

Appeal 2003-2004



International Federation
of Red Cross and Red Crescent Societies

PROMOTING THE FUNDAMENTAL PRINCIPLES AND HUMANITARIAN VALUES

Appeal no. 01.99/2003

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	2003
	(In CHF)
Humanitarian Values	478,075
Total	478,075¹

Introduction

“The purpose of this core area - promotion of the Movement’s fundamental principles and humanitarian values - is not simply to ensure that people - staff or volunteers, public or private authorities, or the community in general - know of these principles and values, but to influence their behaviour.” Strategy 2010 (page 15, English version)

“I dream of a Red Cross and Red Crescent Movement capable of engaging the vital forces of all nations and especially the youth, eager to commit themselves to a cause which transcends nations.” Strategy for the Movement (page 7, English version)

The International Federation's collective mission 'to improve the lives of vulnerable people by mobilizing the power of humanity' is one rarely needed more than now. The widespread problem of prejudice and intolerance evident in the early part of the 21st century reinforces how much the world requires a global, neutral, unified and able organization such as the Red Cross and Red Crescent.

Several instances of violence around the world in 2001 and 2002 have demonstrated how vulnerable the principle of humanity is. These incidents as well as other examples of intolerance - such as racism, stigmatization of people living with HIV/AIDS world wide - illustrate the constant threat to the values at the heart of the Red Cross/Red Crescent’s work. Over the last six years the Federation’s Secretariat was working to promote the understanding and use of the fundamental principles within the programmes of the Federation and by the national societies. This has particularly involved the development, with national societies, of a *From Principles to Action* training programme and the running of this programme on a number of occasions. Response to this was positive.

¹ **USD 416,330 or EUR 396,183.**

Drawing on this experience and the identified need to promote humanitarian values in a world preoccupied with self and driven with tensions based on cultural and ethnic differences, and taking into account the growth of discrimination and violence, especially violence against minorities, in the wake of the events of September 11th, the Federation is accelerating its plans to focus on discrimination as a critical issue.

The fundamental principles and humanitarian values of the International Red Cross and Red Crescent Movement provide a strong starting point to decrease the level of tension, combat discrimination, and impact not only the most vulnerable but also the general public.

To meet these challenges a multi-faceted, multi-year, coordinated approach is needed at the grassroots and community levels where it can make a lasting difference. In that context, the national societies were encouraged to work actively on this issue with their governments and with the community, the basis for this action including the fundamental principles, Strategy 2010 and the plan of action of the International Conference (Geneva 1999) and especially its Goal 3.2: “new initiatives to meet the needs of vulnerable people and to reduce discrimination and violence in the community.”

Overall Goal

This global programme aims:

- to support the work of the national societies at the community level and develop effective communication with public authorities and the community in order to influence behaviour “to reduce discrimination and violence in the community” and promote a culture of non-violence; and
- to promote understanding and use of the fundamental principles within the Red Cross/Red Crescent Movement.

Programme Objectives

The programme involves two interrelated objectives:

1. **To capture, develop and share knowledge on best and good practices in promoting the fundamental principles, combating discrimination and promoting a culture of non-violence.**
 - Mapping of best and good practices will be carried out and high quality case studies from the national societies’ programmes promoting the fundamental principles, combating discrimination and building a culture of non-violence will be made available in an accessible, active database.
 - Collation of research, materials and documentation; research will be conducted on the work of others including universities, institutes, governments and international organizations about combating discrimination in the community and promoting a culture of non-violence.
 - Coordination and/or the contribution to communities of best practices and expert networks.
 - Support and/or monitor the working of the delegations and national societies that are developing pilot projects that combat discrimination and promote a culture of non-violence (given that this is a new area in which delegations have yet little expertise/capacity, this was included as part of the global programme). Liaison with the International Committee for the Red Cross (ICRC) to avoid duplication of efforts and to combine learning from respective experiences.
 - Monitor the adequate translation in different national languages and adaptation to different environments of the *From Principles to Action* CD-Rom and other tools.
 - Monitor the dissemination of the *From Principles to Action* CD-Rom and other dissemination tools such as *Seven steps for seven principles*, *The Mystery Course* within the Movement by more effective and extensive use of existing communication and dissemination vehicles such as web sites, intranet, extranet and existing networks including training environments.

2. To monitor and reinforce the global-local action to reduce discrimination and violence in the community.

- Enrich the tool kit for national societies to employ on the ground focusing specifically on anti-discrimination themes to be used in their work with children, youth, local government officials and educators.
- Support and facilitate regional programmes and training aimed at developing locally relevant programmes for national societies and providing assistance in monitoring results.
- Develop and monitor global advocacy processes including campaigns aimed at promoting intercultural understanding based on the humanitarian values of the Red Cross/Red Crescent in national, regional and global fora.
- Develop a global advertising campaign (print and electronic) to support the programme in the Federation's four official languages (Arabic, French, Spanish and English) and possibly in other languages that would serve as an immediate and constant reminder to opinion leaders and the general public.
- Develop and enrich the Federation's web pages dedicated to the discrimination agenda covering several dimensions of the global-local action to reduce discrimination and violence in the community such as providing: background information, the information kit, background texts (commitments and statutory decisions of the Red Cross/Red Crescent), external background texts (relevant international human rights legal instruments), advocacy (speeches, news and press releases), communication (examples of communication tools), training (training resources available for use in programmes and activities), additional resources (further detailed documentation describing the role of the Red Cross/Red Crescent), activities of the national societies and regional activities (examples and links to current national programmes and activities related to the *Action to Reduce Discrimination* and a summary of current regional activities), creative expressions of the fight against discrimination (drama, songs and poetry which illustrate inventive ways of tackling the problem of discrimination), and related links (other organizations involved in reducing discrimination and further resources).

Expected Results

- Three regional actions to reduce discrimination and violence in the community will have been launched during 2003.
- Some 75 per cent of the national societies will have updated or shared their practices in the field of promoting the fundamental principles, providing "action to reduce discrimination and violence in the community" and promoting a culture of non-violence by the end of 2003.
- One Community of Practice and one Expert Network will be effectively functioning by the end of 2003.
- Some 75 per cent of the national societies will have integrated in their programme the main message of the global-local action to reduce discrimination and violence in the community by the end of 2003.
- Better understanding of how the fundamental principles are interpreted in different cultures and updated examples of the implication of the use of the fundamental principles in peace time situations.
- Productive relations with other organizations and institutions working on the understanding and promotion of humanitarian values.

Indicators for the success of this programme will be:

- The active participation of the national societies to the global-local action to reduce discrimination and violence in the community.
- The development of new programmes and actions by national societies to reduce discrimination and violence in the community.

- The collation of research and publication as appropriate on best and good practices and new ways to use or communicate the fundamental principles to combat discrimination and promote a culture of non-violence.
- The evidence of use by national societies of the material (communication tools and *From Principles to Action* CD-Rom).

Risks and Assumptions:

- The availability of resources in response to the Appeal 2003-2004.
- The ability of the Principles and Values department to engage staff members of the Federation's Secretariat, its delegations and national societies.
- Interest of other organizations in cooperation with the Movement in this sphere.

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BUDGET 2003

PROGRAMME BUDGETS SUMMARY

Appeal no.: 01.99/2003

Name: Fundamental Principles & H. Values

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	0	0	0	31,074	0	0	31,074
PROGRAMME SUPPORT	0	0	0	31,074	0	0	31,074
Personnel-delegates	0	0	0	0	0	0	0
Personnel-national staff	0	0	0	0	0	0	0
Consultants	0	0	0	55,000	0	0	55,000
PERSONNEL	0	0	0	55,000	0	0	55,000
W/shops & Training	0	0	0	70,000	0	0	70,000
WORKSHOPS & TRAINING	0	0	0	70,000	0	0	70,000
Travel & related expenses	0	0	0	42,000	0	0	42,000
Information	0	0	0	99,000	0	0	99,000
Other General costs	0	0	0	181,000	0	0	181,000
GENERAL EXPENSES	0	0	0	322,000	0	0	322,000
TOTAL BUDGET:	0	0	0	478,075	0	0	478,075