

# 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

31 December 2003

Appeal No. 01.96/2003

Appeal Target: CHF 984,000; budget revised to CHF 381,326

Programme Update No. 2; Period covered: January to December, 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](http://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 was 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 those 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 was 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 sought 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 goal was 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 sought 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 researched potential consultants who can provide objective, third-party perspective on 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 made two reports in 2003 on the International Federation's position in the opinion leading print media as well as the level of visibility and issues that need to be addressed.

### Impact

The programme has made it easier to identify the trends, address them and start making the Federation's ACE activities more strategic and focussed on improving the lives of the most vulnerable. What was seen from a review of the media is that major issues addressed at the National Society level often had a spill-over on the perception of the work being done by other members of the International Federation. In addition, while the media provides neutral to favourable coverage of the International Federation's work, it is still confused about the major focal areas as outlined in Strategy 2010. This, in turn, has led to the need to revisit all external channels of communication to ensure that they carry the same (or similar) messages.

### 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 were the first of their type in terms of providing on-going research that could act as a key element in developing future plans and actions.

### Advocacy, communications and external relations training

**Goal:** The Federation sought 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 sought to 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 sought to build advocacy and communications capacity within national societies so that they could better 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 ACE Training programme was unable to begin due to lack of funding, the Federation did begin general planning and meetings with external partners (e.g. OCHA, et al) who would be able to assist the Federation in developing the central element, advocacy training, for national societies and delegations.

In terms of the Distance Learning Programme, the International Federation did complete an evaluation of the pilot programme in Central America. It has appealed for additional funds in 2004 to revise and launch the programme in 2004.

### **Impact**

If funding can be found in 2004, 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**

One part of the initiative called for development of an advocacy toolkit, training the trainers session, and using regional delegation and National Society planned meetings for training purposes did not start due to lack of funds. The International Federation will continue to seek support and cooperate with external partners such as OCHA to develop a programme that will serve as a guide for the Federation's advocacy training modules.

The Distance Learning Programme, while evaluated was not revised and published for use by National Societies due to lack of funding.

### **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 the public web site, the Federation sought to maximize the Internet's potential and take advantage of new technology initiatives to increase transparency and awareness, and share knowledge through a secure extranet facility. The continued development of the Federation's public web site in four languages (Arabic, Spanish, French and English) and creation of an extranet, called FedNet that would provide for secure transmission of information between the National Societies and between them and the Federation's Secretariat was also appealed for.**

### **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 public website continued to be enhanced through on-going organic additions. The home page and news section were upgraded to make them more accessible and useful. Other new sections included e-cards and meeting/events,

and the search facility was improved. Overall, the number of pages viewed per month increased from around 1.4 million in 2002 to 1.6 million.

However, due to lack of funding, an Arabic version of the site was not able to be launched and the French and Spanish versions could only be updated when time permitted.

In terms of FedNet, the International Federation selected a Danish software company, Synkron, to develop the technological backbone for this secure facility. Concurrently, user groups met to determine content, content management, security, user profiles, etc. FedNet was launched in November 2003 at the International Federation's General Assembly in all four official languages. This unique extranet facility will be used throughout the International Federation as a "one-stop shop" for information about work being done, financial information, and reports, and provide an online forum for National Societies to collaborate.

### **Impact**

The public website changes have already started to have an impact. Hits/page views have gone up suggesting that the site is becoming used more and more by donors, opinion leaders and the media as a trusted information source on humanitarian issues.

Following FedNet's launch in November 2003, more than 110 National Societies have signed up to the site. While it is not anticipated that the facility will reach its full potential for some time, initial reaction and use of FedNet has already shown that it will become an agent for change within the International Federation as well as provide National Societies and others with a secure site for information sharing and communications.

### **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 to launch FedNet will not only improve internal communications within the Federation but also serve as a means of sharing best practice and knowledge.

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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>*

# Advocating For The Vulnerable

ANNEX 1

APPEAL No. 01.96/2003

## PLEDGES RECEIVED

16.01.2004

DONOR	CATEGORY	QUANTITY	UNIT	VALUE CHF	DATE	COMMENT
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### CASH

				<b>TOTAL COVERAGE</b>	
REQUESTED IN APPEAL CHF ----->				<b>381'326</b>	<b>88.9%</b>
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	