medical services.
- IMDA hosted its first ever Movement Coordination meeting with Movement partners, including ICRC, two PNS with a regional presence and the International Federation.
- IMDA has engaged in conversations about how to diversify its support of sister NS. IMDA approached the International Federation seeking a greater connection to the Movement in a current bi-lateral project. Serious discussions included offers of in-kind contributions, secondment to the Federation of a long-term delegate, and playing a leadership role in a capacity assessment of another NS. While these opportunities remain unrealized, an important dialogue has begun around how to reform internal systems to accommodate a greater range of international activity.

**Outcome 2: IMDA's commitment to the Fundamental Principles and its role in both domestic and international disaster response, preparedness and development will be enhanced within Israel and the Movement.**

**Objective 2.1:** Define depth of IMDA's "red cross" activity

**Specific indicators of success include:**

- An inventory of non-EMS and non-blood related activity from every region
- Valuation of time and in-kind contributions related to non-EMS and non-blood activity

**Objective 2.2:** Increase humanitarian activity in Israel for vulnerable populations

**Specific indicators of success include:**

- An internal statement from senior management about MDA's commitment to humanitarian activity within Israel
- Sub-grants offered to stations and dispatch points for humanitarian programming

- An incentive program for stations, dispatch points or staff for their humanitarian programming

**Objective 2.3:** Disseminate IMDA humanitarian successes to Israeli population

**Specific indicators of success include:**

- Monthly feature of humanitarian activity on front page of IMDA website
- Communication material provided to stations and dispatch points for dissemination

**Objective 2.4:** Post IMDA stories on the public website of the International Federation

**Specific indicators of success include:**

- A list of story ideas updated once a year
- At least two stories posted on the International Federation's public web site

### Achievements

- Some initial research has been done around the depth of Red Cross activity within Israel by IMDA. Data was also collected from an earlier ICRC survey.
- The International Federation and IMDA are collaborating on the design of a sub-grant program that will provide opportunities for IMDA stations to expand their humanitarian activities.
- The International Federation is developing a local newsletter to promote the connection between IMDA and the Movement and to cultivate interest among IMDA staff who have taken initiative to learn about or promote the Movement.
- The Country Representative facilitated a formal change in the abbreviation used to refer to the National Society, making the nomenclature associated with IMDA more consistent with other National Societies.

### Outcome 3: IMDA and sister National Societies will gain capacity through more frequent and planned exchanges of information, technical skill and knowledge

**Objective 3.1:** PR and media training for MDA

**Specific indicators of success include:**

- Secretariat or PNS to provide training
- An increase in the number of NS staff with PR training
- Measurable difference in skills and competencies

**Objective 3.2:** Training on, visit to, IFRC Regional Logistics Unit

**Specific indicators of success include:**

- A visit to the Dubai Regional Logistics Unit
- IMDA participation in a Federation logistics training

**Objective 3.3:** MDA to provide EMS training to another NS

**Objective 3.4:** MDA to receive training on social welfare programming from another NS

**Objective 3.5:** MDA staff and volunteers to participate in DM training with another NS

**Specific indicators of success include:**

- IMDA to provide EMS training to another NS
- IMDA to receive training on social welfare programming from another NS
- IMDA to participate in DM training with another NS.

**Objective 3.6:** Sector leads in secretariat will regularly seek IMDA participation in events

**Objective 3.7:** IMDA and Movement partners will exchange tools and material for feedback

**Specific indicators of success include:**

- Secretariat staff in zone proactively identify opportunities for IMDA participation
- IMDA regularly receives routine communication from secretariat sector leads
- IMDA submits some piece of material or tool in development to the secretariat for input
- IMDA receives an invitation to comment or participate in development of secretariat tools

## Achievements

- The Country Representative has initiated and sustained a dialogue with secretariat staff about how best to support IMDA. A decision has been made to define a protocol to ensure services and a visit to the Regional Logistics Unit in Dubai.
- An invitation was secured for IMDA to the annual ICG meeting in Japan. The meeting was postponed because of the March tsunami.
- IMDA and the International Federation have a preliminary Plan of Action with dates and Terms of Reference for comprehensive support from the secretariat for media strategy and communications.
- The Country Representative has participated in training IMDA staff on Movement practices and principles.
- Several extended meetings have been held with IMDA to assess logistics preparedness and the applicability of the Seville Agreement during a large-scale disaster in Israel.
- A new opportunity for IMDA to provide technical support to another National Society around blood services was identified and is now being considered.
- While there is still more work to be done around ensuring sector leaders broker opportunities for IMDA, communication from the secretariat in the zone has become more reliable.

## **Outcome 4: Align communication messages and plans regarding IMDA among secretariat actors to enhance capacity and prepare for Movement and IFRC statutory meetings**

**Objective 4.1:** Enhance communication with ICRC, IFRC Zone, IFRC oPt

### **Specific indicators of success include:**

- Conduct monthly meetings with ICRC
- Conduct monthly meetings with IFRC oPt
- Host meetings with National Society regional delegations quarterly
- Conduct at least one meeting with senior representatives in headquarters of National Society interested in providing financial, political or technical support to IMDA

**Objective 4.2:** Enhance Movement's advocacy with Israeli government

### **Specific indicators of success include:**

- A report and recommendation to the Independent Monitor and IMDA on the status of the red crystal within Israeli law
- Introduction and initial meetings with government officials responsible for issues arising from the MoU and the AOA.

**Objective 4.3:** Create a communications plan in anticipation of the statutory meetings

### **Specific indicators of success include:**

- Key messages about results of the MoU common among secretariat offices
- An information package containing essential information available to governments and National Societies ahead the Statutory Meetings

## Achievements

- Through active solicitation and recurring communication with a number of Presidents and Secretaries General of other National Societies support for both IMDA and the International Federation's Plan and Budget has been obtained.
- The Country Representative attended the MENA Zone conference in UAE and successfully advocated to key stakeholders in support of constructive dialogue around the MoU.

- The Country Representative has advocated similarly in numerous other venues in support of practical inclusion and its connection with Statutory Meetings.
- Good relationships and regular contact have been established with the Ministry of Foreign Affairs, the Norwegian, Swedish and US Embassies.
- Good relationships and regular communication has been established through regular meetings with ICRC, PNS in the region, colleagues in Ramallah and IMDA.
- The International Federation successfully facilitated a delegation of senior leaders from four National Societies recommended by the Standing Commission to support IMDA and PRCS in their implementation of the MoU.

## Constraints or Challenges

<b>Risk/Challenge</b>	<b>Mitigating Strategy</b>	<b>Unlikely - Likely</b>	<b>Impact</b>
Lack of consensus within IMDA to allocate time or money to international work within the Movement framework.	Advocate within NS. Demonstrate value in other areas.	Likely	Mixed messages, delayed decision making and missed opportunities.
Perception among internal stakeholders that humanitarian work takes away from core business, presents a cost and not a benefit to IMDA.	Advocacy and demonstrate value in other areas. Create transparent, mutually agreed plans.	Likely	Lack of consensus among stakeholders and absence of transparency for mutually agreed plans.
Lack of existing relationships, or sense of responsibility between technical staff in secretariat and IMDA to ensure access to training and w/s.	Make introductions, encourage connections, create system of secretariat as broker/agent.	Unlikely	Ongoing lack of awareness of mutual connections and a continuing sense of isolation and neglect.
Movement components reluctant to host IMDA or make public its cooperation and communication with IMDA.	Advocate within the secretariat.	Likely	Too few partners create too few opportunities. IMDA excluded from planning outside region of marginal value.
Lack of consensus among secretariat or Movement actors on objectives for greater integration of the NS.	Advocacy and regular communication with Zone and Geneva.	Likely	Inconsistent messaging, confusion and less constructive dialogue.

## Working in partnership

The International Federation in Israel shares space and administrative services with the National Society, and is responsible for its own security and representation to the host government. While we currently have no formal agreement, the International Federation is cooperating well with IMDA, ICRC, the Norwegian and American Red Cross Societies. The International Federation does not have its own legal personality in Israel, and currently

relies on a combination of support from IMDA, colleagues in Palestine, or the Country Representative personally. Initial meetings have taken place with the only UN agency present in Israel, UNHCR.

## Contributing to longer-term impact

- **Monitoring systems**

The International Federation is using several check-lists to monitor its progress in Israel. It has defined key measures of success for each outcome and objective, and it is placing posters in its office where progress against each indicator is to be recorded. Furthermore, the performance objectives of the Country Representative and the Assistant are both linked to the Director of the Zone and the Secretary General, and aligned with recognized business lines.

- **Long-term impact**

The International Federation in Israel is contributing to the long-term impact of the Movement by affirming the Fundamental Principles and working toward full, practical inclusion of one its newest members. By establishing and maintaining a full time presence in Israel the International Federation is demonstrating how deeply it values the membership of IMDA, how committed it is to supporting all its members, and how ready it is to invest in future cooperation. Magen David Adom in Israel is a National Society with capacity and interest to contribute more in support of the vulnerable around the world. The National Society also has much to learn from other Red Cross and Red Crescent Societies. More regular interaction through a country delegation, greater cooperation, shared training and mutual support among National Societies will enhance the capacity of IMDA and the Movement in general to serve the most vulnerable.

Furthermore, the full implementation of the MoU between IMDA and PRCS will show that two National Societies in one of the most complex operating environments in the world can put the Fundamental Principles ahead of local politics. Implementation of the MoU will also reinforce the ten conditions for recognition of a National Society. These courageous acts of leadership affirm our Fundamental Principles and reinforce our rules for recognition, which in turn demonstrate to the world the unique benefits of the Movement, enhance the protective nature of our emblems, and help preserve our access to the most vulnerable.

## Looking ahead

The first half of 2011 went as well as can be expected. After not having a presence in the country for a number of years, and a relationship deeply informed by the complexities of the region, the International Federation did well simply to establish its office, define measures of success and build trust. It has become clear that the goal of the International Federation in Israel to ensure the benefits of membership for both IMDA and the Movement will take many years. While the priorities and plans set during early 2011 remain in place, patience and perseverance well beyond this year will be essential.

<b>How we work</b>	
<p>The IFRC's vision is to:</p> <p>Inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.</p>	<p>The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:</p> <ol style="list-style-type: none"> <li>1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.</li> <li>2. Enable healthy and safe living.</li> <li>3. Promote social inclusion and a culture of non-violence and peace.</li> </ol>

## Contact information

For further information specifically related to this plan, please contact:

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