

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

COMMUNICATIONS, ADVOCACY AND PARTNERSHIPS

28 June, 2002

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 178 countries. For more information: www.ifrc.org

Appeal No. 01.71/2002

Appeal Target: CHF 8,114,479

Beneficiaries/target groups (if available): N/A

Programme Update No. 1; Period covered: January - June, 2002;

IN BRIEF

Appeal coverage: 10.6%

Related Appeals: N/A

Outstanding needs: 7,256,233

Summary: *Despite the serious lack of funding (only some 10% of the appeal amount covered so far) activities in the Advocacy, Communications and Partnerships areas have continued. Several partnerships with external contacts have come to fruition and Memoranda of Understanding have been signed: Similar initiatives have been made in the private sector negotiations. Communications development has continued through the translation of existing materials and the expansion of the Federation's web site, while in advocacy there were major advances in international representation and the transmission of Federation positions in key humanitarian fora. However, if the funding situation does not improve, the second half of the year will encounter major challenges in the attempt to meet the commitments and objectives outlined in the Appeal document.*

Context

The main purpose of this Global Programme is to improve the lives of the most vulnerable people by improving advocacy, communications and partnerships, and through building capacity in these areas.

Overall, the components of this Global Programme are focusing heavily on building skills and capacity and providing adequate means and tools for staff and volunteers in Federation Delegations and National Societies. Such activities and programmes will ensure that their field actions provide support to and enhance effective service delivery to the beneficiaries.

In addition, the programme is aiming to strengthen existing and build new partnerships and relations with key counterparts, as well as build collaborative relations between different parts of the Movement through Co-operation Agreement Strategies. Finally the Programme aims to strengthen all the components of the Movement and improve its effectiveness and efficiency by building better co-operation and coherence in operations.

Update on Programme Developments w

Communications Development w

Main goals of the Communications Development programme are to seek better methods of reaching and engaging the media; enhancing and developing additional resources at the regional level; improving monitoring and evaluating communications activities with the aim of measuring and improving effectiveness; and building the skills of the communications staff in regional delegations and National Societies.

Achievements against objectives

Objective 1 Monitor and set benchmarks to evaluate communication and advocacy activities on an ongoing basis.

- Communication activities are benchmarked against what was delivered in 2001 in terms of quality and impact. The media benchmarking industry leader, CARMA, has been approached to provide this data in a more co-ordinated and consistent fashion.
- To be shared with National Societies, regional delegations, the programme is currently being reviewed with ICRC who will also share in the information produced.

Objective 2 Develop a more targeted, communication programme to increase message delivery to opinion leaders and donors following identification and evaluation of media channels.

- Once the above process is completed with CARMA, media will be targeted in a more efficient manner.
- One direct result of the process already completed as a pilot was a complete review of the World Disasters Report and its impact within the disaster management community and the media. The database of disaster management associations and foundations was completely revised and media materials prepared in such a way that pickup for the this year's report surpassed 2001 in terms of number of places where the report was launched (in 2001, 100; in 2002, 120).

Objective 3 Hold at least two global meetings for all regional information delegates to share information, discuss strategy, and develop objectives based on a semi-annual review of activities.

Due to budget restrictions, only one meeting will be held in 2002 (September) and be used as a review and planning meeting for all regional delegates. Other communicators from the regions will be invited to participate and assist in the development of the 2003 communications strategy.

Objective 4 Increase consistency of messaging and delivery, and improve professionalism of regional information delegates through review of current activities, restructuring of delegations, and replacement/hiring of appropriate staff as a means of not only improving National Society communications capabilities but also inter-Federation and external communications with media and donors.

- Message delivery has been increased through better notification using the Internet and the Federation's web site. In addition, the strategy laid out at the end of 2001 and approved for 2002 was shared widely throughout the Federation as a means of improving consistency.
- Local hired staff is in place in West Africa and is planned for India (September) and Central America (Fall 2002).

Objective 5 Have in place the technological support of digital cameras; computers; telecommunications; and other necessary materials, including maps, graphics, etc., to better feed information into the media channels thereby improving awareness and perception of National Societies and media coverage of ongoing activities.

This objective has not been met due to a lack of funding.

Strengthening Regional Networks w

Achievements against objectives

Objective 1 Establish a regional information resource in each regional delegation by June 2002.

The Federation was able to locate the funding to place regional information staff in East, Central and West Africa but was unable to secure funding for the Central America regional information delegate position leaving the post vacant.

Objective 2 By region, develop succession plan for regional information delegates with the goal of having mainly locally recruited staff in place in the region by 2004.

Transition to locally recruited staff is underway. In Central Africa the transition to locally hired staff was possible in February 2002 and in India, the transition will occur in September 2002. It is expected that the process will continue in other regions as well.

Objective 3 Monitor performance through evaluation and monitoring of coverage by region to determine effectiveness and success of regional implementation.

- Currently being done on a project by project basis. For example coverage following the 8 May HIV/AIDS anti-discrimination programme was excellent with more than 60 National Societies submitting reports of local, regional and international press coverage.
- The launch of the World Disasters Report was done in more than 120 locations around the world and received significant coverage in both print and electronic media in all markets.
- Also, on an ongoing basis evaluation is carried out through use of the internal performance management programme combined with coverage carried on the web. Regional delegations must have approved communications programmes through their regional head of delegation with input provided by the secretariat communications staff.

Objective 4 Meet twice yearly with regional staff to align programmes and train regional information delegates in developments at the Federation level and professional skills.

A global meeting of information delegates and senior communicators from National Society fora (notably the European Public Support Group (EPSG) and the Inter-American Forum) will be held in September 2002. The goal of the meeting will be to review the effectiveness of communication programmes undertaken during the year and plan an integrated communications, advocacy and external relations programme for 2003.

Communications' Monitoring and Evaluation w**Achievements against objectives****Objective 1 Identify at least two internationally established and professional monitoring and evaluating third party sources for both print and electronic media, selecting one by the end of January 2002.**

- Successful discussions were held with the media monitoring industry leader, CARMA, among others. CARMA recently followed up with a cost proposal that has been shared with the ICRC to determine if the overall cost for determining the effectiveness of communications and identification of trends can be shared.
- It is anticipated that CARMA will be able to produce a quarterly report on trends affecting the Federation and provide an overview of the image and positioning of the Federation in the international sphere.

Objective 2 Provide quarterly briefings to Federation leadership and National Societies for local use and development of communications and advocacy programmes at the local, regional and international levels.

Quarterly update is now a standardised publication, giving an overview of activities, programmes and initiatives, both in Geneva and in the field.

Objective 3 Using evaluation, identify critical media channels and target activities accordingly as a means of determining success.

Once approval for resources is given, the secretariat will go ahead with the quarterly CARMA reports that will be shared with all National Societies and regional delegations. Current methods of evaluation are still being used to provide a more targeted approach. With the CARMA reports this will be refined..

Communications Training w

Main goals of the Communications Training programme include development of basic communications skills of National Society branch staff through the extension and updating of a Distance Learning Programme; improving the overall professional skills of National Society communications staff through the extension and translation of the Communications Guide; and improving and expanding the relationship with the media through the extension of the Journalist Training Programme.

Achievements against objectives

Objective 1 Develop and extend the impact and reach of the Communications Guide through translation of document in to other language; holding train the trainer sessions at the regional level; and revising the publication in light of changes and additions required by National Societies for use at the National Society level.

- The Guide for Movement Communicators, launched in November 2001, is currently in the process of being translated into French, Spanish, Arabic, Chinese and Russian for use in the field by National Society headquarters communicators. The translations are expected to be completed by September with CD-roms of the guide available at the same time. Originally scheduled for June 2002, funds for translations and finding translators capable of meeting the deadline were not possible.
- The Guide for Movement Communicators will also be revised at the end of the year to update information and include the new advocacy training materials.
- The Federation's secretariat has also approached the EPSG to provide trainers who can go to regional communicators meetings to train National Society staff. The EPSG will revert with trainers by the end of October with training sessions planned for regularly scheduled regional meetings.

Objective 2 Improve the level and professionalism of communications with National Societies through the extension, translation into the four official languages and publication of the Distance Learning Programme; train the trainer sessions; and revision of the programme as needed following its roll out.

- The Distance Learning Training Programme is currently being evaluated for content and course structure by educators in Central America where it was piloted and used in 2001. Once the evaluation is completed the programme will be revised and translated into French, English, Arabic, Chinese and Russian for use by National Societies and their branches in an effort to improve the communications flow both inside National Societies and between them and the secretariat.
- Translation and train the trainer sessions were delayed due to lack of funds. However, the Federation expects to meet its target by the end of the year.

Objective 3 Improve coverage of National Society activities and support Federation wide humanitarian goals and objectives through the Journalist Training Programme including updating and revising the courses piloted in Eastern Europe and Central America; train the trainer sessions at the National Society level; and revising and translating the course into the four official languages and possibly Russian and Chinese.

Due to the lack of funding, the Federation has not been able to develop the proposed Journalist Training Programme.

Objective 4 Have in place the technological support of digital cameras; computers; telecommunications; and other necessary materials to feed information into the media channels and between National Societies as a means of improving awareness and media coverage at all levels.

Due to limited funding, this objective is currently not being met. It is hoped that during the course of the year funding will become available and we will be able to ensure appropriate and sufficient technological support is available for use by the Federation and national Societies in the field.

Communications Guide for National Societies w

Achievements against objectives

Objective 1 Produce necessary language versions (French, Spanish, Arabic, Russian and Chinese) to increase usage by National Societies.

Translation of the guide is currently underway and is planned to be completed by September 2002. Translation work will be carried out through National Societies and regional delegations.

Objective 2 Create and carry out train the trainer programme in all regions/sub-regions so the Communications Guide can be properly used in National Societies as well as to take participants through the intensive communications training.

The European Public Support Group has been approached to take on the responsibility of carrying out the train the trainers courses. It is anticipated that the trainers will be identified before the end of the year and training will start as early as October 2002.

Objective 3 Write, edit and produce updated version of the guide for National Societies by October 2002.

This programme is currently being reviewed by both the Federation and ICRC (jointly funded) and will commence in Fall 2002.

Objective 4 Identify necessary methodology and technology needed to load the guide onto a password protected/intranet site as well as produce downloadable version for use as a hard copy reference guide.

This objective has been met with the guide currently on the Federation's web site under password protection.

Distance Learning Training Course for National Society Branch Communicators w

Achievements against objectives

Objective 1 Identify necessary methodology and content needed to revise, update and professionally develop the Distance Learning Communications Training Course so that it is relevant and appropriate for all National Societies.

This objective is currently underway with an evaluation being done in Central America through the Federation's regional delegation. Once the evaluation is completed it will be reviewed by professional educators in a third market to ensure completeness and accuracy as well as use of proper methodology.

Objective 2 Create and carry out train the trainer programme in all regions/sub-regions so the Distance Learning Communications Training Course can be successfully implemented and used in National Societies.

It is anticipated that this will be carried out by the same trainers identified in the objective above for the Guide for Movement Communicators.

Objective 3 Write, edit and produce updated version of the package for National Societies by October 2003.

Once the evaluation is done, it is anticipated that the first revision will be completed by September 2002 and in the field shortly thereafter.

Objective 4 Produce necessary language versions (English French, Arabic, Russian and Chinese) to increase usage and relevancy within National Societies.

The courseware will be translated into the four official languages and Russian and Chinese following the evaluation..

Journalist Training Programme w

Due to the lack of funding there was no possibility to develop the proposed Journalist Training Programme.

Web-based communications w

Key goals of the Web-based communications programme are to deliver Internet capability in all four official languages on a real time basis, improve information sharing that will increase efficiency at all levels; and continually update technology and ensure its web sites are modern, informative, easy to use, well-targeted and embrace new media.

Achievements against objectives

Objective 1 To edit and maintain the News section of the web site; crisper editing of copy, more links within the site, addition of audio/video streaming, better service for the media.

The number of news stories on the web site has been continually growing and the variety has been expanded - for instance, there is a planned attempt to produce not only news stories but also opinion pieces on topical humanitarian issues.

Objective 2 To develop and maintain the web site in French, Spanish and Arabic to meet the information needs of non-English target audiences. To promote this site among these audiences.

- The public web site of the Federation was revised in April 2002 and included adding new elements to the home page and adding an on-line donation capability.
- The public web site was also launched in Spanish and French in June 2002 to improve communications with other language groups and geographies. We have been unable to secure the funds to translate and maintain an Arabic version of the web site.

Objective 3 To support regional delegations to develop and maintain their web sites/Internet capacities. It is planned to support three regional web initiatives (Europe, Caribbean, Asia/Pacific), depending on funding.

- The Federation is currently in the process of assisting regional offices (South Africa, West Africa, and Central America) to launch or revise their own web sites.
- The European Public Support Group (EPSG) has been approached and the work has started with them on better co-ordination for the use of photography through development of links to photo libraries of various National Societies.
- In the meetings and discussions with Youth departments of a number of National Societies and EPSG members, it was determined that there is a clear need for development of a youth (or youth-oriented section of) web site.

Objective 4 To develop and maintain an effective internal web site capacity (Intranet). This involves making the current Intranet accessible to field delegations and National Societies by password, adding additional content, databases and online communities, thus enhancing knowledge sharing and improving internal communications among all components of the Federation.

The Federation has been unable to launch the Intranet solution as of yet, due to lack of funding for this proposal.

Humanitarian Advocacy Development w

The main goals in the Humanitarian Advocacy programme are to continue building advocacy as essential part of all Federation and National Society programmes and linking advocacy messages and elements in all our external representations. The main goal in emblem area is to continue disseminating information about the third additional protocol and working actively with States and National Societies on the need for a diplomatic conference, in order to comprehensively resolve this issue.

Objectives and Activities

Objective 1 Increase National Society familiarity with Advocacy as an essential tool in influencing policy development by other agencies and the projection of programmes to others in the Movement and interested parties elsewhere.

- The department continued working actively on increasing familiarity of National Societies with the concept and added value of advocacy, and also involving Federation delegations in the process of promotion and information sharing.
- Information sessions on advocacy, as well as distribution of relevant materials, were carried out by the department during four National Society Partnership meetings (2 in Africa and one each in Asia and Europe), reaching nearly 50 National Societies. In addition, the opportunity of the gathering of over 50 National Societies from Europe as well as about 15 others as observers at the European Conference in Berlin was used to further increase the knowledge and appreciation of advocacy as an essential tool in influencing policy and setting of the humanitarian agenda.

- Federation delegations staff used several other opportunities (in the Pacific, South Asia and Africa) to share relevant materials at regional and national meetings of National Societies.

Objective 2 Provide the necessary training to National Societies, Federation delegations, headquarters staff. Make use, where appropriate, of trained delegation staff and facilitators with private sector expertise familiar with the cultural values of the persons designated for training.

The department carried out training on advocacy theory and practice on a number of occasions, of which two include:

- National Society Leadership Development Programme in Geneva (26 participants from 16 National Societies);
- South Asia and South-east Asia Workshop on Advocacy in HIV/AIDS in Nepal (over 40 participants from 19 National Societies).

The department used other opportunities, including during meetings convened in Geneva for other purposes, to bring the significance of advocacy to the notice of participants, using case studies to show how advocacy could benefit them in their ordinary work.

Objective 3 Institute a new system for the involvement of National Societies in the development of Advocacy positions for the Federation at major international conferences. Provide skills training in the handling of international and regional conferences where support can be found for programmes and advocacy positions.

- The department worked with three Federation Delegations (Abidjan, Vietnam and Suva) and four National Societies (Sweden, Canada, Australia and Uganda) on developing and testing Points of View (POVs), one of the key new advocacy tools for National Society and delegation people for use at external events or on specific occasions. Further testing took place during the April Conference of European National Societies. This testing validated the concept, and POVs are now available to National Societies, Delegations and staff through a special Internet web site as well as in hard copy form. The number of POVs available will now expand, in accordance with priority concerns and the wishes of National Societies.
- A number of National Societies had a first-hand experience of being involved in international or regional representation at various events, building their own skills and capacity in handling and using such gatherings to promote their humanitarian agenda. Some of the main meetings covered in the first half of the year include: the UN World Assembly on Ageing (with involvement of 5 National Societies - learning how to influence the future policy direction in this field); the UN Special Session on Children (with involvement of 2 National Societies - learning how to present the views of the Federation and National Societies to a UN audience and how to lobby for better protection of children affected by HIV/AIDS); the IPU Conference in Morocco and World Food Summit in Rome (involving one National Society each, delivering speeches and networking with key stakeholders).

Objective 4 Make use of international and regional conferences, in tandem with National Societies, to present Federation positions and demonstrate the benefits of strong and co-ordinated representation.

Conferences and meetings mentioned under Objective 3, as well as a number of other opportunities, have been used to present the Federation position on various issues of concern to the organisation and most vulnerable people it aims to assist. It is now a standard approach that for every such occasion of regional or international importance, National Society people or representatives will be an essential part of the Federation team to the event. It is also important to mention here three other critical developments:

- There is now a sustained effort on building a strong presence at important annual conferences (for instance at UN Commission on Human Rights, with several interventions and the World Health Assembly with three interventions);
- Same goes for targeting of the agenda-setting meetings, such as involvement at Preparatory Commissions on World Summit on Sustainable Development, ECOSOC, UNHCR, as well as at the Regional Ministerial Conference on People Smuggling in Bali;
- The Standing Committee on Trade Marks and Domain Names of the World Intellectual Property Organisation has been used by the Federation to present positions which will build a legal framework facilitating the work of National Societies in protecting their names and emblems against abuse on the

Internet. This is a groundbreaking area of law, and the Federation's activity has led the ICRC to join forces with it.

Objective 5 Produce training materials and tools for courses, as well as materials showing the benefits of successful advocacy.

The training materials that already exist are being used on every possible occasion. In addition, the main training manual on theory and practice of advocacy is in production, and should be finalised by September 2002. This tool will be distributed to all in electronic and hard copy form, and translated into other languages to ensure wide-spread use.

The work in international organisations and meetings has revealed a need for specialised training in multilateral negotiation skills, for National Societies and Delegates. The first such sessions are planned for September 2002.

Objective 6 Develop feedback mechanisms through contact with National Societies, donors, delegations and Federation staff. Report on progress to the Federation Governing Board.

Contact and gathering of information and feedback continues on a regular basis, and relationships with several key National Society staff have been developed, however there has not yet been enough progress in developing a standardised mechanism for regular and comprehensive feedback. A separate e-mail address for advocacy will be established in the second half of the year.

Objective 7 Maintain international dialogue on all aspects of the emblem and support for a third additional protocol until the diplomatic conference has been successfully convened and the protocol adopted.

The Department maintained intense consultations with governments, diplomatic missions, National Societies and the ICRC on these issues. Apart from stressing the value of the proposed protocol, the department worked for a wide understanding of the significance of the invitation by the Council of Delegates to all components of the Movement to explore initiatives for operational co-operation with the National Societies not yet recognised as members of the Movement.

The consultations involved visits to Israel, Eritrea, Kenya, Jordan, the United States and the UK, as well as many meetings in Geneva and at conferences elsewhere. Kazakhstan ceased being a country relevant to this objective at the end of 2001 when the government adopted a law establishing the red crescent as the emblem of the armed forces' medical units. The Society adopted the red crescent several months later and is now subject to ordinary membership criteria.

Although it seems unlikely that the diplomatic conference required to adopt a protocol will be convened in the near future, the "operational contact" track established by the Council of Delegates and the Standing Commission is helping to build confidence in the ability of the Societies affected by emblem problems to function operationally as participants in the Federation family.

Objective 8 Write, edit and produce updated versions of explanatory materials - in all relevant languages - for distribution as hard copy and electronically, and through the Federation and Movement web sites. Support the activities of the Societies in Formation which are awaiting the establishment of the additional emblem so they can join the Movement and the Federation.

The Department revised and updated the Federation web site, and plans to do so again in July/August. It also issued a paper to help National Societies lobbying their governments on the priority which should attach to the negotiation and adoption of the protocol. This work took place in active consultation with National Societies and the ICRC. It also involved helping regional delegations - in particular Amman - produce material which could be distributed to National Societies within their purview.

Working with the MENA Department, the Amman Regional Delegation and the Tel Aviv Federation Representative, the Department took an active role in prioritising and seeking action and results on 26 different areas of operational co-operation identified for Israel and almost the same number for Eritrea. The department took part in meetings in program meetings in Amman, Tel Aviv, Jerusalem, Asmara and Nairobi in support of the Societies in Formation. The department also helped the Societies in question in their preparations for

meetings, including the World Health Assembly, the Federation's Europe Conference, and a large number of smaller or more technical gatherings.

Feedback on objectives 1-6: Two main areas that will require a continued long-term effort to ensure advocacy becomes a natural part of the Red Cross and red Crescent thinking are work on embedding the concept of advocacy as a normal and integral part of programming, and the ongoing need for training and capacity building for all sectors of the Red Cross and Red Crescent. Continuing, and possibly increasing, involvement of Federation delegations and National Societies in all advocacy activities will be critical in successfully projecting the actual benefits of sustained advocacy on humanitarian issues - this would be dependent on the funding.

Feedback on objectives 7 and 8: This feedback is aggregated, as in many cases it came from sources at the same time. Israel has warmly welcomed the Federation's work to build operational contact, and this may have been the catalyst for some positive changes in MDA's work attitude to the Federation. The worsening politico-military situation has, however, made it even less likely that the required diplomatic conference can be held in the immediate future. Despite this, states and National Societies consulted consider that the Federation office in Tel Aviv is serving a most valuable role in building MDA as an independent humanitarian organisation. Feedback from the ICRC has also suggested that the Federation Office has played a significant role in bringing messages about the Fundamental Principles of the Movement to the attention of Israeli authorities.

World Disasters Report w

The main goals in the World Disasters Report programme are to improve and further develop the Report through establishment of an expert advisory panel, an editorial board and a full time editor and part time researcher; to improve marketing and distribution systems through competent publisher; and to improve feedback channels to ensure that the report's impact is more fully felt on a global basis.

Achievements against objectives

Objective 1 Increase distribution and target disaster management community leaders above 20% to improve message delivery and penetration.

The World Disasters Report (WDR) 2002 on Reducing Risk was launched on 19 June by more than 120 National Societies and Regional Delegations as well as to a special meeting with the European Union parliamentarians.

Distribution of the report was changed significantly through the editing and revising of the distribution list bringing it more in line with the needs of the Federation and its desire to more fully inform members of the disaster management community. A hit a rate of 40% (just below the target of 50%) of the disaster management community was achieved, but it is anticipated that knowledge of the report has grown due to increased marketing efforts to associations and foundations.

Objective 2 Reach out to critical communities who speak French, Spanish, Arabic, Russian and Chinese to increase readership potential.

Summaries of the report were printed in French, Spanish, and Arabic and distributed through regional delegations and National Societies. This year's report received extensive coverage in international, regional and national electronic and print media and will be presented as part of the UN ECOSOC meeting in July 2002 and the launch of the Climate Change Centre in the Netherlands. In addition, the risk reduction theme has been picked up and adopted by many other disaster related organisations and UN.

Objective 3 Improve professionalism and quality of content through establishment of advisory panel and editorial board together with full time editor and part time research assistant.

An advisory board is in the process of being formed with members coming from both the public and private sectors in an effort to expand the report's impact and effectiveness.

Objective 4 Establish a relationship with a publishing house that can address the marketing and distribution needs of both the Federation and the disaster management community to improve availability and therefore impact.

The Federation entered a relationship with one of the United Nation's and humanitarian field's best publishers--Karma Publishing. The publishing house has enabled the Federation to reach out to new audiences through both web and in-store retailing of the World Disasters report in North America, Europe, Latin America, Africa and Asia/Pacific.

Objective 5 Develop feedback mechanism through publishing house and web-based communications to increase input and ideas from disaster management community.

The process of developing a feedback mechanism is under way with the launch of a WDR 2002 e-mail address and through the use of Karma Publishing's retailing network and database.

Objective 6 Increase and continue message delivery through advocating positions in *World Disasters Report* in international and regional fora aimed at the disaster management community, governments, non-governmental organisations and donors.

The content and appearance of the report was greatly improved through a more rigorous briefing process and by creating a better design and use of higher opacity paper. The result of these changes has improved the professionalism of the text and its presentation.

WDR continues to be a 'setter of the agenda' in terms of the type of issues it covers or addresses in its content. Main messages from the WDR have already been carried through to meetings and conference such as the Preparatory Committee meeting for World Summit on Sustainable Development, held in Bali in May. The same messages will be carried on to regional and international conferences such as ECOSOC in New York and the International Conference on Climate Change in the Hague.

Reporting and partnership management w

The Goal of the reporting and partnership management programme is to 'expand and strengthen partnerships and relations to improve the lives of vulnerable people through more effective, better co-ordinated and higher funded programmes. The three objectives to reach this goal were to 'expand and strengthen partnerships within the Red Cross Red Crescent to enable more effective and co-ordinated assistance to vulnerable people', secondly 'to expand and strengthen partnerships with external partners to enable more effective and co-ordinated assistance to vulnerable people' and thirdly to become the 'partner of choice' for the private sector.

Achievements against objectives

Objective 1 To expand and strengthen partnerships within the Red Cross Red Crescent to enable more effective and co-ordinated assistance to vulnerable people

- Much effort has been put into the reporting process with a number of recommendations from the Netherlands Red Cross hosted 'Hague meeting':
 - New Appeal level style sheets that more closely meet PNS requirements.
 - A new Pledge Management Note was issued in March reflecting better PNS needs.
 - Reports due listings and pledge certificates have now been put 'on line' on the internal Federation web site to facilitate reporting and financial management from the field.
 - Standardised style sheets for pledge based narrative and financial reporting have been launched.
 - Reports 'validation and verification has started in June.
 - The financial monitoring system reports have been consolidated at the appeal level.
 - Contributions reports have now been placed on the web site.
 - A revised appeal style sheet has been issued for the 2003-2004 appeal reflecting conclusions from the Strategy for Change paper.
 - Initiatives for training in reporting have been planned, but not yet launched.

- Successful discussions with the Italian government have led to a significant increase in DREF funding.
- Relations with PNS and their governments have been specifically improved with the Netherlands Red Cross, Canadian Red Cross, Austrian Red Cross, Australian Red Cross and French Red Cross.
- There has been close co-operation with the PC division and European Union national societies to disseminate and enforce the 'non-competition clause' as adopted last year for ECHO funding.
- Creative solutions found for Swedish Red Cross contributions to Global Programmes with suitable linkages for funding and reporting to drive better reporting performances. SIDA agreed to the advantages of establishing longer term funding/partnership relations with Swedish Red Cross and the Federation Secretariat.
- Increased use of strengths of the Finnish Red Cross, with particular emphasis on Tripartite Advisory Group initiatives (new chairman of TAG from Finnish Government), and agreement for FRC to facilitate key Federation workshops during autumn of 2002.
- Increased engagement with Middle East/North Africa National Societies: Iran, Kuwait, Libya, Qatar, Saudi Arabia, United Arab Emirates, Bahrein to attend Geneva Technical Workshop. Libya and Qatar Red Crescent were first time attendees at the annual PNS Information meeting. Several MENA national societies proposed and forwarded candidates for Staff-on-Loan position at New York office during UN General Assembly.
- Relations with the Irish Red Cross and Ireland Aid were strengthened. The Irish Red Cross is undergoing a strategic review.

Objective 2 To expand and strengthen partnerships with external partners to enable more effective and co-ordinated assistance to vulnerable people

- In June the Federation signed a revision to the 1998 Memorandum of Understanding with UNFPA to strengthen co-operation in the field.
- A Memorandum of Understanding with UNEP is close to completion. This MOU will focus on disaster preparedness operations in Africa.
- Preliminary discussions with UNDP have begun on country level vulnerability mapping.
- A Memorandum of Understanding with PAHO was signed in May during the World Health Assembly. This agreement will support operations co-ordination.
- The Federation and ICRC are working on the follow-up to the Council of Delegates resolution of last November on refugees and IDP's.
- A number of discussions took place with the OPEC fund in a collaborative effort to support the HIV/AIDS programme.
- The Federation has maintained a high level of activity in the IASC, with a joint statement on the sexual abuse scandal; responsibility for preparing a paper on non-CAP country co-operation; supporting training in the CAP process; and hosting the IASC Working Group in June. Through the IASC the Federation will have formal and informal sessions at the humanitarian segment of the ECOSOC meeting on transition, HIV AIDS, and the presenting World Disasters Report.
- The Federation was represented at the Financing for Development UN session in Monterrey, with its delegation headed by the president of the Mexican Red Cross and at the World Food summit by the secretary general of the Tanzania Red Cross. Federation secretariat staff also attended the OECD meeting on emerging systemic risks and the UN session on children.
- The secretariat provided training support to the IASC CAP process and to ADRA.
- The new Framework Partnership Agreement between ECHO and its partners is unlikely to be completed this year. The new EU Financial Regulations are expected to be passed by parliament this July, with subsequent meetings to determine how the regulations will be implemented. These new regulations are significant in their specific statement that the Federation and the ICRC are to be treated the same as other

international organisations. This will give the federation access to 'global funds' which are longer term and more strategic than existing ECHO budget lines.

- Considerable work has been completed to finalise a number of outstanding ECHO contracts from previous years.

Objective 3 Position the Federation as the social partner of choice for the private sector, and establish sustainable relationships with these companies to attract their resources to and investment in Red Cross Red Crescent support of vulnerable people.

- The Secretariat guided the research on 30 multinational corporations. In conjunction with the European Support Group, it collected and disseminated information on multinational corporations with which member National Societies have some kind of contact or relationship. These two actions represent the groundwork necessary for the development of a donor profile data base for the Federation.
- The Secretariat organised several meetings between National Societies and multinational corporations. These meetings not only allowed programmes to be jointly developed but also helped build confidence and trust between the Federation and multinationals. Joint activities were developed with British Petroleum, Unilever, and Royal SunAlliance. More than 20 National Societies participate in these relationships that the Secretariat has brokered, and which are being elevated to multifaceted alliances with long-term commitments of support to the International Federation.
- Inter-departmental collaboration has been extremely important for the preparation of proposal documents and marketing packages, and positioning the Federation as a "partner of choice". Successes of this approach include: the ARCHI proposal to Nestlé that resulted in a CHF 3 million commitment to support HIV/AIDS programmes in Africa; the Microsoft software proposal that resulted in special discount licences for the Movement; the Fritz Institute's support for the development of a logistic software.
- Corporate partners have been encouraged to feature on their Internet web site links to the Federation's web site. Additionally, the Secretariat has pursued "banner advertising" with the Federation's banner being run media organisations such as CNN.

Cooperation Agreement Strategy promotion w

This part of the Communications, Advocacy and Partnerships global programme aims to support the process of developing inclusive Cooperation Agreement Strategies (CAS) with National Societies in the different regions. CAS are a key platform for achieving the third strategic direction of Strategy 2010 which focuses on increasing the ability of the Federation to use its collective resources for greater impact in addressing the needs of vulnerable people, as well as improving the organisation's effectiveness to collaborate as part of the International Red Cross and Red Crescent Movement.

During the first six months of this year good progress has been made in the field in working on CAS processes involving 45 National Societies. Support through this global programme has focused on providing a range of CAS information materials, and facilitating an exchange of experience as these co-operation agreement strategies are taken forward in different operating environments around the world.

Achievements against objectives

Objective 1 To support the facilitation of inclusive CAS processes resulting in high quality CAS documents that form the basis of co-operation between all Movement partners working in a particular environment.

The following information materials have been in the reporting period:

- CAS fact sheet (available in English, French, Spanish and Arabic);
- Draft questions and answers sheet;
- Draft CAS experience to date document.
- Editorial support and other guidance has been provided to delegations working on CAS in Mozambique, Laos, Ethiopia, Armenia, Southern Africa.
- The CAS web site (<http://quickplace.ifrc.org/cas>) has continued to be used as a medium to share background documents related to CAS and examples of actual draft CAS texts amongst National Societies and delegations.
- Amongst the lessons emerging from the experience of working with CAS are the following points:

- CAS is about the process of PNS, the ICRC and the Federation working with a Society on *joint* planning, *co-ordinated* action and *mutual* accountabilities. To reach consensus requires time, and to capture the collective analysis and commitments can take between three to nine months.
- A Society's strategic plan is key to developing a co-operation agreement strategy. If partners are involved in the process of developing this plan, they are more likely to understand and align their own inputs with the Society's stated priorities.
- Most National Societies are in favour of the concept of co-ordinated partnership as CAS aims to minimise overlap and to increase the impact of humanitarian resources for vulnerable people. However, moving from the information-gathering stage of the process to the negotiation / future commitment stage has proved to be difficult.
- There is often a lack of clarity about the strategic intentions of PNS. Matching strategic priorities of partners is an important starting point for CAS if the results are to be mutually agreeable. Current experience indicates that this lack of clarity can hamper the process.
- One of the major challenges in the second round of CAS has been to shift the mindset of "CAS is a document" to "CAS is a process." CAS is a process but its results are captured in a document in order to have a common point of reference and to monitor practice against intention.

Constraints

Due to pressure of other commitments it has not been possible to advance with delivering cross-regional training to a group of facilitators so they in turn can provide training and support to those directly involved in the development of CAS. However, it is planned to support this type of initiative in West Africa and possibly South America in the second half of the year.

Strategy for the International Red Cross and Red Crescent Movement w

The three main goals established for this programme were to strengthen the components of the Movement; improve the Movement's effectiveness and efficiency through increased co-operation and coherence; and to improve the Movement's image and its relations with governments and external partners.

Objectives and activities

It has been decided to enhance knowledge of the strategy document and translate it into Arabic Russian, print and distribute it. The Russian version was made available during the European conference in Berlin, the Arabic is being finalised at the time of writing. Additionally 3,000 extra copies in official languages of the Federation have been ordered for wider distribution and use. An updated presentation on Movement Strategy has been prepared and will be distributed within the network in 2nd part of the year.

The ICRC and the Federation Secretariat have agreed on common implementation planning formats for different implementation points and focal points of both institutions have been in frequent contact on implementation schedules. Lead departments and individuals have been identified and agreed, and implementation planning sheets will be distributed after July 1st.

The monitoring group appointed by the Council of Delegates has met under the chairmanship of the secretary of the Standing Commission, agreed on a workplan and priorities which are expected to be communicated to the membership by the Chair of the Standing Commission in July.

The Senior Management of the International Federation and the ICRC discussed implementation of Movement Strategy at two separate sessions, identified areas for joint priorities and designated focal points from among themselves to lead implementation of selected action points.

In June and July an intern has been employed to help with the Movement Strategy programme setting up an administrative and filing system for action points, following up with strategy document distribution and generally assist with some of the administrative tasks that could not be done earlier.

Expected results and indicators

None of the indicators that were planned to be reached in the 1st six month of the year, and only a few expected results can be commented on, given the limited funding received to date (CHF 100,000 against a budget of CHF 879,701). Nevertheless, an attempt is made below.

Objective 1 Strengthening the components of the Movement

Work has continued in the capacity building field, with the pilot on leadership training completed and in the process of being evaluated. Updated harmonised planning instructions to all ICRC and Federation delegations including instruction annexes in Disaster Preparedness, Principles and Values, Re establishment of family links as well as an annex on Legal base and Integrity issues, were prepared and sent to the field in May. It is hoped that these will feed into the CAS documents under preparation for 2003.

In Latin America a common strategic framework both in terms of programme and geographical priorities have been agreed with the ICRC, presented to National Societies and under implementation. Southern Africa has tentatively been identified as a new potential pilot region.

Objective 2 Improving the Movement's effectiveness and efficiency through increased co-operation and coherence

There have been consultation and involvement of the Standing Commission Secretariat in the European Conference in Berlin and systematic inputs into the preparatory phase of the Asia Pacific conference as envisaged in the Strategy Document. care has also been taken to have Movement issues on the agenda of these bodies.

The harmonisation programme between the ICRC and the Federation has continued with progress in many technical areas. Updated presentation on the harmonisation process has been prepared and is available for National Societies.

Objective 3 Improving the Movement's image and its relations with governments and external partners

A joint paper on working with external partners between the ICRC and the Federation has been developed, agreed and distributed.

Terms of reference for the Auxiliary study have been drafted, agreed and a consultancy commissioned to prepare the study envisaged under Action 14. This will be available on schedule.

Outstanding needs

Only some 10.6% of the appeal has been covered, and further support is required for the activities to be carried out as planned.

All International Federation Operations seek to adhere to the Code of Conduct and are committed to the Humanitarian Charter and Minimum Standards in Disaster Response (SPHERE Project) in delivering assistance to the most vulnerable.

For further information concerning Federation operations in this or other countries, please access the Federation website at <http://www.ifrc.org>.

John Horekens
Head
Relationship Management Department

Steve Davey
Director
Advocacy and Communications
Division

Communications, advocacy and partnerships						ANNEX 1
APPEAL No. 01.71/2002		PLEDGES RECEIVED			28.06.2002	
DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
CASH						
REQUESTED IN APPEAL CHF ----->				8'114'479		TOTAL COVERAGE 10.6%
CASH CARRIED FORWARD				224'777		
BRITISH - GOVT/DFID				600'000	19.02.2002	
SWISS - GOVT				33'469	31.12.2001	
SUB/TOTAL RECEIVED IN CASH				858'246	CHF	10.6%
KIND AND SERVICES (INCLUDING PERSONNEL)						
DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SUB/TOTAL RECEIVED IN KIND/SERVICES				0	CHF	0.0%
ADDITIONAL TO APPEAL BUDGET						
DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
SUB/TOTAL RECEIVED				0	CHF	