

# Appeal 2005



## GLOBAL POSITIONING OF THE INTERNATIONAL FEDERATION

**Appeal no. 05AA085**  
**Appeal target: CHF 575,796<sup>1</sup>**

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 network, and its member National Red Cross and Red Crescent Societies count almost 100 million members and volunteers in almost every country in the world. 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 2005, and the related funding requirements. For further information concerning this programme please direct questions to Sian Bowen, External Relations and Communications Department, Media and Public Relations Unit, phone: +41 22 730 4428; email: [sian.bowen@ifrc.org](mailto:sian.bowen@ifrc.org)

For information on programmes in other countries and regions please access the Federation's website at <http://www.ifrc.org>

*Please click on figures below to go to the detailed budget*

Programme title	2005
Coordination and Implementation	575,796
<b>Total</b>	<b>575,796</b>

### Context

For the International Federation of the Red Cross and Red Crescent to achieve a consistent global image and position there needs to be consistent communications at the various levels of the organisation, at programme level, national society level, regional level and international secretariat level. To reach this goal there has to be investment in communications training and capacity building to strengthen the various tools and processes we use to promote the work of the organisation.

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, there is a need to strengthen both communication and advocacy techniques so that our global image is consistent and strong.

This programme supports the Secretariat's objective to:

- develop a communications network for learning and capacity building.
- provide support to strengthen national societies.
- conduct effective international representation, advocacy, and communications.

<sup>1</sup> USD 493,891 or EUR 378,930

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- support the Federation and national society programming and advocacy via modern tools of communication including the internet.
- provide national societies with advice on securing international coverage and assisting with access.

It also supports strategy for 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 (communications the action and positions of the International Federation).

The programme provides resources to strengthen the capacity of national societies to conduct international advocacy, at global and regional levels, in support of the Federation's objectives. This is closely related to Strategy 2010 and the mobilization of the power of humanity, especially through the building of effective partnerships. Such partnerships, to be fully effective, need to involve the national societies in line with Change Objective 3 of the Strategy for Change.

**Overall Goal: to continue building a consistent global presence for the International Federation.**

### **Learning and capacity building for communications and advocacy**

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 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 shaping the humanitarian sector, and positioning the Federation as a leading international player. Key to this is consistent and effective message delivery so that the Federation can influence decision makers to improve humanitarian programmes and results.

### **Background and achievements to date:**

In 2004 national societies and delegations were assisted in developing their communications and advocacy techniques. This was done via capacity building co-ordinated by the Media and PR Unit at the Secretariat. A variety of tools were used including an international workshop for information officers and delegates which provided training in a number of areas including, emergency communication, campaigning and strengthening of website communications. A pilot programme in 2003-04 successfully tested new ways of working with national societies to transform Federation advocacy in international organisations through the sustained use of national society speakers.

**Objective: to continue to identify ways capacity building techniques, including the development of a virtual global communications network via FedNet and related workshop, will develop a solid foundation of materials, skills and knowledge to develop a consistent global presence.**

### **Activities to reach this objective:**

- develop best practice in communications and advocacy, increase shared learning and reduce duplication of effort.
- develop and maintain sustainable communications flow between the various levels of the organisation (field, national societies and the Secretariat).
- integrate national societies into the Federation presence in the international sphere, with strengthened recognition of national society capacity and of their roles in country as partners to international organisations and governments.

### **Expected programme results:**

- a comprehensive FedNet online library of best practice materials from national societies and the Secretariat
- an annual information workshop inviting at least 40 staff from national societies, regional offices and delegates to strengthen communication and advocacy skills.
- increased alignment and cohesion of the Federation's communications, advocacy and external representation at national, regional and international levels.

- an enhanced ability to use national, regional and international platforms to position the Federation.
- a strengthening of communications to improve, enhance, and make consistent, the image of the organisation globally.
- provide national society staff with the opportunity to undertake short term international assignments.
- further integrate the varying levels of communications expertise by enabling staff to attend events outside of their immediate remit ie: national society staff to represent Federation at international events, and secretariat staff to attend and assist at regional events.

### **The International Federation on the Internet**

The internet is an essential tool in the Federation's communication strategy for sharing information with its stakeholders – national societies, donors, volunteers, partner organisations, decision makers, educational institutions, the media and the general public. Significant progress has been made in developing the website ([www.ifrc.org](http://www.ifrc.org)) in English, French and Spanish. The website allows us to be transparent in relation to our programmes, advocacy and campaigning. The Federation website is also the only website tool which explains in detail how the Federation and its various components work together. The website has become a reference for the media which enhances our credibility and positions the organisation as a leader in its field.

This approach 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 the General Assembly decision 12 (to support, co-ordinate 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 the objectives in Strategy for Change).

### **Background and achievements to date:**

- supported key conferences and events such as the PAN African conference.
- expansion of the Spanish and French websites.
- the site has become a major resource of the media.
- translation of key documents into Arabic.
- increased usage of the online donor facility especially when responding to disasters.
- increased output of daily news releases.
- expansion of the photo gallery.

### **Objective: to build on the Federation's success to date.**

#### **Activities to reach this objective:**

- to develop [www.ifrc.org](http://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.
- to further develop and maintain regional zones of [www.ifrc.org](http://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.
- develop a comprehensive publications library.
- optimize the presence of the website via international search engines.
- use of video footage and live links to spokespeople in the field.
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- showcase national society communication materials around global themes.
- increase basic training programme to allow more decentralised publishing.
- install statistics programme to allow for effective evaluation of web site users and hits.
- create individual landing pages for key sections to enable targeted promotion.

#### **Expected programme result(s):**

- increased coverage of the Federation's activities by reaching constituencies in all four official languages.

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- more consistent and accurate global communications.
- position the International Federation of the Red cross & Red Crescent as the leading organization in disaster response and disaster preparedness.

***Please find detailed budget below; click here to return to the title page and contact details***

# BUDGET 2005

## PROGRAMME BUDGETS SUMMARY

Appeal no.: 05AA085

Name: Global Positioning

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
<b>SUPPLIES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
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
<b>CAPITAL EXPENSES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Warehouse & Distribution	0	0	0	0	0	0	0
Transport & Vehicules	0	0	0	0	0	0	0
<b>TRANSPORT &amp; STORAGE</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Programme Support	0	0	0	0	37,426	0	37,426
<b>PROGRAMME SUPPORT</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>37,426</b>	<b>0</b>	<b>37,426</b>
Personnel-delegates	0	0	0	0	138,000	0	138,000
Personnel-national staff	0	0	0	0	0	0	0
Consultants	0	0	0	0	120,530	0	120,530
<b>PERSONNEL</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>258,530</b>	<b>0</b>	<b>258,530</b>
W/shops & Training	0	0	0	0	46,750	0	46,750
<b>WORKSHOPS &amp; TRAINING</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>46,750</b>	<b>0</b>	<b>46,750</b>
Travel & related expenses	0	0	0	0	54,400	0	54,400
Information	0	0	0	0	170,250	0	170,250
Other General costs	0	0	0	0	8,440	0	8,440
<b>GENERAL EXPENSES</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>233,090</b>	<b>0</b>	<b>233,090</b>
<b>TOTAL BUDGET:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>575,796</b>	<b>0</b>	<b>575,796</b>