

Appeal 2006-2007



International Federation
of Red Cross and Red Crescent Societies

Global positioning Revised Appeal 2006-2007

Appeal no. MAA00008

The International Federation's *Strategy 2010* mid-term review clearly identified the membership's wish to increase its focus and investment in communications and advocacy. The International Federation's communications and advocacy strategies outline its conviction that communications and advocacy should be the driving force in addressing the foremost challenges linked to vulnerability, and therefore support the mobilization of disaster response and development programmes. This revised appeal consolidates Federation-wide efforts related to communications and incorporates the previously planned activities for 2007 through the FedNet appeal (MAA00009).

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 185 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 appeal budget summary.](#)

	2006 - 2007	(in CHF)
Global positioning	2006	638,074
	2007 revised	3,128,609
	Total	3,766,683

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Background

This appeal seeks to empower the International Federation of Red Cross and Red Crescent Societies to implement components of a wider communications and advocacy strategy that contributes to the fulfilment of its own *Global Agenda* and the UN Millennium Development Goals (MDGs) from a local to global level.

The International Federation of Red Cross and Red Crescent Societies, with 185 members, is the world's largest humanitarian network. With an exceptional capacity to mobilize a highly motivated volunteer humanitarian workforce of more than 97 million members and active volunteers, the Federation's presence is unmatched on a global scale.

The Red Cross and Red Crescent brands, when compared to others, frequently rank first in terms of global visibility and recognition. Surveys show that it is the first humanitarian organization that people give when asked to name a humanitarian or charitable agency. Because of its long history, the Federation is known as the world's best disaster

response organization. The Red Cross and Red Crescent's efficiency at the local level is often unmatched by any other humanitarian actor.

With 185 member national societies, the worldwide network of delegations and the Secretariat in Geneva, the Federation is also in the advantageous position of having the largest network of humanitarian communicators. The communicators in national societies, Federation delegations and the thousands of staff and volunteers who speak on behalf of the organization when responding to emergencies, provide the Red Cross and Red Crescent with global communications and advocacy reach. This is one of its key strengths.

Responses to the recent consultation with the Federation's membership, carried out between March-May 2006, clearly signalled that all national societies want stronger global communications and a greater focus on regional communications capacities. This momentum must be used to build a modern, professional, responsible and pro-active network of advocates and communicators.

With its Federation of the Future process and new *Global Agenda*, the Federation now has a true common advocacy and communications vehicle to communicate strong and focused messages to all relevant target audiences.

The opportunity to streamline the organization's communications capacities and help all member national societies, delegations and the Secretariat to position themselves as the preferred humanitarian organization with their respective audiences must be seized.

A close connection between the *Global Agenda* and the Millennium Development Goals is a tremendous opportunity to provide dynamic, global coherence to the International Federation's mission.

With the MDGs, there is a historical and decisive perspective to collectively address poverty and vulnerability. They aim to reach eight overall goals:

- Halve extreme poverty and the proportion of people whose income is less than 1 USD per day;
- Halve the proportion of people who suffer from hunger;
- Reduce the under-five mortality rate by two-thirds and improve maternal health;
- Halve and begin to reverse the spread of HIV/AIDS, and the incidence of malaria and other major diseases;
- Halve the proportion of people without sustainable access to safe drinking water and basic sanitation;
- Achieve universal primary education, promote gender equality and empower women;
- Ensure environmental sustainability; and,
- Develop a global partnership for development.

With its *Global Agenda*, the Federation has the ability to demonstrate how its national societies and delegations are already contributing to the achievement of the MDGs. The *Global Agenda* aims at reaching four goals on a local, regional and global scale:

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

Successful coverage of this appeal will significantly contribute to the global communications and advocacy strategy, which will be implemented from 2007 until 2010.

Overall priorities

- Build a global culture of communications within and for the International Federation around the MDGs through the *Global Agenda*.
- Create an advocacy platform and advocacy alliances.
- Enhance internal communications and knowledge management.
- Strengthen regional communications through capacity building activities.
- Streamline and optimize membership services to Red Cross and Red Crescent national societies.

The implementation of all the projects below will be subject to clear and transparent methodological principles.

- National societies will be consulted and advisory groups will be established for those who wish to support specific projects.
- Each global project will be designed as a membership service, by complementing national communications or scaling up capacity-building activities.
- The global programme will be supported by a framework for evaluation, planning and coordination.
- The Federation will aim to gather, focus and streamline existing expertise and initiatives in order to build global initiatives that benefit all national societies.
- The image of the Red Cross and Red Crescent will be strengthened through media relations, advocacy, internal communications and capacity-building.
- Campaigns and communications will not be seen as costs, but rather as investments to better support fundraising, leadership, credibility and pride in belonging to the International Federation.
- The Secretariat's communications department will support national societies and delegations in meeting their needs by managing global issues in a globalized world.

Expected result 1: Build a global culture of communication within and for the International Federation around the MDGs through the *Global Agenda*.

With the introduction of the Federation's *Global Agenda*, it is vital that all components of the organization understand its implications. To this end, it is important that a number of materials are developed to communicate this strategic direction.

Key activities will include:

- Production of communications tool kits: Posters, brochures, report, adverts, guidelines, public website section (available in English, French, Spanish and Arabic);
- Short film: How Red Cross and Red Crescent societies are contributing to the MDGs through the *Global Agenda* (available in English, French, Spanish and Arabic);
- Exhibition 'Red Cross Red Crescent in the Millennium'. Develop an exhibition with the theme 'Meeting the MDGs for a safer world'. Create a DVD tool kit with a selection of photos, videos, testimonials and guidelines for national societies about how to organize an exhibition (available in English, French, Spanish and Arabic);
- A World Forum by 2009 (the International Federation's 80-year anniversary). The goal of the forum will include gathering representatives from the Red Cross and Red Crescent, UN bodies, nongovernmental organizations, the corporate sector, media, and academia to deal with key topics, such as ethical, sustainable effects and global trends of humanitarian action around the MDGs. The Red Cross and Red Crescent will position itself as a reference and leader that is able to organize a global debate on common issues, representing vulnerable communities and proposing alliances to stakeholders.

Expected result 2: Create an advocacy platform and advocacy alliances

The strategic communications and advocacy strategy will provide a means to set advocacy priorities. Each year an advocacy plan will be presented to the Federation's Governing Board for approval to focus global priorities and support regional activities.

By 2010, the International Federation will have executed two global advocacy campaigns and the proposed campaigns are as follows:

HIV and AIDS advocacy: 100 per cent commitment campaign

The fight against HIV/AIDS is a top priority for the international humanitarian community. Since World AIDS Day 2006, the International Federation has pledged its commitment to doubling its efforts to help vulnerable people through a new global alliance. Using its unique, community-based approach that includes prevention, care, treatment and anti-stigma work, the International Federation will contribute to achieving the MDG of reversing the spread of HIV. It will advocate and enable universal access to prevention, care, treatment and support, and will double the number of direct participants and beneficiaries in Red Cross and Red Crescent HIV/AIDS programmes in low- and middle-income countries.

Key activities will include:

- The promotion of an overall and decisive commitment to fight HIV/AIDS, ideally linked to the tuberculosis and malaria strategies.
- The work of fostering an integrated response including prevention, care, treatment and support.
- Provide support to people living with HIV by strengthening the community-based approach.
- Seal an alliance with donors and stakeholders sharing a 100 per cent increase in their commitment.
- Mobilize the UN, governments, media and the private sector to scale up their efforts in a decisive and effective way to halt and reverse the epidemic.
- Develop communications and advocacy tools and products: posters, brochure, TV and radio adverts, and public website section.
- Develop capacity-building tools: guidelines for national societies and volunteers.
- Identify and appoint spokesperson and goodwill ambassador.
- Employ a full-time campaign officer.

A communications and advocacy campaign on disaster risk reduction

Vulnerability and climate change constitute a great threat for mankind as a whole, and more immediately for the poorest countries. Disasters are becoming more frequent and more severe in their impact. It seems obvious that disaster risk reduction should be a top priority for donors. However, for every ten dollars currently spent on disaster response and recovery, just one dollar goes to disaster preparedness. This imbalance needs to be corrected to at least double the amount spent on disaster risk reduction.

Key activities will include:

- Streamline, implement and scale up a common approach to disaster risk reduction within the International Federation.
- Mainstream disaster risk reduction communications within the International Federation
- Establish an alliance with donors and stakeholders in order to support the doubling of efforts.
- Mobilize the UN, governments, media and the private sector to effectively support these goals.
- Development of communications and advocacy tools and products: posters, brochure, TV and radio adverts and website section.
- Develop capacity-building tools: guidelines for national societies and volunteers.
- Identify and appoint spokesperson and goodwill ambassador.
- Employ a full-time campaign officer and consultant.

Expected result 3: Enhance internal communications and knowledge management

The International Federation is developing an internal communications strategy. This strategy will make members, staff and volunteers fully aware, knowledgeable and supportive of the organization's priorities and goals in terms of programmes, communications and advocacy and will aim to instil pride in belonging to and being part of the International Federation.

In today's global world, humanitarian challenges require adaptability and innovation. To help its staff and volunteers meet these challenges, there is a need to transform the Federation's web services, both internally and externally.

Harnessing human resources

There is a need to maximize the full potential of human resources and utilize their expertise. FedNet brings together dispersed communities of experts and practitioners and provides a platform for a sharing of best practices across the network. Strong regional networks must be built through FedNet up so that the Federation can listen to the voices of its volunteers and staff.

Key activities will include:

- Development of online communities of practice where practitioners and experts can share their experience and knowledge.
- Development of an online environment where regional networks can come together to share their knowledge, experiences and technical expertise.
- Development of online tools, such as blogs and forums, where key decision-makers can hear the voices of volunteers and staff.

Extending the scope of content in FedNet

Information is available on FedNet covering a wide range of Red Cross and Red Crescent activities in all official languages. The information content of FedNet needs to develop in line with increasing demands from users, and is structured and presented for maximize ease of use.

Key activities will include:

- Revise and develop the structure of FedNet in response to requirements and user feedback.
- Develop new information areas in all official languages to ensure comprehensive coverage of Red Cross and Red Crescent activities.

Embedding FedNet into the International Federation

It must be ensured that FedNet's functionality and features are well understood, and that users gain maximum benefit from its knowledge-sharing potential. As there is improvement in the range of services FedNet offers, their utilization at all levels of the organization must be ensured.

Key activities will include:

- Developing target user groups and undertaking focus group testing.
- Supporting, training and educating users in how to use and gain maximum benefit from FedNet.
- Developing an interactive Flash presentation for dissemination among users.
- Communicating FedNet features and benefits with all components of the Movement through a targeted range of tools and key meetings.
- Establish a FedNet steering group with key stakeholders.

Expected results 4: Strengthen regional communications through capacity building activities.

Communications needs to be strengthened at the regional level to increase the visibility of the International Federation and its members through a variety of global communications events/activities, and to improve the communication and resource mobilization capacities of national societies where needed.

The International Federation will therefore continue to support the establishment and development of regional and sub-regional communications networks. The purpose of this is to improve and focus the communications work of

the national societies, and enhance the overall cooperation and coordination of our internal and external communications.

Key activities will include:

- Developing regional and sub-regional communications and advocacy strategies in line with the global strategy, taking note of regional issues and circumstances.
- Establishing, maintaining and increasing existing strategic partnerships with local, regional and global media.
- Establishing and maintaining good internal communications between the various levels – regional, national and local.
- Developing and strengthening regional early media alert systems.
- Networking with national society communicators to implement regional strategies.
- Identifying regional spokespeople among membership, staff or external specialists to support the strategy.
- Developing working relations with other regional teams and networks, such as the regional disaster response teams, an essential partner in disaster response communications.

The International Federation seeks support to achieve the above objectives by carrying out the following activities:

- Five regional (Africa, Americas, Asia Pacific, Europe, and Middle East and North Africa) workshops to share experiences, gain new skills and plan jointly for regional and global events.
- Develop a staff exchange programme so that staff can learn from one another and develop innovative communications at the national level and further develop them regionally or globally.
- Develop the concept of a roaming communications delegate who can assist with capacity building at the regional and national levels, and who can also carry out emergency missions as required.
- Development of two additional emergency kits for immediate deployment to the field when disasters occur.
- Development of a communications handbook for delegates (this is underway but further support is required for the translation of the handbook into the other three Federation languages).
- Provide funding for a Geneva-based press officer to handle Spanish-speaking media and disaster preparedness communications.

Expected result 5: Membership services and global communications

The communications department is adapting its structure to deliver both its current activities and implement this strategy. It will continue to provide communications services and provide capacity-building services for national societies.

Positioning the International Federation globally

The public website is the Federation's window to the world and its main public communications tool. As the technology platform behind the public website and FedNet is changed, the Federation will undertake a redesign process to improve the user's experience and strengthen the brand. This change in technology platform will also make it easier to develop a version of the website in the fourth official language, Arabic. To achieve this, an external agency will be employed to redesign the FedNet so that it is more user friendly and adheres to the accessibility guidelines.

Global survey on the perception and image of the Red Cross and Red Crescent

A survey is needed to determine how the Red Cross and Red Crescent are perceived internally and externally. Externally, the survey will aim at measuring the image and perceptions of key actors such as media, international companies and the general public. The objective would aim to provide national societies with information they can use when working with their donors and partners. The International Federation would receive guidance on its external image and then be able to refocus and adapt as required. Internally the survey would evaluate the relationship between national societies and the International Federation, measuring their communications expectations and identifying the ways to strengthen internal cooperation.

Delivering breaking news from the field to the world's media

The International Federation has a responsibility to highlight the plight of vulnerable people everywhere. When disaster strikes, getting images to a global audience presents a particular challenge. The Federation wants to use a service provider to help deliver digital video and other multimedia to a global audience – to journalists and national societies – in order to extend the reach and timeliness of its communications. In order to achieve this the

Federation's activities will be to provide digital video and other multimedia to the world's media on a 24-hour/7-day basis.

Delivering web membership services

In 2007–2008, the Federation is changing the technology which drives the public website and FedNet so that it can better manage and control its web environments. This change will also allow the offering of a package of web services to those national societies who need help to create and maintain a web presence. Currently, about 50 per cent of national societies do not have a functioning website. This web starter package would be accompanied by practical guidelines, which are currently in development. The objective is to offer a web starter package, deliver capacity building for national societies' webmasters and develop a donor partnerships section.

Developing web technologies to meet the needs all users

FedNet is already integrated with a number of Federation IT systems – such as HR, finance and logistics – providing seamless content to the user. As the Federation moves toward a common platform for all IT services, more integration will be required to ensure that FedNet becomes the one-stop shop for users. To achieve this, activities will be focused on: developing a publications database to serve both the public website and FedNet; developing technology solutions that meet the needs of users; and, integrating broader IT systems with FedNet.

Meeting the needs of donors

As part of the global fundraising strategy, the public website has a role to play in highlighting the Federation's work to donors and partners – showing the world that the Federation works in an open, transparent and accountable way. Donors need the right information at the right time, presented in a way that is tailored to their needs. To achieve this, activities will be focused on developing a site specifically tailored to donors' information needs.

[Revised appeal budget below; click here to return to the title page and contact information.](#)

BUDGET 2006

PROGRAMME BUDGETS SUMMARY

Appeal no.: MAA00008

Name: COMMUNICATIONS, ADVOCACY & KNOWLEDGE

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
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 Equipment	0	0	0	0	0	0	0
LAND, VEHICLES & EQUIPMEN	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
TRANSPORT & STORAGE	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
PERSONNEL	0	0	0	0	183,000	0	183,000
Workshops & Training	0	0	0	0	85,000	0	85,000
WORKSHOPS & TRAINING	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
GENERAL EXPENDITURE	0	0	0	0	328,600	0	328,600
Asset Depreciation	0	0	0	0	0	0	0
DEPRECIATION	0	0	0	0	0	0	0
Contributions & Transfers	0	0	0	0	0	0	0
CONTRIBUTIONS & TRANSFERS	0	0	0	0	0	0	0
Programme Support	0	0	0	0	41,474	0	41,474
PROGRAMME SUPPORT	0	0	0	0	41,474	0	41,474
TOTAL BUDGET:	0	0	0	0	638,074	0	638,074

BUDGET 2007

PROGRAMME BUDGETS SUMMARY

Appeal no.: MAA00008

Name: COMMUNICATIONS, ADVOCACY & KNOWLEDGE

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
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	362,000	0	362,000
Medical equipment	0	0	0	0	0	0	0
Other Equipment	0	0	0	0	0	0	0
LAND, VEHICLES & EQUIPMEN	0	0	0	0	362,000	0	362,000
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
TRANSPORT & STORAGE	0	0	0	0	0	0	0
International Staff	0	0	0	0	737,400	0	737,400
Regionally Deployed Staff	0	0	0	0	224,400	0	224,400
National staff	0	0	0	0	0	0	0
National Society Staff	0	0	0	0	0	0	0
Consultants	0	0	0	0	707,500	0	707,500
PERSONNEL	0	0	0	0	1,669,300	0	1,669,300
Workshops & Training	0	0	0	0	61,500	0	61,500
WORKSHOPS & TRAINING	0	0	0	0	61,500	0	61,500
Travel & related expenses	0	0	0	0	191,250	0	191,250
Information & Public Rela	0	0	0	0	585,000	0	585,000
Office Running Costs	0	0	0	0	46,200	0	46,200
Communication Costs	0	0	0	0	10,000	0	10,000
Professional Fees	0	0	0	0	0	0	0
Other General Expenses	0	0	0	0	0	0	0
GENERAL EXPENDITURE	0	0	0	0	832,450	0	832,450
Asset Depreciation	0	0	0	0	0	0	0
DEPRECIATION	0	0	0	0	0	0	0
Contributions & Transfers	0	0	0	0	0	0	0
CONTRIBUTIONS & TRANSFERS	0	0	0	0	0	0	0
Programme Support	0	0	0	0	203,359	0	203,359
PROGRAMME SUPPORT	0	0	0	0	203,359	0	203,359
TOTAL BUDGET:	0	0	0	0	3,128,609	0	3,128,609