

Appeal 2004



International Federation
of Red Cross and Red Crescent Societies

COMMUNICATING FOR THE VULNERABLE

Appeal no. 01.94/2004

The International Federation's mission is to improve the lives of vulnerable people by mobilizing the power of humanity. The Federation is the world's largest humanitarian organization, and its millions of volunteers are active in over 180 countries. All international assistance to support vulnerable communities seeks to adhere to the Code of Conduct and the Humanitarian Charter and Minimum Standards in Disaster Response, according to the SPHERE Project.

This document reflects a global programme and related activities to be implemented in 2004, and the related funding requirements. For further information concerning programmes or operations in this or other countries or regions, please also access the Federation website at <http://www.ifrc.org>

Click on figures below to go to the detailed budget

	2004 (in CHF)
Coordination and Implementation	438,502
Total	438,502¹

Context

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*, national society headquarters and branch communications staff need to be given basic communications and advocacy training. Currently, most communications and advocacy training is done on an *ad hoc* basis using various methods. The advocacy and communications capability at the national society level has direct impact on how the national society is viewed by its own public as well by donors.

This programme supports the Secretariat's objectives to:

- provide support to strengthen national societies;
- develop a learning system for national societies;
- support Federation and national society programming and advocacy in the core areas; and
- conduct effective representation and advocacy.

¹ USD 347,683 or EUR 283,521.

It also supports Strategy for the Movement Action 2 (to train and share knowledge among national societies); Action 9 (to promote knowledge sharing and best practices); Action 13 (to take a common approach to advocacy and positions); *Strategy 2010*'s Expected Result 8 (to increase the availability of information and demonstration of sharing and learning from experience); and the Strategy for Change 7.2 (strengthening national societies); 8.1.3 (sharing knowledge and best practice); and 8.3.3 (communicating the action and positions of the International Federation).

Background and achievements/lessons to date

In 2003, the three-year pilot distance-learning programme started in Central America was evaluated. Used to help train Panamá, Costa Rica, Nicaragua and Guatemala national society staff located in remote regions in basic advocacy and communications skills, the evaluation found that:

- national societies now have more professional communications departments and better equipped to respond to communications needs.
- the production of internal and external communications tools (as newsletters, brochures, magazines) has increased dramatically.
- the methodology is innovative and takes into account the communication needs of national societies. The programme was well outlined and could be adapted to local needs.
- the relationship between national societies and the local media has been improved significantly.
- communicators have gained wider recognition by governance as a means of helping to improve the image and perception of the national society.
- due to its success in Central America, three more national societies (Argentina, Bolivia and Venezuela) have decided to implement the programme with extremely limited funding so that they could better represent and report on the actions taken in the field.

Goal: To develop a more professional and usable training tool that can be used by all national societies and translated into French, Arabic, English, Russian and Chinese. To roll out the revised distance learning programme to at least 10 National Societies using already planned training sessions in 2004.

Objective: To improve the capacity and professionalism of communications by national societies with opinion leaders, donors and media; and provide them with the tools needed to do this work

Expected programme result(s):

- increased alignment and cohesion of the Federation's advocacy, communications, and external representation at the national and regional levels that will ultimately feed into the international sphere.
- an enhanced ability to use regional and international platforms to advocate for the most vulnerable.
- an increased level of communications from national societies to improve and enhance the image of the national society and the entire Federation with media and other stakeholders.

Advocacy and Communications Development

Context

The International Federation's advocacy and communications activities support all national societies and delegations in promoting the goals of *Strategy 2010* through developing advocacy positions and key messages, and communicating them at the national, regional, and international levels. The Federation's advocacy and communications activities have an impact on the ability to respond to the needs of the most vulnerable and play 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.

This appeal supports the Secretariat's Objective 3 of Strengthening National Societies' learning systems and improving the quantity and quality of their service delivery and advocacy; the Secretariat's Objective 9 (calls on the Secretariat to influence the humanitarian agenda and profile it in the international sphere); and Objective 11 (to provide high quality support to governance). It also supports Strategy for the Movement Action 9 to promote knowledge sharing and best practice within the Movement; Strategy 2010 Expected Result 8 to increase the availability of information; and Strategy for Change 8.3.3 which calls for communicating the action and positions of the International Federation.

Background and achievements/lessons to date

In 2003, the project started the process of identifying and benchmarking the Federation's media message delivery in 13 key countries that have a history of assisting opinion leaders form their views on the organization's activities. Two quarterly reports have shown that while the Federation's image is perceived in a positive manner, there is still a level of confusion about the type of work done by national societies. In addition, the reports have shown that media coverage of negative organizational issues overshadow the good work being done around the world.

By continuing this review and analysis process, the Federation has started to gain a better understanding of how its work is perceived. This, in turn, will help the Federation make better decisions; more frequently and cogently engage opinion leaders in dialogue create a higher awareness of its work and increase the impact of international representation.

Goal: to identify trends and issues that have a direct impact on the International Federation's actions at the international, regional and national levels, so as to guide its international and regional advocacy and communications activities carried out for the benefit of national societies and promote the policies as determined from the General Assembly's discussion and recommendations about the "Federation of the Future".

Objective: monitor print media coverage to set benchmarks to evaluate advocacy and communication activities on an ongoing basis.

Expected programme results:

- an improved ability to identify trends and issues that have a direct impact on activities and actions of national societies.
- the provision of an objective third-party perspective to the actions, as reported by the media, taken by national societies and the Federation that can be used as a guide for the development of future actions.
- the development of more cohesive, comprehensive, and results based communications and advocacy programmes that support national society and Federation-wide initiatives as stated in *Strategy 2010*.

Planned activities: Working with an external third party monitoring and trend analysis reporting firm to monitor and analyze opinion leading print media, 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.

The International Federation on the Internet

Context

The Internet is an essential tool in the Federation's communication strategy for sharing information with its stakeholders – national societies, donors, partner organisations and the public. Significant progress has been made in developing its public web site (www.ifrc.org) in English, French and Spanish. The Internet and new technology offer many growing opportunities for increasing transparency and awareness, and sharing knowledge, and the Federation is keen to maximize the potential of this. This Global Programme supports strengthening national societies and the Federation's Constitution Article 3 (increase the quality and quantity of service delivery and advocacy).

This programme also supports General Assembly Decision 12 (to support, coordinate and provide communications tools for national society action); Strategy for Change 8.1.3 (to share knowledge and best practice); Objective 9 of the Secretariat (to influence the humanitarian agenda focusing on Strategy 2010's four core areas); the Federation's Constitution (to assist in the promotion and development and be the official representative of the member societies in the international field); Strategy for the Movement Action 11 (projecting a consistent and coherent image to the public); and the Secretariat's Objective 12 (to provide a platform to support the implementation of all objectives and *Strategy for Change*).

Background and achievements/lessons to date

Achievements to date:

- new news section with new functionality to email this/print this/search this section.
- Increased capacity of the French and Spanish sites.
- meeting requirements from staff in-house for web site.
- First Aid Day – content from national societies around the world.
- new sections launched on disasters, youth and meetings/events.

Goal: the Federation seeks to maximize the opportunities offered by web technology to assist its stakeholders in being able to share information with all their target audiences by developing the public website in the Federation's fourth language (Arabic) and developing regional zones of the web site to meet a growing need for regional information sharing.

Objectives:

- develop www.ifrc.org in Arabic to meet the information needs of Arabic-speaking national societies and target audiences. This is the only official language the site does not yet exist in.
- develop regional zones of www.ifrc.org that can be fed from delegations and Geneva. This will allow the Federation to present more varied news, events and operations/programme information from national societies grouped by region. These will replace the need for delegations to have their own separate web sites, thus reducing costs, time and duplication and ensure the Federation can present a more effective and consistent message to the public.
- establish a forum of webmasters from all national societies to advise on development of all Federation web-based tools - www.ifrc.org, FedNet and national society web sites.

Expected programme result: increased coverage of the Federation's activities by reaching constituencies in all four official languages.

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BUDGET 2004

PROGRAMME BUDGETS SUMMARY

Appeal no.: 01.94/2004

Name: Communicating For The Vulnerable

PROGRAMME:

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	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	3,000	0	3,000
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	3,000	0	3,000
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	0	28,502	0	28,502
PROGRAMME SUPPORT	0	0	0	0	28,502	0	28,502
Personnel-delegates	0	0	0	0	0	0	0
Personnel-national staff	0	0	0	0	0	0	0
Consultants	0	0	0	0	380,000	0	380,000
PERSONNEL	0	0	0	0	380,000	0	380,000
W/shops & Training	0	0	0	0	10,500	0	10,500
WORKSHOPS & TRAINING	0	0	0	0	10,500	0	10,500
Travel & related expenses	0	0	0	0	6,500	0	6,500
Information	0	0	0	0	3,000	0	3,000
Other General costs	0	0	0	0	7,000	0	7,000
GENERAL EXPENSES	0	0	0	0	16,500	0	16,500
TOTAL BUDGET:	0	0	0	0	438,502	0	438,502