

ANNUAL REPORT



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

June 2003

In Brief

Appeal No. 01.96/2003; Appeal target: CHF 984,000; Appeal coverage: 88.9%.
([click here to go directly to the attached Financial Report](#)).

This Annual Report reflects activities implemented over a one-year period; they form part of, and are based on, longer-term, multi-year planning (refer below to access the detailed logframe documents). 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 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's website at <http://www.ifrc.org>

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Overall analysis of the programme

The Fundamental Principles of the Red Cross demand that the Federation not only supports direct programmes to assist the vulnerable (directly and through member National Societies) but also to promote its work. This programme consisted of three areas of activity that sought to enhance the effectiveness of its communication activities.

Objectives, Achievements, and Constraints

Advocacy and Communications Development

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 goals were 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 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.

The programme set out to monitor both print and electronic media coverage and set benchmarks to evaluate advocacy and communication activities on an ongoing basis.

Specialist agency CARMA International was engaged to produce quarterly reports looking at the effectiveness of Federation communication in key media around the world. A research matrix was developed which identified trigger words and phrases that would reveal coverage of the Red Cross and the relationship of this to coverage of other humanitarian agencies. Media were tracked in 18 countries covering both the North and the South.

Two reports were prepared in 2003, covering the periods April-June and July-September. The first report found mention in 509 articles. A generally positive image was marred by some negative stories. There was generally low impact and low message penetration in mentions. The second report found a stronger performance with 667 mentions but with a high concentration in the North. Message performance was stronger than in the first report but stories were most commonly on organisational and fundraising issues.

The results of these two studies provided valuable material for National Society communicators and also for the planning of the new Media and Public Relations Unit formed from the restructuring at the Federation Secretariat. The studies are enabling a more focused approach to the use of limited resources in order to build more in-depth and stronger coverage of the key areas of Federation activity.

Advocacy, communications and external relations training

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. An advocacy, communications and external relations training proposed was 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. A distance learning programme set out to build advocacy and communications capacity within national societies so that they are better able to address their own agendas within the national boundaries.

The Advocacy, communications and external relations (ACE) training programme was not developed in 2003. An 'ACE coordinator' role in each region was identified early in the year as part of the Secretariat 'Strategy for Change'. However the Head of Regional Delegation meeting held in June revealed that there was no consensus about establishing these posts. The subsequent appointment of the Acting Secretary General, financial constraints and reorganization of the Secretariat Departments deterred decision making on these posts. The structural issues were not concluded at the end of the year. These 'ACE' coordinators were key to the proposed training programme which was therefore unable to proceed.

Latin America was selected as the test area for the development of a distance learning programme.

The programme is divided into two phases: initial basic training in communications and optional specialized training, covering resource development and institutional capacity building. The programme was initiated as a pilot project in four National Societies (NS) in Central America and, on the basis of lessons learned; mechanisms were established to extend it to other countries in the region, namely Guatemala and Honduras.

It was indicated in the proposal and training course that the dropout rate was expected to be up to 65%, based on distance learning statistics. All the participants were asked to pay a registration fee as a means of generating revenues to be reinvested in the programme. In general terms, programme implementation was impaired to some extent by shortcomings in the participant selection process (not always attributable to the coordinators). Consequently, some participants had little interest in the programme or lacked the ability or skills required to complete the course successfully.

As a result, the dropout rate, reached 40%, leaving a relatively small, but select, group of students, who have undertaken the task of reporting on what is happening in their distant communities with great enthusiasm and skill. The overall impression of programme coordinators, staff and students is that the programme implemented in four of the six Central American countries has been successful in forming a network of volunteer communicators, who have breathed new life into information and press offices in those countries and awakened some of the more dormant branches from their lethargy.

There is now clear evidence of the enhanced capacities of the information and press offices, with considerable improvements in both internal and external communications. Contact between headquarters and the branches,

which was practically inexistent before the project got underway, has increased, raising awareness of the need for capacity building at branch level as well as at headquarters.

Web based Communications

In order to continue the development of web-based communications, the programme set out to continue development of the Federation's public web site in four languages (Arabic, Spanish, French and English) and create an extranet to provide secure transmission of information between the national societies and between them and the Federation's Secretariat.

Since only limited funds were received for this appeal, it was decided to prioritize the use of funds towards the development of the extranet project, and not the public web site. The extranet, called FedNet, was successfully launched in November 2003 at the General Assembly. This is a password-protected web site, accessible to all National Societies and delegations.

Development of FedNet involved buying and installing Content Management software, which was supplied after a thorough research of the market, by a Danish company called Synkron.web. Designs, templates and stylesheets were established for a consistent "look" throughout the site, and five main databases were integrated, so that core information from other systems could be delivered through FedNet – including data on National Society and delegation contacts, a photograph library and financial systems.

More than 40 Secretariat staff was trained as editors, and departments manage their own content on FedNet. Detailed information is already available on health programmes, human resources, finance, IT projects, contact details, photograph library, and useful links. Development of FedNet will continue throughout 2004, with more users being added from National Societies, and editors being trained in National Societies and delegations, so FedNet can truly achieve its aim of improving delivery and sharing of information related to human resources, finance, disaster management, health, and organizational development objectives and needs.

INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES

Interim report	
Annual report	X
Final report	

Appeal No & title: 01.96/2003 Advocating For The Vulnerable
Period: year 2003
Project(s): G37100, 37110, 37120
Currency: CHF

I - CONSOLIDATED RESPONSE TO APPEAL

FUNDING	CASH		KIND & SERVICES		TOTAL INCOME
	Contributions	Comments	Goods/Services	Personnel	
Appeal budget	381,326				
less Cash brought forward	138,894				
TOTAL ASSISTANCE SOUGHT	242,432				
<i>Contributions from Donors</i>					
DFID - British Government (DFID)	25,000				25,000
DFID 4- British Government (DFID04)	188,120				188,120
Donor - Unidentified (D000)	88				88
Francophonie Intergov. Agency (DH19)	38,144				38,144
Great Britain - Private Donors (DPGB)	4,797				4,797
Japanese Red Cross (DNJP)	15,116				15,116
 TOTAL	 271,265				 271,265

II - Balance of funds

OPENING	138,894
CASH INCOME Rcv'd	271,265
CASH EXPENDITURE	-359,702

CASH BALANCE	50,458

CONTROL

CASH	410,159
KIND + SERV	
	-410,159

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III - Budget analysis / Breakdown of expenditures

Description	APPEAL Budget	CASH Expenditures	KIND & SERVICES		TOTAL Expenditures	Variance
			Goods/services	Personnel		
<u>SUPPLIES</u>						
Shelter & Construction						
Clothing & Textiles						
Food & Seeds						
Water & sanitation						
Medical & First Aid						
Teaching materials						
Utensils & Tools						
Other relief supplies						
Sub-Total						
<u>CAPITAL EXPENSES</u>						
Land & Buildings						
Vehicles						
Computers & Telecom equip.		85,874			85,874	-85,874
Medical equipment						
Other capital expenditures						
Sub-Total		85,874			85,874	-85,874
<u>TRANSPORT & STORAGE</u>						
Warehouse & distribution						
Transport & vehicles						
Sub-Total						
<u>PERSONNEL & TRAINING</u>						
Personnel (delegates)	150,000	1,114			1,114	148,886
Personnel (regional, national staff)		17,027			17,027	-17,027
Consultants	132,000	146,161			146,161	-14,161
Workshops & training	25,000	2,099			2,099	22,901
Sub-Total	307,000	166,400			166,400	140,600
<u>GENERAL & ADMINISTRATION</u>						
Travel & related expenses	13,500	11,971			11,971	1,529
Information expenses	5,000	57,231			57,231	-52,231
Admin./general expenses	31,040	14,844			14,844	16,196
Sub-Total	49,540	84,047			84,047	-34,507
<u>PROGRAMME SUPPORT</u>						
Operational provisions	24,786	23,381			23,381	1,405
Transfers & contributions						
TOTAL BUDGET	381,326	359,702			359,702	21,624