

Appeal 2003-2004



International Federation
of Red Cross and Red Crescent Societies

ADVOCATING FOR THE VULNERABLE

Appeal no. 01.96/2003

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| | 2003 (In CHF) |
|-----------------------------------|----------------------------|
| Organizational Development | 984,000 |
| Total | 984,000¹ |

Advocacy and Communications Development

(CHF250,000)

Programme introduction

The International Federation's advocacy, communications and external relations (ACE) activities support all national societies and delegations in promoting the goals of Strategy 2010 through developing advocacy positions and communicating them at the national, regional, and international levels. The Federation's ACE activities have an impact on both the organization's ability to respond to the needs of the most vulnerable and have a leading role in leading and shaping the humanitarian agenda. A key element in this process is the ability to proactively identify and capitalize on trends as well as determine the effectiveness of message delivery and opinion change in terms of programme development, implementation and results.

Overall Goal

In 2003, this programme seeks to institute a better method of identifying the trends and issues facing individual national societies and the Federation as a whole and reaching out to opinion formers and engaging them in a meaningful dialogue. The goals are to ensure that the entire Federation can make better decisions, create a higher awareness of its work and increase its level of international representation. To accomplish these tasks, the Federation seeks to set up a method of bench marking and evaluating ACE activities as well as to provide a means of identifying trends and issues that have a direct impact on Federation's actions at the international, regional and national levels.

Objective

Monitor both print and electronic media coverage and set benchmarks to evaluate advocacy and communication activities on an ongoing basis.

Activities

¹ USD 708,790 or EUR 674,406.

Work with outside third party monitoring and trend analysis reporting firms to monitor both print and electronic media, evaluate coverage, and provide a quarterly report that will be shared with all national societies, delegations and the Federation's Secretariat staff as a means of determining the perception and image of the work done by the Federation.

Expected results

- Ability to identify trends and issues that have a direct impact on activities and actions of the national societies.
- Provide an objective third-party perspective to the actions, reported by the media, taken by national societies and the Federation and be used as a guide for the development of future actions.
- Development of more cohesive and comprehensive communications and advocacy programmes at all levels; better delivery of results and impact through coordination of activities at the programme level and with donors.

Indicators

- increased media coverage for all work; and
- higher level of awareness among opinion leaders.

Risks and assumptions

Availability of human and financial resources

Advocacy, communications and external relations training

(CHF 500,000)

Programme introduction

For national societies and delegations to effectively promote the International Red Cross and Red Crescent Movement's fundamental principles and humanitarian values and the goals of Strategy 2010, communications staff needs to be trained in how best to deal with communications and advocacy issues. Currently communications and advocacy training is done on an ad hoc basis using various solutions and methods. This appeal seeks to increase the professionalism and professional capacity of the national society and the regional communications staff through application of a consistent and long-lasting communications training programme.

This will be done through two core curricula. The first will use a newly developed advocacy, communications and external relations (ACE) training kit that will be fully coordinated with the training programme of the International Committee for the Red Cross (ICRC). The second, a distance learning programme, will be used to train the branch staff of the national society in the fundamentals of communications and advocacy.

Goal

The Federation seeks to develop the advocacy and communications skills of the staff of the national society and the regional delegates so that they can become better advocates and communicators of its national and regional humanitarian agenda. The ACE training will develop skills of the senior management of the national societies and of the regional delegates to advocate and represent the positions and needs of the Federation. The distance learning programme will build advocacy and communications capacity within national societies so that they are better able to address their own agendas within the national boundaries.

Objectives

- *ACE Training*

Develop national society management and the regional delegates into more effective representatives of the Red Cross and Red Crescent humanitarian agenda and provide them with the tools needed to do this work.

- ***Distance Learning Programme***

Within national societies improve their level and professionalism of communications with opinion leaders, donors and media and provide them with the tools needed to do this work.

Activities

- ***ACE Training***

Hold train the trainer (ToT) sessions in Geneva with the ICRC and the representatives of the national societies; train management of the national societies and staff of the regional delegations; and plan for evaluation in 2004.

- ***Distance Learning Programme***

Hold ToT sessions in Geneva for communicators of the national societies who have offered their time and talent to train other counterparts in other the national societies; implement the programme through five combined communication training programmes of the ICRC and Federation in 2003; and plan for evaluation of the programme in 2004.

Expected results

- More alignment and cohesion of advocacy, communications, and external representation at the national and regional levels that will ultimately feed into the international sphere.
- Ability to better use regional and international platforms to advocate for the most vulnerable.
- Increased level of communications from the national societies to improve and enhance image of the national society and the entire Federation with the media and donors.

Indicators

- a higher level of uptake on messages from the Federation and national societies through reports and results of meetings;
- perceived increased presence in international representation;
- higher quality coverage in media and awareness among opinion leaders; and
- increased media coverage for all work.

Risks and assumptions

Availability of human and financial resources.

Web-based communications

(CHF 700,000)

Programme introduction

The Internet is an essential tool in the Federation's communication strategy for sharing information with its donors, partners and target audiences. While significant progress was made in developing its public web site, the Federation was unable to maximize the Internet's potential, take advantage of new technology initiatives to increase transparency and awareness, and share knowledge through a secure extranet facility.

Goal

Continue development of the Federation's public web site in four languages (Arabic, Spanish, French and English) and create an extranet that will provide for secure transmission of information between the national societies and between them and the Federation's Secretariat.

Objectives

- To develop and maintain the web site in French, Spanish and Arabic to meet the information needs of non-English target audiences and to promote this site among these audiences.
- To develop and maintain an effective internal web site capacity (extranet) that will carry all information in human resources, finance, disaster management, reporting, health, organizational development, training, and principles and values. This involves making the current intra net accessible to field delegations and national societies, adding additional content, links to databases and online communities, thus enhancing knowledge sharing and improving internal communications among all components of the Federation.

Activities

- ***Internet***

Define and develop the national society and/or other resources to assist in developing the public web site in the Federation's official languages as well as improve its ability to reach out to targeted audiences in the delivery of information on appeals, news and action taken by its member national societies.

- ***Extranet***

Start development of and maintain a Federation-wide extranet that will enable knowledge sharing on disasters, health emergencies and humanitarian activities to increase effectiveness and streamline operations and response.

Expected results

- Increased coverage of the Federation's activities by reaching new French, Spanish and Arabic constituencies by end of 2002 and show a targeted success rate of 5-10 per cent compared to the English hit rate.
- Delivery of an effective and useful internal information sharing system through a coordinated and technologically open extranet that is accessible to delegations and national societies by the end of 2003, being used regularly by more than 50 per cent of the staff and delegations, and by 30 per cent of the national societies.

Indicators

- Success rate and trend analysis (monthly) to determine if information is reaching an increased audience and if the information offered is what is needed.
- Improved delivery and sharing of information related to human resources, finance, disaster management, health, and organizational development objectives and needs.

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BUDGET 2003

PROGRAMME BUDGETS SUMMARY

Appeal no.: 01.96/2003

Name: Advocating For The Vulnerable

| PROGRAMME: | Organisational Development | Health & Care | Disaster Management | Humanitarian Values | Federation Coordination | International Representation | Total |
|---------------------------------|-------------------------------|---------------|------------------------|------------------------|----------------------------|---------------------------------|----------------|
| | CHF | CHF | CHF | CHF | CHF | CHF | CHF |
| Shelter & construction | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Clothing & textiles | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Food | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Seeds & plants | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Water & Sanitation | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Medical & first aid | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Teaching materials | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Utensils & tools | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other relief supplies | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| SUPPLIES | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Land & Buildings | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Vehicles | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Computers & telecom | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Medical equipment | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other capital exp. | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| CAPITAL EXPENSES | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Warehouse & Distribution | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Transport & Vehicules | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| TRANSPORT & STORAGE | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Programme Support | 63,960 | 0 | 0 | 0 | 0 | 0 | 63,960 |
| PROGRAMME SUPPORT | 63,960 | 0 | 0 | 0 | 0 | 0 | 63,960 |
| Personnel-delegates | 270,000 | 0 | 0 | 0 | 0 | 0 | 270,000 |
| Personnel-national staff | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Consultants | 200,000 | 0 | 0 | 0 | 0 | 0 | 200,000 |
| PERSONNEL | 470,000 | 0 | 0 | 0 | 0 | 0 | 470,000 |
| W/shops & Training | 240,000 | 0 | 0 | 0 | 0 | 0 | 240,000 |
| WORKSHOPS & TRAINING | 240,000 | 0 | 0 | 0 | 0 | 0 | 240,000 |
| Travel & related expenses | 63,000 | 0 | 0 | 0 | 0 | 0 | 63,000 |
| Information | 46,000 | 0 | 0 | 0 | 0 | 0 | 46,000 |
| Other General costs | 101,040 | 0 | 0 | 0 | 0 | 0 | 101,040 |
| GENERAL EXPENSES | 210,040 | 0 | 0 | 0 | 0 | 0 | 210,040 |
| TOTAL BUDGET: | 984,000 | 0 | 0 | 0 | 0 | 0 | 984,000 |