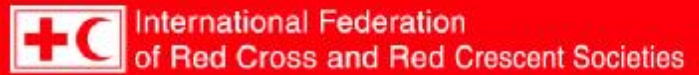


# Report 2006-2007



## Global Positioning

Appeal No: MAA00008

03/04/2008

This report covers the period of 01/01/06 to 31/12/07 of a two-year planning and appeal process.



In Tuvalu, Tatu teaches the women of Funafala Islet how to use the emergency satellite phone.

**G. Dan/International Federation**

## In brief

### Programme summary:

The Global Positioning programme achieved the following in 2006 and 2007:

- Implemented a communications and advocacy global strategy in 2007 to improve the quality of membership services.
- The secretariat strengthened its capacity to manage joint communication projects with donors to increase visibility for both partners, and to disseminate a common message on humanitarian issues.
- New tailor-made equipment allowed the International Federation to respond faster to emergencies.
- The International Federation's internal website, FedNet, was consolidated and expanded. Staff and leadership were trained to access and share information on the site.
- The public website was revamped, and a new relaunch planned for 2008.

In 2007, there was an increase in the budget due to the integration of FedNet-related activities into this appeal.

**Goal:** To further strengthen the global image and position of the International Federation, using different forms of communications at all levels to improve services to the membership.

**Needs:** Total 2006-2007 budget CHF 3,766,685 budget (USD 3,369,128 or EUR 2,282,839) out of which 19 per cent covered. [Click here to go to the attached financial reports:](#)

**Our partners:** Eleven partners supported the 2006 to 2007 programme including the European Commission's Humanitarian Aid Office (ECHO), the UK Department for International Development (DFID), Provention, the European Commission, six National Societies and the International Committee of the Red Cross (ICRC).

## Progress towards objectives

### Management and Coordination

#### Objectives:

- Use the Global Agenda to strengthen communications inside and outside the International Federation.
- Strengthen advocacy initiatives.
- Enhance internal communications and knowledge management.
- Improve communications within the new zones.
- Improve membership services and global communications.

#### Achievements:

- Since October 2007, a corporate brochure, institutional key messages and statements are being developed in coordination with National Societies to further strengthen the branding of the International Federation. Posters, leaflets, videos and advertisements in four languages are being planned as part of this branding campaign. A photo and video exhibit illustrating the four main humanitarian challenges (climate change, violence, migration and health) was produced for the statutory meetings, as well as a joint film with ICRC on today's humanitarian challenges. A previous project to launch a World Humanitarian Forum was postponed, and upon the request of the Swiss Government, will now be under the responsibility of Kofi Annan, former Secretary General of the United Nations, with whom IFRC produced and distributed a video on climate change.
- A communications and advocacy initiative on risk reduction and climate change has been developed since January 2007, which has included key messages, a film, an exhibit, a brochure and a communication plan for a campaign. Support has been provided by Provention for the film, and by the European Community Humanitarian Aid Department (ECHO) for joint media tours and audiovisual products. Contacts have also been initiated with the Global Humanitarian Forum. A new section on the International Federation's work on disaster management has been inaugurated on the public website, using photos, case studies and tools, etc. The section is available in three languages. Due to limited resources, the International Federation was only able to produce two media packs, a film, and an exhibit covering 2006 and 2007 World AIDS Day.
- A number of enhancements to user services have been added in 2006 and 2007, including a new photo library application, a new statistics tracking package, and a system to automatically identify page editors. Increased internal access to FedNet has been developed, following a study conducted by the Movement Cooperation Department. More information is now available on FedNet, including a comprehensive section on the Federation of the Future, and a revamped Organizational Development Section. In the meantime, editor training programmes have been carried out in Geneva and for regional delegation staff. Content on the web has also been developed, including an extensive support to statutory meetings and various data base projects (operational alliances and the glossary).
- The Communications and Resource Mobilization Department has also planned a survey to evaluate the perceptions and expectations from staff within the International Federation on internal communications. It will be used as a base to redesign the organization's internal communication

channels, tools and products.

- An emergency communications operative model is being developed to improve the coordination between National Societies, the zones and the secretariat when coping with middle and large-scale disasters. This model is expected to produce footage, pictures, data, and stories for National Societies and external media outlets in less than 48 hours after a disaster hits. Emergency communication kits have also been sent to the field.
- Efforts have been made to revamp the public website. An additional staff member has been recruited to redesign the site, so that it is more in line with the “look and feel” of the International Federation corporate branding. Individual donors will also soon be able to access a higher security donation page which will provide donors with information on how their money is being spent. There are also plans to provide better visibility to donors on the website. New techniques are also being piloted to identify donors and the pages which they visit, so that the International Federation can better service them. Guidelines on setting up websites have also been prepared, and will be shared with National Societies for their input prior to adoption. Joint communications plans have been designed with donors and implemented, to provide both the Red Cross/Red Crescent Society and the donor with visibility. A BBC World documentary on disaster preparedness in Mozambique was produced as a result of these plans. This programme was seen by 280 million people worldwide.

### Challenges or Constraints:

Communications needs to be better profiled as a key area within the International Federation, if it is to be an added value for National Societies in their work at the local level, to raise funds for programmes, and to increase awareness on humanitarian issues. The lack of understanding on the importance of communications within the secretariat, has resulted in difficulties in raising funds for this appeal. To encourage a global recognition of the role of communications to the overall development of the International Federation, and as a strategic instrument to raise funds in an increasingly competitive humanitarian environment, it will become necessary to further include communications, advocacy and related accountability measures in programmes.

## Working in partnership

- **ECHO:** With the funds received from ECHO, the Communications and Resource Mobilization Department is developing an 18-month visibility plan from 2007 to 2008 on disaster-related activities. This plan includes two media tours, a 23-minute documentary for BBC world, a photo gallery, video, and three emergency communications kits.
- **DFID:** Provided financial support for communication activities.
- **Climate Centre in The Hague:** The Department has coordinated with the Climate Centre in The Hague, the Disaster Policy and Preparedness Department and Provention to implement a communications plan on risk reduction focusing on climate change.
- **National Societies:** The Spanish, British, Finnish, Swedish and the French Red Cross Society provided financial support for communication activities in 2006 and 2007.

Successful partnerships relied on a common vision for communications, supported by a solid methodological accountability framework.

## Contributing to longer-term impact

Strengthening communication and advocacy on important cross-cutting themes, such as risk reduction and HIV and AIDS, has helped to increase awareness on the Global Agenda, while improving the services provided to National Societies. In 2008 and 2009, the International Federation will have better management and control of its web sites through improved technology.

## Looking ahead

- In 2008 and 2009, the Communications Department will develop corporate communication tools which will improve the profile and branding of the International Federation, but also be useful to National Societies in their work at the local level.
- A two-year communications and advocacy action plan will be implemented, focusing on the human face of climate change as a key positioning campaign, especially in the context of the Solferino anniversary. Comprehensive communications and advocacy initiatives on Avian Flu, migration and the Pan-African conference will also be carried out.
- An internal communication strategy will be implemented, creating a better and common understanding of the secretariat's new operative model in the context of the change process. It will also aim to streamline and make coherent the broad range of products/messages disseminated by the secretariat to staff and National Societies. The Communications Department will continue to develop FedNet in line with the expectations and the objectives set out in the plan of action, despite limited human and financial resources. Efforts will also be made to continue to strengthen FedNet, as a knowledge and information-sharing platform.
- A communications team will be made effective in the new zones, in order to strengthen internal and external communication capacities, especially during emergencies, as well as to further scale up the internal and external communications and advocacy efforts by National Societies.
- The Communications department will improve its accountability and monitoring capacities (especially media monitoring), in order to better evaluate its impact. A communications global Forum will be organized in Washington D.C. to foster a common culture of communications, and create an effective joint communication force, along with National Societies, to better address humanitarian challenges and position the International Federation as a leading organization in disaster/crisis management.

How we work	
<p>All International Federation assistance seeks to adhere to the <a href="#">Code of Conduct</a> and is committed to the <a href="#">Humanitarian Charter and Minimum Standards in Disaster Response (Sphere)</a> in delivering quality and accountable assistance to the most vulnerable. For support to or for further information concerning Federation programmes or operations in this or other countries, or for a full description of the national society profile, please access the Federation's website at <a href="http://www.ifrc.org">http://www.ifrc.org</a></p>	
<p>The International Federation's activities are aligned with its 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".</p>	<p><b>Global Agenda Goals:</b></p> <ul style="list-style-type: none"> <li>• Reduce the numbers of deaths, injuries and impact from disasters.</li> <li>• Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.</li> <li>• Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.</li> <li>• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.</li> </ul>
Contact information	
<p><b>For further information on this Appeal, contact:</b> Pierre Kremer, Head, Communications Department, Geneva; email: <a href="mailto:Pierre.Kremer@ifrc.org">Pierre.Kremer@ifrc.org</a>; phone: +41 22 730 49 14; and fax: +41 22 733 03 95.</p>	