

# Appeal 2006-2007



International Federation  
of Red Cross and Red Crescent Societies

## GLOBAL POSITIONING

### Appeal no. AA00008

This appeal seeks a total of CHF 1,129,000<sup>1</sup> to fund programmes and activities to be implemented in 2006 and 2007. These programmes are aligned with the International Federation's Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".

#### Global Agenda Goals:

- Reduce the numbers of deaths, injuries and impact from disasters.
- Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.
- Increase local community, civil society and Red Cross and Red Crescent capacity to address the most urgent situations of vulnerability.
- Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.

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*The International Federation's mission is to improve the lives of vulnerable people. The Federation is the world's largest humanitarian organization, and its millions of volunteers are active in over 181 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.*

[Click here to access the detailed budget summary](#)

	2006-2007 (in CHF)	
Global Positioning	2006	538,000
	2007	591,000
<b>Total</b>	<b>1,129,000</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 organization.

- For national societies and delegations to effectively promote the International Federation of Red Cross and Red Crescent Societies 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.
- The Strategy 2010 review identified that the 'Federation should be communicating more proactively and effectively to meet the high expectation from external actors'. It also noted that communications capacity building at national societies needs to be improved.

<sup>1</sup> USD 879,708 or EUR 732,268

The review also stressed that communication and promotion of our principles and values needs to be more consistent and higher profile.

Therefore our communications must be strengthened so that external audiences such as the media, donors and general public not only use us as a reference point in times of natural disaster, but also see us as a distinguished organisation which 'mobilises the power of humanity' through its work and principles. In this respect we will be supporting the new Global Agenda for the International Federation.

This programme supports the Secretariat's objective to:

- Develop a global campaign on neglected disasters.
- Develop a communications network to support distance learning and capacity building for national societies.
- Develop an international advocacy programme to disseminate our key messages, policies and positions
- Support the Federation and national society programming and advocacy via modern tools of communication including the internet and the Federation's Extranet known as 'Fednet'.
- Develop capacity building programmes to improve emergency communications, campaigning and website development.
- Further develop the International Federation website in terms of content and technology, and develop a new Arabic website for the International Federation.

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.

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

### **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 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 2005 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 short-term assignments for national society staff at the Secretariat which provided training in a number of areas including, emergency media relations and campaigning.
- In additional new programme in 2005 successfully tested new ways of working with national societies to transform Federation advocacy in international organisations through the sustained use of national society speakers.

**Goal: To continue to identify ways capacity building techniques including the development of a virtual communications resource centre via FedNet which together with a global workshop will develop a solid foundation of materials, skills and knowledge to develop a consistent global presence.**

**Objectives:**

- 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 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.
- The implementation of a global campaign on 'neglected disasters'.
- 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 at the Secretariat, and vice versa, send Secretariat staff on short term missions to the field.
- 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****Context**

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**

- Specific sections built to support key events such as Red Cross and Red Crescent Day, the Beslan commemoration and the Asia tsunami.
- Expansion of the Spanish and French websites.
- The site has become a major resource of the media.
- Increased usage of the online donor facility especially when responding to disasters.
- Increase output of daily news releases.
- Expansion of photo galleries.
- Expansion of multi media (video footage, audios, photo galleries, graphics).

- Creation individual landing pages for key sections to enable targeted promotion.
- Expansion of e-postcards.
- Implementation of e-newsletter for tsunami, youth and IDRL.
- New volunteers database.
- Implementation of smart URLs: essential for marketing of different sections.

**Goal: To build on our success to date.**

**Objectives:**

- **Develop an Arabic version of the public web site.**
- **Develop an online publications database.**
- **Develop new design templates (design and technical consultancy required).**
- **Migrate content to new design templates (technical consultancy required).**
- **Develop 'zones' for different audiences, including media, schools and donors.**

**Expected programme results:**

- Reach our large Arabic-speaking audience in its native language.
- Enable the Federation's documents to be updated, fully searched and ordered online.
- Strengthen our brand identity, improve design consistency.
- Provide a solid technical base for future development.
- Position the International Federation of the Red Cross & Red Crescent as the leading organization in disaster response and disaster preparedness.

***Please refer to the appeal budget below; [click here to return to the title page and contact details](#)***

# BUDGET 2006

## PROGRAMME BUDGETS SUMMARY

Appeal no.: MAA00008

Name: GLOBAL POSITIONING

PROGRAMME:

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	Total
	CHF	CHF	CHF	CHF	CHF	CHF	CHF
Shelter	0	0	0	0	0	0	0
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 Supplies & Services	0	0	0	0	0	0	0
<b>SUPPLIES</b>	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 Equipment	0	0	0	0	0	0	0
<b>LAND, VEHICLES &amp; EQUIPMEN</b>	0	0	0	0	0	0	0
Storage	0	0	0	0	0	0	0
Distribution & Monitoring	0	0	0	0	0	0	0
Transport & Vehicles cost	0	0	0	0	0	0	0
<b>TRANSPORT &amp; STORAGE</b>	0	0	0	0	0	0	0
International Staff	0	0	0	0	138,000	0	138,000
Regionally Deployed Staff	0	0	0	0	0	0	0
National staff	0	0	0	0	0	0	0
National Society Staff	0	0	0	0	0	0	0
Consultants	0	0	0	0	45,000	0	45,000
<b>PERSONNEL</b>	0	0	0	0	183,000	0	183,000
Workshops & Training	0	0	0	0	85,000	0	85,000
<b>WORKSHOPS &amp; TRAINING</b>	0	0	0	0	85,000	0	85,000
Travel & related expenses	0	0	0	0	40,000	0	40,000
Information & Public Rela	0	0	0	0	278,000	0	278,000
Office Running Costs	0	0	0	0	6,600	0	6,600
Communication Costs	0	0	0	0	4,000	0	4,000
Professional Fees	0	0	0	0	0	0	0
Other General Expenses	0	0	0	0	0	0	0
<b>GENERAL EXPENDITURE</b>	0	0	0	0	328,600	0	328,600
Asset Depreciation	0	0	0	0	0	0	0
<b>DEPRECIATION</b>	0	0	0	0	0	0	0
Contributions & Transfers	0	0	0	0	0	0	0
<b>CONTRIBUTIONS &amp; TRANSFERS</b>	0	0	0	0	0	0	0
Programme Support	0	0	0	0	41,474	0	41,474
<b>PROGRAMME SUPPORT</b>	0	0	0	0	41,474	0	41,474
<b>TOTAL BUDGET:</b>	0	0	0	0	638,074	0	638,074

# BUDGET 2007

## PROGRAMME BUDGETS SUMMARY

Appeal no.: MAA00008

Name: GLOBAL POSITIONING

PROGRAMME:

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	Emergency	Total
	CHF	CHF	CHF	CHF	CHF	CHF	CHF
Shelter	0	0	0	0	0	0	0
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 Supplies & Services	0	0	0	0	0	0	0
<b>SUPPLIES</b>	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 Equipment	0	0	0	0	0	0	0
<b>LAND, VEHICLES &amp; EQUIPMEN</b>	0	0	0	0	0	0	0
Storage	0	0	0	0	0	0	0
Distribution & Monitoring	0	0	0	0	0	0	0
Transport & Vehicles cost	0	0	0	0	0	0	0
<b>TRANSPORT &amp; STORAGE</b>	0	0	0	0	0	0	0
International Staff	0	0	0	0	138,000	0	138,000
Regionally Deployed Staff	0	0	0	0	0	0	0
National staff	0	0	0	0	0	0	0
National Society Staff	0	0	0	0	0	0	0
Consultants	0	0	0	0	100,000	0	100,000
<b>PERSONNEL</b>	0	0	0	0	238,000	0	238,000
Workshops & Training	0	0	0	0	50,000	0	50,000
<b>WORKSHOPS &amp; TRAINING</b>	0	0	0	0	50,000	0	50,000
Travel & related expenses	0	0	0	0	64,000	0	64,000
Information & Public Rela	0	0	0	0	190,000	0	190,000
Office Running Costs	0	0	0	0	6,600	0	6,600
Communication Costs	0	0	0	0	4,000	0	4,000
Professional Fees	0	0	0	0	0	0	0
Other General Expenses	0	0	0	0	0	0	0
<b>GENERAL EXPENDITURE</b>	0	0	0	0	264,600	0	264,600
Asset Depreciation	0	0	0	0	0	0	0
<b>DEPRECIATION</b>	0	0	0	0	0	0	0
Contributions & Transfers	0	0	0	0	0	0	0
<b>CONTRIBUTIONS &amp; TRANSFERS</b>	0	0	0	0	0	0	0
Programme Support	0	0	0	0	38,416	0	38,416
<b>PROGRAMME SUPPORT</b>	0	0	0	0	38,416	0	38,416
<b>TOTAL BUDGET:</b>	0	0	0	0	591,016	0	591,016