

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

ADVOCATING FOR THE VULNERABLE

5 July 2003

Appeal No. 01.96/2003

Appeal Target: CHF 984,000; budget revised to CHF 381,326 (see revised budget attached)

Programme Update No. 1; Period covered: January to June, 2003

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 over 180 countries.

For more information: www.ifrc.org

In Brief

Appeal coverage: 89%; See attached Contributions List for details.

Outstanding needs: CHF 42,432 (against revised budget of CHF 381,326)

Related Emergency or Annual Appeals: N/A

Programme Summary: 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. This appeal seeks to address the following three levels.

- first, identification and development of the trends on the humanitarian agenda. 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.
- second, to provide the means and training to advocate the Federation's positions. The next key element is providing the tools and training to National Society and delegation staff to be more articulate opinion formers and advocates for the most vulnerable. By doing this they will be better able to create the case for beneficiaries, which in turn should assist in developing additional resources for programmes for the most vulnerable and targeting these efforts more effectively.
- third to create the technology network necessary for National Societies to share information and their work with each other and external opinion leaders. This is to be accomplished through the development of an extranet, called FedNet.

The Advocating for the Vulnerable appeal budget has been reduced due to a number of positive developments:

- a revision of issues monitoring terms of reference expanded the number of media outlets covered at a reduced cost. This resulted in substantial cost savings while improving the quality of information.
- lower than expected costs to complete translations and post them on the web for the Guide for Movement Communicators reduced costs.
- the cost of the intranet software as well as the selection of a smaller but highly competent vendor reduced a portion of the costs. However, there is a significant shortfall in the appeal to fund the

translation, management and on-going maintenance costs of the intranet.

Additional funding is required to meet all of the planned objectives, particularly in the area of further developing the Spanish and French language websites, and launching one in the Arabic language.

Operational developments

Trend and Issue Identification

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 assist the Federation 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.

Progress/Achievements

The International Federation has researched potential research companies who can provide objective, third-party perspective on the humanitarian trends and issues. Following a two-month review, an independent research company, CARMA, located in the United Kingdom was selected in March as being best able to deliver the kind of information and analysis needed by the International Federation to better identify and meet the challenges it faces in advocating for the most vulnerable as well as better plan future actions. CARMA will make its first report in late July covering the previous quarter, and will thereafter submit quarterly reports.

Impact

The programme will make it easier to identify the trends, address them and make the Federation's ACE activities more strategic and focussed on improving the lives of the most vulnerable. This will be felt after each report in ensuing work and decisions taken.

Constraints

Originally the intent of the programme was to give a global view through analyzing media from around the world. While not at the depth expected due to lack of funding, the CARMA reports will be the first of their type in terms of providing on-going research that can act as a key element in developing future plans and actions.

Advocacy, communications and external relations training

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.

Progress/Achievements

While the programme has not started due to lack of funding, the Federation has begun general planning and meetings with external partners who may be able to assist the Federation in developing the central element, advocacy training, for national societies and delegations.

Impact

If funding can be found, the Federation would be able to start the development of 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.

Constraints

The initiative which calls for development of an advocacy toolkit, training the trainers session, and using regional delegation and National Society planned meetings for prioritization has not started due to lack of funds. Currently seeking to cooperate with OCHA that is developing a similar programme that might serve as a guide for the Federation's advocacy training modules.

Web-based Communications

Goal: 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 seeks to maximize the Internet's potential by taking advantage of new technology initiatives to increase transparency and awareness, and share knowledge through a secure extranet facility. Continue development of the Federation's public web site in four languages (Arabic, Spanish, French and English) and create an extranet, called FedNet 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 (FedNet) 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 web-based data 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.**

Progress/Achievements

The project has begun with the decision following intensive review of a Danish software company, Synkron, to develop the technological backbone for FedNet. Concurrently, user groups have met to determine content, content management, security, user profiles, etc for FedNet so that once the backbone is in place by late August 2003, content can start to be loaded onto the system.

Impact

At present, FedNet has not had any impact. However, with work started in a number of areas (i.e. content management, user groups, security, etc.) the Federation should be able to launch at least an English language version by the end of the year.

Constraints

Due to lack of funding we have not been able to fully develop the Spanish and French public websites and have not been able to launch the Arabic web site. The use of the limited funding in this area will enable the Federation to launch FedNet. This will not only improve internal communications within the Federation but also serve as a means

of sharing best practice and knowledge. Currently seeking addition funding and/or technical resources from National Societies and donors.

For further information please contact:

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

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

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	24,786	0	0	0	0	0	24,786
PROGRAMME SUPPORT	24,786	0	0	0	0	0	24,786
Personnel-delegates	150,000	0	0	0	0	0	150,000
Personnel-national staff	0	0	0	0	0	0	0
Consultants	132,000	0	0	0	0	0	132,000
PERSONNEL	282,000	0	0	0	0	0	282,000
W/shops & Training	25,000	0	0	0	0	0	25,000
WORKSHOPS & TRAINING	25,000	0	0	0	0	0	25,000
Travel & related expenses	13,500	0	0	0	0	0	13,500
Information	5,000	0	0	0	0	0	5,000
Other General costs	31,040	0	0	0	0	0	31,040
GENERAL EXPENSES	49,540	0	0	0	0	0	49,540
TOTAL BUDGET:	381,326	0	0	0	0	0	381,326

Advocating For The Vulnerable

ANNEX 1

APPEAL No. 01.96/2003

PLEDGES RECEIVED

26.08.2003

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
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CASH

				TOTAL COVERAGE	
REQUESTED IN APPEAL CHF ----->				381'326	88.9%
CASH CARRIED FORWARD				138'894	
BRITISH - GOVT/DFID (04)				200'000	24.02.03 COMMUNICATION
SUB/TOTAL RECEIVED IN CASH				338'894	CHF 88.9%

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	