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# Annual report Europe Zone

 International Federation  
of Red Cross and Red Crescent Societies

**MAA65001**

**30/04/2011**

**This report covers the  
period from 01/01/2011  
to 31/12/2011.**

Turkish Red Crescent volunteers  
receiving refugees from Syria.  
*Photo: TRC*



## In brief

### Programme outcome

The Europe Zone Office is guided in its work with Red Cross and Red Crescent Societies by the principle aims of Strategy 2020 to save lives, protect livelihoods, and strengthen recovery from disasters and crises; enable healthy and safe living; and promote social inclusion and a culture of non-violence and peace. The capacity-building efforts are in line with Enabling Action One to build strong National Red Cross and Red Crescent Societies.

### Programme summary

The year of 2011 in the Europe Zone was marked by the ongoing economic crisis and financial instability that has, on the one hand, increased pressure on the humanitarian situation by an increasing vulnerability of the affected populations, and has, on the other hand, led to decreasing funding by the traditional donors. The economic and financial situation is still unclear following the reporting period, and the same issues will continue into the year of 2012 as well.

Pressing issues such as demographic changes, the ageing population, climate change and disasters were adding to the difficulties of funding. Special emphasis was put on strengthening domestic fundraising and resource mobilisation capacities of the National Societies through trainings and better communication. A new Federation-wide planning and fundraising tool, the Long Term Planning Framework (LTPF) was introduced in the autumn of 2011, and the first LTPFs have been adopted for the period 2012-2015 both at the Zone level and at the level of the Regional and Country Representations. Regarding the concrete programmes and projects that are to be implemented under the Long Term Planning Framework, specific Operational Plans / Project

Proposals have been compiled and are being updated so as to inform our partners and the potential donors about the planned activities.

The Europe Zone Office concentrated its efforts on the implementation of the IFRC Strategy 2020 (S2020) by working together with the National Societies for adapting their respective S2020 conform strategies, and by building on the new initiatives such as the Federation-Wide Databank and Reporting System, the Organizational Capacity Assessment and Certification process and “Bridging the Digital Divide” initiative. Those initiatives aim at enabling the National Societies for building up their own development plans based on self-assessment and internal motivation, while the Europe Zone Office was working hard to explore new possibilities and new tools in order to ensure ownership and a successful progress forward. We believe this a key step towards increasing the level of services to the vulnerable both in terms of quality and quantity, which is contributing to the fulfilment of the aim of doing more, doing better, and reaching further.

In 2011 the Europe Zone **Disaster Management** (DM) Team focused on the elaboration of the Disaster Management trends report for the whole Europe Zone in view of its similarities and diversities. In the area of Disaster Management, the Europe Zone Office worked in line with the International Federation`s goals to reduce the number of deaths, injuries and the impact of disasters through the timely and adequate support in disaster response and community preparedness / disaster risk reduction activities.

The Europe Zone Disaster Management delegate supported the National Societies in Central Asia to explore and analyze the capacity in the Federation`s Disaster Management structure within the region. Two Regional Disaster Response Team trainings were organised in Central Asia. An RDRT simulation exercise was held in Ingolstadt, Germany, organised jointly with the German RC and other members from Central Europe.

In 2011, the use of the Disaster Relief Emergency Fund (DREF) was significantly lower in the Europe and Central Asia region than in 2010. During the year, National Societies from Europe Zone requested support from the DREF eight times. Four of those operations took place in Russia where the Russian Red Cross was responding to floods. Destructive floods also struck Kazakhstan, Georgia and Tajikistan. The civil unrest in North Africa affected Europe as well. Malta Red Cross requested support from the DREF to step up a contingency plan for the people fleeing from the civil unrest in Libya.

The October 2011 earthquake in Eastern Turkey was the largest disaster relief operation in the Zone when an earthquake measuring 7.2 on the Richter scale struck Van Province on 23 October 2011 with numerous heavy aftershocks to follow. A preliminary emergency appeal and a revised emergency appeal were launched to complement the efforts by the Turkish National Society.

During the reporting period, the main role of the Europe Zone Office regarding the **Health and Care** Programme was to support the National Societies in the implementation of high quality services for different vulnerable groups, mainly in HIV and TB programming, build capacities for volunteers and staff in the drug related harm reduction program and first aid programming, and also act as a knowledge management hub and centre of information for ageing programs including PSS, home visiting services, first aid and health promotion for older people in line with the recommendations by the IFRC European Conference in Vienna.

Drug related Harm Reduction (HR) activities were supported in three National Societies. Tuberculosis (TB) related activities were scaled up through the Eli Lilly Foundation`s global partnership in four National Societies. A global launch of the IFRC TB advocacy report was supported with participation of National Societies from Russia, Georgia, Tajikistan, Kyrgyzstan and ERNA Secretariat. Technical assistance was rendered and networking opportunities were provided

by the Europe Zone Office through the annual meeting of the Health Managers` Forum where 20 National Societies were represented. In the field of home care, the EZ collected case studies from 20 National Societies that included stories from volunteers and beneficiaries involved in the programme. In this regard, a South-East-European conference on home care took place in June 2011 in Montenegro attended by 50 representatives of Red Cross Societies, Governments, and NGOs from 12 countries.

Tailored **Organisational Development** support was provided in 2011 to three National Societies based on previous plans, and additionally to seven National Societies, within the comprehensive framework of “Building Strong National Societies”. The so called C-BAR exercise for performance evaluation was completed in three National Societies in the Europe Zone; the peer validation process involved trained peer researchers from six National Societies.

Based on earlier ideas and extensive consultations, the Organisational Capacity Assessment Certification as a new capacity building framework was introduced and the kick-off meeting was organised with the participation of four National Societies from the Zone. The Europe Zone Office, in cooperation with the PDD Department in Geneva, supported six OCAC exercises, namely in Georgia, Lithuania, Turkmenistan, Ireland, Italy, and Macedonia. Those National Societies were supported in the preparatory process, as well as during the follow-up when OCAC action plans were developed for most of the mentioned National Societies. Representatives from three National Societies were involved in the OCAC Training of Trainers in Geneva so as to broaden the group of facilitators for self-assessment exercises in 2012.

Substantial attention was given by the Europe Zone Office to replace the system of “Working Advance” in its cooperation relations with the National Societies by the system of the so called “Cash Transfer”. It provides for shifting more responsibilities and flexibility in managing operational and programme financial resources to the host national societies. The process was finalised in relation to ten National Societies, whereby six already signed the pertaining financial agreements.

The Europe Zone has contributed to the roll-out of Strategy 2020 and to the implementation of global initiatives to **build strong National Societies**, and concentrated on discussing, explaining and further disseminating added values of the global initiatives. During the reporting period, two S2020 facilitators were deployed in Moldova, Bosnia and Herzegovina and Armenia so as to assist the National Societies in their strategic planning process.

In the area of **Principles and Values**, the joint IFRC/IOM project for strengthening national mechanisms for the reintegration and rehabilitation of victims of human trafficking (supported by the European Commission) was signed and is being rolled out in Belarus, Moldova and Ukraine.

Representatives of the Europe Zone Office have started the process in Central Asia to promote **Humanitarian Diplomacy** and to create capacities for more professional **Resource Mobilization** through in-country fundraising and strategic partnership development.

The Code of Good Partnership and the Movement Cooperation Agreement have been discussed and disseminated further during leadership and partnership meetings.

The year 2011 saw a consolidation in terms of **Communications** activities towards a better profiling of National Society and Federation work across the Zone, with special focus on highlighting the progress towards Strategy 2020 goals. The Zone Communications Unit actively followed the global communications agenda to highlight major themes, including the Millennium Development Goals. A systematic communications effort has underpinned better quality programme delivery, and contributed to more efficient advocacy and resource mobilisation. National Societies’ action in times of emergency and in development programmes has been successfully publicized through various

communications channels, including regular mailings and the social media. In the framework of the International Year of Volunteering, special attention was given to the promotion of **youth action and volunteering development**. A plan of action was developed in consultation with the European Coordination Committee (ECC) of the European Youth Network for strengthening of existing youth networks in the Europe Zone.

### Financial situation

The total 2011 annual budget is CHF 1,884,678, which was fully covered during the reporting period (including opening balance). The total funding received in 2011 was CHF 2,307,450, 122 per cent of the budget. The overall expenditure during the reporting period was CHF 1,761,267 (93.45 per cent of the budget).

[Click here to go directly to the financial report.](#)

### No. of people we have reached

The zone programmes principally support the 52 National Societies of Europe, who, in turn, work with tens of millions of people.

### Our partners

The Europe Zone Office works in close partnership with the European National Societies at all levels, with the existing technical networks, and relevant government ministries, chiefly health and disaster management authorities. Much emphasis was given to working together more effectively through global and operational alliances. The zone team also worked closely with the International Committee of the Red Cross (ICRC) on issues of Movement cooperation, National Society capacity building and programme development. Within the Movement, there has been strong and loyal support from the American Red Cross, the Austrian Red Cross, the British Red Cross, the Danish Red Cross, the Finnish Red Cross, the German Red Cross, the Icelandic Red Cross, the Irish Red Cross, the Italian Red Cross, the Japanese Red Cross, the Monaco Red Cross, the Norwegian Red Cross and the Norwegian Government, Netherlands Red Cross, Swedish Red Cross / Swedish Government, and the Spanish Red Cross. Outside the Movement, we count on the support of important partners too. Among those we work with a) Government Cooperation Agencies: the UK Department for International Development (DfID), the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the Hungarian Government, USAID, IrishAid, the Japanese Government, the Luxembourg Government and other European institutions like ECHO and Europe Aid b) organizations and multilateral agencies: PSI (Population Services International), Advocacy Partnership (AP), the World Health Organization (WHO), UN OCHA (through the ROMECA Office) and several UN agencies are remarkable partners for us, and last but not least c) the business corporate sector: Coca Cola, the Eli Lilly Pharmaceuticals Foundation or the Velux Foundation. In addition, new promising partnerships are emerging.

### Context

The national society context in the Europe Zone reflects the diversity of the respective societies and countries. In Eastern Europe and Central Asia, the economic, political and social transformation created shifting needs and new patterns of vulnerability in the changing societies and altered the social environments. This also requires from the National Societies to re-define themselves, renew their legal base, define new management and governance systems to fit into the new market economies, develop new ways of finding resources and funds, and in general, cope with many new challenges. At the same time, many of these National Societies managed to retain their operational

capacity to implement programmes, often with substantial external support. Meanwhile, many National Societies in Western Europe have gone through significant changes as they have been reorienting their programmes and services to address new vulnerabilities, while also modernising their organisations amidst increasing domestic and international competition. They are also adapting their membership and volunteer base and systems to better meet such challenges as growing diversity and an increasingly ageing population.

The impact of the financial crisis that started back in 2008 was felt throughout the Zone in 2011. Although a slow recovery process began in some areas, the economic situation of the countries in the region is still fragile. In Europe, the Central and Eastern Europe and Central Asia regions have been the ones most negatively affected by the global financial crisis, albeit with large variations across the region as to the degree of impact. Other issues such as demographic changes, ageing population, climate change and disasters, both natural and anthropogenic, have been greatly influencing the activities and the support provided by Europe Zone Office staff to National Societies.

The economic crisis also brought a decline in the international support for National Societies in the Europe Zone. In this context some National Societies need to develop their capacity to generate resources from domestic sources. An increasing number of National Societies are becoming more aware of the need to conduct external audits as tools to enhance accountability that can be utilized in communication with various stakeholders.

The ongoing demographic change confronts societies with complex challenges concerning the active role of older people within society, their quality of life and their well-being, the promotion of active ageing and intergenerational solidarity. It also raises questions about how societies can successfully include the tremendous value and experience that many people of advanced age have to offer – also as volunteers -, and how to promote their active participation at all levels of society, including their involvement in the development of the relevant policies and programmes.

On the other hand, some parts of the region still face urgent needs in ensuring essential health services such as basic access to mother and child health care, clean drinking water and adequate sanitation. Elsewhere, the need to address lifestyle diseases such as obesity and diabetes, and health emergencies will require increasing attention.

The growing incidence of diseases such as **HIV and AIDS**, and especially **TB**, are reasons for concern across the entire region. There is a continuous increase in the number of HIV cases diagnosed and reported, with more than 50,000 new cases in the WHO European Region in 2009. In Eastern Europe and Central Asia the number of AIDS cases has been increasing. Between 2001 and 2007, the number of people living with HIV increased by an estimated 150 per cent, with nearly two thirds of new infections now attributed to injecting drug use. 2.2 million people live with HIV/AIDS in 52 countries of Europe; Eastern Europe and Central Asia present the highest overall HIV rate in the European region. An estimated 66,000 people die of TB each year. In 2006, there were 49 new TB cases, 32 cures and 7 deaths every hour in the Europe region. According to the WHO, the European region now has over 82,000 Multi Drug-Resistant TB<sup>1</sup> cases: the European region has the lowest treatment success rate in the world compared to other regions and the highest levels of Drug Resistant TB.

In the pockets of Europe, humanitarian and development needs are growing in key areas, such as HIV and TB, migration and human trafficking, care and support for the elderly and social cohesion.

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<sup>1</sup> MDR-TB is defined as resistance to Isoniazid and Rifampicin, the two most important first-line drugs used in treatment of TB. MDR-TB strains require complex treatment (which is more toxic and more expensive) and which is a serious obstacle to effective TB control. We know that poor adherence to TB control practices generates high levels of multidrug resistant TB.

Given the vulnerability of people living “in the shadows”, there is an urgent need to scale up collective efforts. Central Asia is especially vulnerable to high food and fuel prices, and also to the consequences of the economic crisis.

Following the **civil unrest in the Middle East and North Africa**, some European countries in the Mediterranean basin experienced an influx of migrants. The situation of Syria is a possible challenge for some of the NSs in the Europe Zone.

The Europe & Central Asia region is also confronted with a heavy agenda on **climate change**. In addition, several countries face ongoing risks of earthquakes and volcanic eruptions. Small and medium-scale technological accidents such as industrial coal mine explosions continue to occur at an alarming rate, particularly in parts of the former Soviet Union.

## Progress towards outcomes

### Disaster Management

**Programme purpose:** Reduce the number of deaths, injuries and impact from disasters.

Programme component: Disaster management strategic framework

#### Outcomes:

- A disaster management trends paper has been developed as a first step towards a long-term strategy
- The global dialogue on civil protection has been actively supported
- International Disaster Response Law (IDRL)<sup>2</sup> has been promoted

#### Achievements

During the year, the Europe Zone Disaster Management team elaborated the **Disaster management trends report** for the whole Europe Zone, including all its similarities and diversities. The document aims to analyse the main trends likely to emerge or continue related to the overall disaster management situation in the European and Central Asia region. The second part of the trends paper is based on analysis of disaster management phases, including disaster preparedness and response trends together with analysing the urban risks and the most vulnerable population groups in disasters. The report also incorporates the information about the collective Movement capacity across the region. The disaster management trends paper was disseminated via different meetings inside and outside the Movement.

The **global dialogue on civil protection** has been actively supported through working closely with technical departments in Geneva. Developments in the field of civil protection were monitored and analysed through establishing and servicing the Movement Civil Protection Working group, organising three meetings, and preparing two position papers and one guidance document. In the context of the EU, the Zone Civil Protection representative attended Civil Protection conferences in Bonn and Reykjavik along with information days and other bilateral meetings at the EU in Brussels on the Civil Protection Financial Instrument. Two representatives of the EZ DM team attended as observers the Third Programme on Prevention, Preparedness and Response to Natural and Man-made Disasters (PPRD) South Steering Committee meeting in Sarajevo in June 2011. At the meeting, the developments of the European Civil Protection mechanisms have been discussed and also the Mediterranean Risk Atlas has been presented.

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<sup>2</sup> new name “Disaster Law” since Feb. 2012

Also the Budapest Zone Office rendered support to the Disaster Services Department to reinforce DM operations and to advance the following two portfolios.

- a. **Military civil defence authorities (MCDA):** with the objective of leading the IFRC's global efforts to provide Movement guidance on relations with civil protection actors and to contribute to positioning on relations with military actors and representation at MCDA fora.
- b. **Restoring family links (RFL):** with the objective of leading the IFRC input to implementing and reporting on the Movement Strategy for Restoring Family Links, the following activities were carried out: ongoing support provided to the Europe Zone National Societies to strengthen capacities to restore family links in disasters by facilitating cooperation and the provision of technical support from the ICRC; support to four RFL liaison meetings; participation in the RFL implementation group and coordination of Federation inputs to the meeting; draft RFL input to the Plan of Action template; inclusion of RFL references into recovery guidance.

Linked closely to the global **Disaster Law** programme, technical assistance was promoted to policy-makers in disaster response law, and in particular on the implementation of the IDRL guidelines and other relevant international instruments. In practical terms, the Zone representative advised the IFRC country representatives on the adoption of the Civil Protection Law, and one team member supported the launch of the EU IDRL study. The second Central Asian disaster law conference under the name "Strengthening Disaster Management Laws in Central Asia" was held in Astana (Kazakhstan) in August 2011. The participants – from the state structures of Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan, UN agencies, the ICRC, the IFRC, the Central Asian Red Crescent Societies and partner National Societies present in the region – discussed existing laws, rules and principles of international humanitarian assistance, gaps and necessary steps towards legal base improvement.

### Programme component: Organisational preparedness and surge capacity

#### Outcomes:

- A contingency plan for disaster response has been developed at zone level.
- Disaster management database is scaled up and made fully operational in at least 20 National Societies.
- The regional disaster response team (RDRT) approach is consolidated

#### Achievements

In relation to preparing a **contingency plan** for disaster response, the Zone representative contacted some National Societies in Western Europe regarding contingency planning case studies.

In March 2011, the Global Disaster Management Coordination Meeting was organised where it was decided that a Strategic Operating Framework would be developed on the global level. The DM team in the Zone contributed to shape the Framework by providing technical expertise and input to the developmental phase of the document.

The EZO started the mapping of Red Cross and Red Crescent capacities and external technical expertise nationally, regionally and internationally, and identifying the gaps and the support required within National Societies and the secretariat. The Zone team initiated the establishment of contacts with universities and other learning and training institutions with shelter-related curricula, to promote greater consistency across the sector and initial steps in accreditation and professional accountability. The EZO contributed to Movement-wide knowledge sharing by collating, translating,

and disseminating guidelines and resources developed by National Societies and the Secretariat, including the use of plastic sheeting, timber in emergencies, and on International Federation shelter kits. An IFRC DM representative visited National Societies in Central Asia to explore and analyze the capacity in the Federation's Disaster Management structure within the region. Support was provided to the Federation representatives in Kazakhstan, Kyrgyzstan and Tajikistan in follow-up on disaster management activities in the mentioned three countries. The necessary preparation of the Standard Operative Procedure for Central Asian Country and Regional Representations has been initiated.

Within the cooperation between the Italian Red Cross and the Catholic University of Milan, the program of the "*International training course on disaster management*" has been developed. Shelter capacity in Central Asia was strengthened through the participation of IFRC Tajikistan DM Manager at the Shelter technical training of the Copenhagen University.

The **disaster management database** has been scaled up and promoted among National Societies. The disaster management database is regularly updated, and it is operational.

The use of the Disaster relief emergency fund (DREF) was significantly lower in the Europe and Central Asia region than in 2010. Since January 2011, National Societies from Europe Zone have requested funding from DREF 8 times. Four of the operations were launched so as to support the Russian Red Cross, which responded to floods in different regions in addition to a boat accident and assessments in high risk areas where the forest wild fires threaten the population's livelihoods. The Europe Zone deployed an assessment team, whose role it was to work closely with the Russian National Society in the assessment, analysis and strategic planning process, focusing on emergency response and early/medium term recovery needs of the population who might be affected by the imminent crises. Floods also affected Kazakhstan in April, and Georgia and Tajikistan in June 2011.

The Malta Red Cross requested support through DREF to step up its support to people fleeing from the civil unrest in Libya. The IFRC Europe Zone Office activated the Regional disaster response team (RDRT) system and deployed one IFRC delegate. The Swiss Red Cross funded the deployment of a logistics delegate, and the German Red Cross a communication delegate, for a short period in order to support the Maltese National Society in its urgent needs. A delegate from the EZ was deployed in Italy to support the Italian Red Cross to update the contingency plan and facilitate the scenario exercise.

The October earthquake in Eastern Turkey was the largest disaster relief operation in the Zone during 2011. An earthquake measuring 7.2 on the Richter scale with its epicentre in Tabanlı Village struck Van Province on 23 October 2011. A preliminary emergency appeal was launched on 26 October 2011 for CHF 10,421,025 for the period of nine months.. A revised emergency appeal was launched on 16 November 2011 reflecting the changing needs and complementing the efforts of the Turkish Red Crescent (TRC) after the next wave of earthquakes of 9 November 2011. The revised emergency appeal supported the Turkish Red Crescent to assist 10,000 households with relief and emergency shelter.

The Zone DM representative facilitated two Regional disaster response team trainings in Tajikistan, one with focus on Relief and one with focus on shelter and early recovery. In total, 46 participants from the five Central Asian National Societies, the Russian and Armenian RC, IFRC EZ and Moscow IFRC representations attended both trainings. The mentioned two trainings provided the participants with a clear understanding of emergency response, IFRC tools, as well as of the different techniques for disaster assessment activities, IFRC logistic standards and international

standards (Sphere), shelter basic tools and early recovery methodologies like EMMA (Emergency Market Mapping and Analysis).

An **RDRT simulation exercise** was held between 28 September and 3 October 2011 in Ingolstadt, Germany, organised jointly with the German RC and with the participation of RDRT members from Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Germany, Hungary, Italy, Macedonia, Montenegro, Serbia, Switzerland and Israel.

The Disaster Response Information System (DRIS) has been updated and a new version is available on-line to all National Societies and IFRC disaster management staff in the Europe Zone and MENA. This database is used by both Zones and is available in three languages: English, Russian and Arabic. The DM coordinator also co-facilitated the RDRT in the MENA Zone.

The **annual meeting of the informal shelter reference group** was hosted by the Europe Zone Office in Budapest in April 2011. The objective of this meeting was to review progress on the International Federation shelter commitment, and to identify further opportunities for collaboration and mutual support.

The **annual Europe Zone NSs' Disaster Management Coordinators' Meeting** was held between 6 and 8 December 2011 in Budapest with the participation of representatives from 20 National Societies and from the Federation's Country, Regional and Zone offices. A lively discussion took place on the DM trends paper and the recent response operations. The Disaster Management Coordinators (DMCs) exchanged knowledge, experience and best practice in disaster risk reduction, climate change activities and cash transfer in emergencies. Updated DRIS database, challenges related to relations with CIMIC and Civil Protection asset and partnership with Coca Cola were also on the agenda. Cash and voucher programming was one of the main topics.

### Programme component: Community preparedness/Disaster risk reduction

#### Outcomes:

- Risk reduction programming has been supported in selected countries.
- Climate change awareness, advocacy and adaptation activities have been scaled up considerably

#### Achievements

The Europe Zone DM team was following up on the Community Disaster Risk Reduction (DRR) programmes in Albania, Armenia and Macedonia. Climate change projects in Armenia, Tajikistan and Turkmenistan have been finalised. All those three National Societies used funds to prepare a report on climate change risks and plan of action.

As part of the **Preparedness for Climate Change Programme**, the Europe Zone Office organised a zone meeting in April 2011 for partner National Societies implementing climate change adaptation (CCA) programmes, experts and regional institutions. The participants from other institutions were representatives of the Climate Change Centre, a senior officer in charge of climate change from IFRC Secretariat, Geneva, FAO, USAID/OFDA and the Regional Environment Centre. The participants of the meeting discussed the latest trends of climate change, shared experiences, tools and best practices, gained knowledge about other stakeholders' activities and involvement in climate change adaptation. Besides, discussions were held around the subject of climate change and health, early warning and early actions and mapping of national platforms and partnerships that can improve climate change adaptation.

Furthermore, the following next steps and recommendations were agreed on:

- The need to establish National Platforms.
- Follow-up meetings would be highly desirable, tools to support advocacy and strategies with the participation of more National Societies from the EU.
- EZO support to be provided for concrete actions of cooperating National Societies, as well as collecting and sharing lessons learnt and best practices.
- Climate change adaptation activities to be included into the respective country plans.
- Strengthen national level advocacy activities and improving relationships with Governments by presenting RCRC activities, achievements and plans.
- Involve the Communications Department to produce a case study on examples of climate change adaptation (CCA) activities in the Movement.

In the field of **Disaster Risk Reduction**, the Europe Zone team is promoting effective alliances for risk reduction by developing a methodological framework and tools. The key focus is on education and awareness programmes to build safer communities, promote safer schools and carry out effective small-scale mitigation projects. In May 2011 the Zone representative gave a lecture at the course on sustainable recovery and climate change adaptation at Lund University.

### Constraints or Challenges

The serious funding shortfall in 2011 has adversely affected progress, with a considerable impact on implementation of the planned activities. The resource mobilization efforts are still too much focused on Movement partners, and there is not enough work being done on targeting external partners.

The following external and organisational risks and challenges continue to be relevant.

- Volunteer training materials are often required in the Russian language – and translation is a costly and time-consuming process. Not translating documents into Russian will limit training in the former Soviet Union to those few volunteers only who speak English.
- Our ability to offer close, tailored and consistent support to European and Central Asian National Societies is an ongoing challenge due to the significant number of members supported by the Zone and the geographical area covered. The technical and advisory support from the Secretariat's Europe Zone Office in Budapest is appreciated and recognized, although the effectiveness of this kind of support is stretched with the large geographical area and numerous members to serve.
- Adequate financial support to resource the Disaster Management office and fund its activities at the zone level
- The ability to recruit and maintain experienced technical advisors and qualified staff in the Europe Zone.

## Health and Care

**Programme purpose:** Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.

**Programme component:** HIV and AIDS and Tuberculosis

**Outcome:**

- HIV and AIDS and TB programmes have been scaled up through a Global Alliance approach.

## Achievements

- Drug related **Harm Reduction** activities were supported in the RCRC National Societies of Azerbaijan, Kazakhstan and Belarus. The project includes capacity building of staff and volunteers to deliver HR activities, the publication of materials for advocacy at community and decision maker level, as well as service designed for HR for DU and involvement of DU in the delivery of services. The harm reduction project in Belarus is directly looking into the gender approach in provision of harm reduction services. Training on harm reduction at the Villa Mariani Foundation was organized for National Societies in Eastern Europe and Central Asia in the Russian language.
- Through the global partnership with the Eli Lilly Pharmaceutical Company, **MDR TB activities** were realized in Romania, Azerbaijan, Kazakhstan and Georgia - supporting more than 300 from among the most vulnerable multi-drug resistant (MDR) TB affected people. The global launch of IFRC TB advocacy report was supported with participation of National Societies from Russia, Georgia, Tajikistan, Kyrgyzstan and the ERNA Secretariat. That event served as an excellent opportunity to discuss national society programs with WHO, STOP TB and TB Reach, present at the round-table discussion at the highest level. The Europe Zone Office organised an event to mark the World TB Day and presented the IFRC TB advocacy report.
- The European TB Coalition, in partnership with the RC EU Office and IFRC and the Hungarian Red Cross organized an event around ACP-EU Joint Parliamentary Assembly: **parliamentary field visit on TB in Hungary**. The Hungarian Red Cross organized a field visit for Parliamentarians on the topic of “Access to health services for vulnerable groups in Hungary: the example of tuberculosis control and care”. Seven Parliamentarians: a member of the European Parliament – the Chair of the Social Affairs Committee of the Joint Parliamentary Assembly, as well as six members from five African countries (Uganda, South Sudan, Burkina Faso, Malawi, and two people from Sierra Leone) attended the event. A visit to the Hungarian RC shelter program and a mobile unit for TB screening homeless and vulnerable persons was organized.

## Programme component: Water and Sanitation and Emergency Health

### Outcome:

- Access to curative and preventive health services in emergency situations has been improved.

### Achievements

Most ongoing disaster management operations have a significant **emergency health / water, sanitation and hygiene** aspect. In 2011, 6 DREF operations had emergency health and care components; those were focused either on prevention of communicable diseases by distributing hygiene kits or on providing first aid and medical services to those affected. Due to the civil unrest in Northern Africa, the Malta Red Cross was prepared to provide first aid and medical services to migrants at transit points and reception centres.

To reduce the risk of waterborne and water related diseases, the National Societies especially the Tajikistan Red Crescent Society implemented activities related to the provision of safe water, adequate sanitation, as well as hygiene promotion. The Europe Zone Health team is coordinating the support to National Societies in building capacities for provide psycho-social support (PPS) to

the affected population in emergencies. Technical assistance has also been offered through experienced staff.

### Programme component: Technical support and networking

#### Outcomes:

- Technical assistance, peer support and networking for key health and care priorities including first aid, road safety, psychological support and voluntary blood donation have been enhanced.
- National Societies have been supported in scaling up their work with the ageing population.

#### Achievements

The IFRC Europe Zone supported National Societies to produce Red Cross Red Crescent Key Messages for the 2012 European Year for Active Ageing and Solidarity between Generations. The same Key Messages were presented at the European Commission event for marking the third European Day on Solidarity between Generations.

The Uzbekistan Red Crescent Society was supported in the start-up of the Community Based Health and First Aid project, financed by the Japanese Red Cross. Several National Societies started the process of getting the European First Aid Certificate (EFAC), and two trainings on the new IFRC guidelines on First Aid were organized, one in English and one in Russian.

The National Societies of Kyrgyzstan and Tajikistan partnered with their respective Ministries of Health in social mobilization for polio vaccination campaign. The partnership is a follow-up of previous year's activities when Europe and Central Asia faced the first polio outbreak after 12 years. Club 25 activities were supported in Macedonia, Albania and Russia Red Cross Societies. The National Societies marked the June 14th World Donor Day, and increased the pool of members of Club 25.

Home Care / visiting services for older people are one of the key activities of National Societies (NSs) across Europe. The Europe Zone Office made a collection of National Societies' case studies. 20 NSs participated in the process. The case studies contained stories from volunteers and beneficiaries involved in the program. The topics included health promotion, violence, life-long learning and psycho-social support (PSS), advocacy, and training for volunteers,. In cooperation with the Communications Department, a FedNet site for ageing was created and videos for Red Cross services regarding Operational Plans were produced at the Bosnia and Herzegovina and the Montenegro Red Cross Societies, respectively.

A South-East European conference on home care took place in June 2011 with 50 representatives from 12 countries, including Red Cross staff, educational institutes, Governments, CSO, and National Societies. That conference was organized by the Montenegro Red Cross, supported by the Austrian and the Italian Red Cross and IFRC Europe Zone.

The Austrian Red Cross participated in the Leonardo Program of the European Union and was engaged in supporting information collection and knowledge management of NS activities in the field of health promotion, active ageing and life-long learning. Advocacy activities for an improved quality of life for older people were supported at the Tajikistan Red Crescent Society and the Albanian Red Cross. The EZO supported the preparations of National Society activities for the Year of Active Ageing 2012. In December 2011, a meeting was organized with the goal of mapping the plans of activities, exchanging ideas and agreeing on reporting to partners.

## Constraints or Challenges

The main constraint remains the low level of financial resources for the Red Cross Red Crescent HIV activities. The resource mobilization efforts are still too much focused on Movement partners and there is not enough work being done on targeting external partners.

Due to the withdrawal of a partner, the activity to increase the collective capacity of the National Societies in Europe Zone to develop Emergency Health and Water and Sanitation (WatSan) disaster preparedness, response, and long-term development programmes was not as fully realised as planned in the reporting period. The Europe Zone Office continues to look for new partnerships for the realisation of this important activity.

## Organisational Development/Capacity Building

**Programme purpose:** Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.

**Programme component:** National Society Capacity Building

### Outcomes:

- Tailored OD support has been provided to NS on demand.
- A framework for peer support and capacity building has been established.
- National Societies have been supported effectively in strengthening their financial management, and at least 10 NS have been moved to a cash transfer system.

### Achievements

Services like advising on strategic planning, legal base (Statutes and Red Cross Red Crescent Laws), issues around volunteering (volunteering policy, volunteer database), future funding objectives and resource mobilisation have been provided to the European National Societies in the form of **tailored OD support**. Significant efforts were made to support the acquaintance of newly elected/appointed Presidents and Secretaries General with organisational development and capacity building issues. During 2011, the following National Societies received tailored support from the Europe Zone Office: Belarus, Bosnia and Herzegovina, Bulgaria, Latvia, Lithuania, Poland, Romania and Russia. The Zone staff, based on the in-depth knowledge that exists on the Zone level, also provided support to the Secretariat colleagues in Geneva in analyzing the statutes of some National Societies.

### Planned change processes

The **Italian Red Cross** has been moving forward in its process of structural reforms entailing the revision of the National Society's Statutes and the progressive privatisation from the local branches. Technical meetings were organised with the Italian Government to define the legal framework to implement the changes. The Italian Red Cross's leadership was supported in drafting an overall plan of action in this area and advised on the participatory mechanisms for the reform process, so as to ensure a smooth change management of the National Society. During the reporting period, the strategic aims of the Italian National Society toward 2020 were formally endorsed, and a new induction course for volunteers was introduced as part of the reform process. The internal communication issue regarding the structural reform has been addressed by providing workshops and meetings and by using ad hoc communication tools e.g. the on-line platform "CroceroSainmovimento" (The Red Cross in Motion), videos, materials, etc. so to allow members, volunteers, and staff to be informed on the most relevant steps.

The **Macedonian Red Cross** has completed a three-year project under the Intensified Capacity Building (ICB) modality of support and submitted a final report. The project lasted for 6 years; especially the last 3 years showed spectacular improvements starting from more focused and more relevant programme delivery and services, relative financial independence, increased partnership inside and outside the Movement, increased income from the corporate sector, signed partnership agreements with many companies and three Chambers of Commerce to raise the number of members and volunteers.

The **Red Cross of Montenegro** is also implementing the Intensified Capacity Building ICB project and they just travelled half way of the three-year journey. The annual report for the second year of implementation was submitted, and it is clear that the National Society is progressing very well and is still very excited about the process itself. The level of support to the three-year ICB project is increasing and the top leadership fully embraces the approach and implementation.

### **Global OD Study – C-BAR and peer validation process**

The OD Coordinator continued to contribute to the Global ICB & CB reviews, both as part of the global OD team and as a peer researcher trained for peer review. The C-BAR exercise was completed in three National Societies in the Europe Zone: Macedonia, Montenegro and Spain; the peer validation process involved trained peer researchers from Spain, Montenegro, Macedonia, Finland, Norway and Belgium. Results are shared with the Root Change consultancy and the Global OD team whose final report was ready by August 2011. National Societies from Belarus, Georgia and Kyrgyzstan completed the C-BAR lite on-line tool and results were made available to the consultant and the OD team in Geneva.

The **new capacity building framework** that aims to enhance peer support has been approved by the Governing Board of the Federation, and kick-offs of new initiatives have already been initialised. The Europe Zone was working during the past years towards establishing peer schemes between resourceful National Societies and those in needs for support. We were witnessing some very successful cases in peer support in the past (Tajikistan – Bulgaria, Latvia – Belarus – Lithuania, Armenia – Bulgaria, British Red Cross – Kyrgyzstan Red Crescent) and some of these processes led to a broader cooperation between the National Societies in question. The peer support process among Belarus, Latvia and Lithuania aimed at supporting branch development, but in the end it resulted in initiatives of the National Societies to apply together for European Union funding under the cross-border funding scheme. In case of Armenia and Bulgaria, the goal was to support the Armenian Red Cross in building its resource mobilization capacity, but some of the findings of both National Societies at the end of the process led to the realization that some other aspects of work of the Armenian Red Cross needs to be tackled (legal base including Red Cross Law, capacity of local Red Cross branches and overall NS planning). The British Red Cross has been supporting the Kyrgyzstan Red Crescent in the area of human resources and volunteering for a long period of time, and this is now giving results and became a high priority for the Kyrgyzstan Red Crescent.

To promote and strengthen National Societies in strengthening their financial management, the working group on **cash transfer system** has put certain criteria in place that are required as a precondition to start the tailored approach. As indicated in the very specific goal of this project is to smoothen our ways of interaction with the National Societies, in terms of administration and finance.

The preconditions for cash transfer were very much centred on the following topics.

- External financial audits are conducted regularly and with full commitment of the National Society's leadership.

- Recommendations from previous audits are taken into consideration by the National Society's leadership.
- Noticeable improvement in financial reporting under working advance modality of support.
- Environmental analysis of the banking infrastructure in the country (this is actually part of initial questionnaire).
- Risk management analysis.

The process has been finalised in 10 National Societies. Continuous support in finance and reporting is being provided for the National Societies as required, including trainings (especially on-the-job ones) on demand. In approximately 12 months from the launch of the cash transfer system, an on-site random check will be held, in order to monitor their performance and support their further development.

The challenges of cash transfer as a completely new way of working and decreased level of control on the project implementation include financial issues, and it is necessary to prepare staff and budget holders. Along the process, three major challenges have been noticed:

- In the beginning the National Societies perceive that this is a more demanding and more complicated way of doing business; but after a briefing about cash transfer this fear is usually mitigated.
- IFRC budget holders may sometimes be also resistant, so briefing and some on-job trainings seem to be required.
- And finally: with the cash transfer modality of support agreed, the narrative reporting capacity of the National Societies is to be increased.

### Programme component: Specific OD projects and interventions

#### Outcomes:

- Support for European RC Youth programmes has been scaled up.
- A pilot social project for vulnerable children and youth has been started in Bulgaria.

#### Achievements

A plan of action was developed in consultation with the European Coordination Committee (ECC) for **strengthening the Red Cross Red Crescent European Youth Network**, through social media and other various tools. Support was provided to the ECC regarding the organization of the European Youth Cooperation Meeting (18 – 22 April 2012, Bulgaria) that gathered Youth representatives from Europe and Central Asia.

National Societies' youth focal points were supported in getting involved in the Statutory Meetings and were engaged in voicing youths' ideas, opinions and the needs about several youth-related initiatives, such as the revision of the Youth Policy, Pledge 129.

Youth from the Zone were also involved capacity building initiatives regarding S2020 Strategic Aim 3 through the "Youth as Agents of Behavioural Change (YABC)" initiative. Following the YABC summit (September 2011, Italy) several National Societies started to develop new initiatives aimed at building a culture of non-violence and peace and/or further strengthen already existing ones (e.g. Romanian Red Cross, Polish Red Cross, etc.)

During the reporting period the Memorandum of Understanding between IFRC Europe Zone Office and International Olympic Committee regarding the 1<sup>st</sup> Winter Youth Olympic Games (January 2012,

Austria) was signed, and the Red Cross Red Crescent involvement in the cultural and educational program of the event was planned in close cooperation with the Austrian Red Cross.

Technical support has been provided to the Polish Red Cross and the Romanian Red Cross regarding project proposals on child and youth education to advance behavioural change in communities for the funding opportunity provided by Labara Foundation which led to the signing of the respective Memoranda of Understanding between IFRC EZO and the Lebara Foundation.

The **pilot social project**, which builds on the National Plan of Action for reform in the institutional childcare in Bulgaria 2008-2011, was started at the end of 2010 and has been implemented by the Bulgarian Red Cross with the support of the International Federation and the Velux Foundation. The proposed programme includes two subprojects in order to ensure a holistic and interdisciplinary approach, both diversely contributing to the process of deinstitutionalization of children from social care institutions and providing support for better integration of vulnerable youth to society at large. The first component aims to enhance understanding of foster care practice and encourage a new culture of foster care in Bulgaria. The second part of the project is related to the establishment of a protected home for young adults leaving the social care institutions.

In 2011, the Bulgarian Red Cross carried out the following activities.

- Established focus groups and analysed results of focus group reviews on foster care;
- Conducted an assessment and analysis of the situation and needs of social services in every region;
- Officially opened the Foster Care Consultation Centre;
- Introduced over 60 National Society staff and management team to the prospective activities of the centre;
- Conducted six official meetings with stakeholders on national level;
- Trained 72 staff members and volunteers on foster care;
- Reached 104 volunteers during the National Competition for School First Aid Teams;
- Planning and preparation of the activities for the National Information Foster Care Campaign;
- Foster care campaign launched and as a result of that National Society is getting into new partnership with UNICEF, NGO`s and Government institutions;
- The construction of the protected home for young adults leaving social care institutions was finalized at the end of 2011.

### Constraints or Challenges

The major challenges faced by a number of National Societies arise from their relative dependence on external funding, which puts them in the situation in which it is very difficult to do any serious planning and to anticipate what resources will be available for the next year. Moreover, that situation is urging the need for a change in the organisational culture and the prevailing mindset. Many people seem to believe that a serious organisational change and shift from dependency to being independent would be impossible and would even require additional resources to make that change happen.

The overall funding trends in terms of traditional sources of funding are not very encouraging, and the traditional way of mobilising resources for our Red Cross Red Crescent programmes is disappearing slowly.

In some cases National Societies are facing tremendous challenges since they are considered and treated by the respective States / Governments in the same way as any other NGOs in the country. The whole concept of independence and auxiliary role to the Government is completely

misunderstood in such cases, and some National Societies may not receive any support and concessions from the State.

Tailored support in both cases needs to be provided to National Societies, and additional efforts should be made through humanitarian diplomacy by advocating the National Societies needs with Governments and States based on the unique position of the Red Cross Red Crescent that is rooted in the Geneva conventions.

## Principles and Values

**Programme purpose:** Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.

**Programme component:** Migration and anti-trafficking

**Outcome:**

- Migration and anti-trafficking programming has been supported.

### Achievements

The Europe Zone Office has provided technical support, expertise and dedicated staff to National Societies which are interested in developing and cooperating in programmes targeting victims of human trafficking and aiming at their reintegration and rehabilitation to their societies. Especially those countries were cooperating who have recognized that human trafficking is a real problem and it influences the lives of more and more people.

A joint IFRC/IOM project agreement on *Strengthening national mechanisms for the reintegration and rehabilitation of victims of human trafficking* (supported by European Commission) has been signed and is about to start rolling out in Belarus, Moldova and Ukraine. Following a coordination meeting between IOM and IFRC in Kiev, country coordination meetings were held with participation of Red Cross societies, IFRC and IOM in Belarus and Ukraine.

Also, migration programmes have been further continued and supported by the Federation in the concerned countries, especially those dealing with labour migration in Central Asia. The Director of the Europe Zone participated in the annual migration working group meeting of the Central Asian Red Crescent Labour Migration Network organized on 1-2 March 2011 in Dushanbe.

Based on the initiated contacts by IFRC with the Central European University in Budapest, a group of students began to work on a focused study on international migration flows in Europe.

**Programme component:** Fundamental principles and humanitarian values

**Outcome:**

- Fundamental principles and humanitarian values have been explicitly promoted and mainstreamed in other programmes.

### Achievements

The promotion of humanitarian values is an integral part of key Federation programmes. In addition, the dissemination of humanitarian values and the reduction of stigma and discrimination are incorporated into other programme activities such as disaster management, health and care and also organizational development. The Europe Zone Office promoted the Vienna Commitments to be actively implemented throughout the National Societies in the region. Programmes targeting the

ageing population and promoting diversity are the topics that are now focused and mainstreamed in other programmes.

A joint IFRC/IOM project named “Strengthening national mechanisms for the reintegration and rehabilitation of victims of human trafficking” (supported by EU) is progressing in Belarus, Moldova and Ukraine. In Belarus the project is implemented in Brest, Gomel, Grodno, Vitebsk and Mogilev regions on the basis of consultation centres Hands of Help. In Belarus; the project Youth volunteering to prevent trafficking in human beings (supported by IFRC, Icelandic Red Cross and the Ministry of Foreign Affairs of Iceland) continued throughout 2011 and in June entered the second year of the three-year implementation cycle. During the past year youth volunteer groups in Gomel region developed and implemented their own volunteer initiatives targeting those at risk of being trafficked or abused. The initiatives included awareness raising, peer education, movie group discussions, essay/drawing competitions, quizzes, role plays, and forum theatre; psychological assistance; safe internet use; and activities aiming at development of self-esteem and professional education.

In Central Asia, through specialised centres and outreach work, the Kazakh Red Crescent reached over 7,000 beneficiaries – labour migrants from Kyrgyzstan, Tajikistan and Uzbekistan. The centres provided the following services: legal consultancy, psychological support, TB, HIV and other diseases prevention and first aid, disaster risk reduction, tracing and tailored humanitarian support for the most vulnerable migrants. Humanitarian support included food items, bedding, hygiene and first aid items, used clothes, shoes and other support depending on the needs of beneficiaries. The outreach work implied visits to migrants’ work places, i.e. construction sites and markets, where the staff and volunteers established links with employers and taskmasters, met migrants, disseminated information and printed materials and conducted short training sessions on social, health and disaster issues. Similar examples can be mentioned about the other Central Asian National Societies, where labour migration is a crucial issue.

Efficient information sharing and visibility of National Societies’ action at times of emergency, as well as in development programmes, have been ensured through promptly published web stories, the bimonthly EZ newsletters, and the consistent use of social media (IFRC weblog, Facebook, Twitter).

### Constraints or Challenges

In spite of many resource mobilisation efforts and specific funding applications, the required funding for the migration and anti-trafficking programmes could not be secured. Both resource mobilisation coordinator positions therefore had to be discontinued prematurely, and most related activities were scaled down considerably as a result.

Regarding communications, difficulties in building strong media relations in Budapest were experienced, given the limited presence of international media with a regional focus/interest, which has partially limited the possibility for the IFRC to position itself on international media and to more effectively raise funds.

## Enabling actions to deliver Strategic Aims (role of the Secretariat)

### Enabling action 1: Build strong National Red Cross Red Crescent Societies

#### Expected results:

- Global initiatives on National Societies and knowledge development have been effectively rolled out and supported.
- High quality technical support is provided through the facilitation of peer support and exchange of experience between National Societies.
- Innovation, quality and learning are promoted and supported effectively.

#### Achievements

The EZ OD Coordinator and the OD & Youth delegate have been part of overall Europe Zone efforts to roll-out Strategy 2020 and implement global initiatives, also concentrating on discussing, explaining and disseminating further added values of global initiatives. Knowing National Societies (NSs) in the Zone very well and understanding their dynamic were of key importance for encouraging the NSs to start the work related to the Federation-wide Reporting System, the Federation Databank, the Bridging the Digital Divide initiative and the Organisational Capacity Assessment and Certification process. Of course, this was done in cooperation with colleagues from the Zone PMER Unit and with Country and Regional Representations across the Zone. Overall, the Europe Zone is reaching the target established at beginning of the year.

Three National Societies from the Europe Zone, Moldova, Turkmenistan, and Romania successfully completed the Digital Divide pilot project, and real positive impact is expected to be seen in 2012.

The Europe Zone office, in cooperation with the Performance Development Department, supported six Organisational capacity assessment certification (OCAC) exercises namely in Georgia, Lithuania, Turkmenistan, Ireland, Italy, Macedonia. The National Societies were supported in preparatory process, as well as during follow-up when actions planes were being developed. For the moment, most of the mentioned National Societies either developed action plans linked to OCAC process or in process of development. Representatives from three National Societies were involved in the OCAC Training of Trainers in Geneva so as to broaden the group of facilitators for self-assessment exercises in 2012. At the end of 2011 we had further National Societies who were willing to do the self-assessment exercise as the first step in a broader OCAC approach. The following National Societies will perform the OCAC self-assessment in 2012: Belarus, Slovenia, Poland, Uzbekistan, Kazakhstan, Bosnia and Herzegovina, Russia, Romania, Slovakia, Ukraine, and Armenia.

Timely and appropriate technical support was provided through brokering of peer support in Europe Zone: exchange of experience and knowledge sharing have been key features and means for building strong National Societies in the Zone for many years. Besides, National Societies engaged in peer support have been encouraged to use every opportunity and all fora to discuss openly any issue, and also to share their success stories with others. To a certain extent, using social media (Facebook, Twitter, etc.) appeared to be a very supportive factor and contributed to a peer pressure.

Innovation in the work of many National Societies has been part of knowledge and experience sharing, and some of developing National Societies have proved the assumption: when a leadership is fully committed to change the process, then innovation is happening. The role of the Europe Zone Office has been to recognize those changes and keep up momentum by providing relevant and competent advice.

## Enabling action 2: Pursue humanitarian diplomacy to prevent and reduce vulnerability.

### Expected result:

- Humanitarian diplomacy is actively promoted and supported at all levels.
- Resource mobilisation capacity has been developed, leading to an overall increase of funding and support.
- A systematic communications effort has underpinned better quality programme delivery, and has contributed to more effective advocacy and resource mobilisation.

### Achievements

The Europe Zone Office supported the active participation of the National Societies at the November 2011 Statutory Meetings in Geneva, which were also used for high level contacts to promote the advocacy role of the National Societies, the implementation of the Vienna Commitments and the roll-out of the National Society Knowledge Development initiatives. A number of National Societies in Eastern Europe and Central Asia expressed their wish to intensify their humanitarian diplomacy activities domestically, especially with regard to clarification of their auxiliary role, improving their legal basis and heightening their ability to persuade their Governments to act in the interests of the most vulnerable, as well as to secure a more stable resource base.

Thus, Europe Zone has initiated a process in Central Asia to strengthen Humanitarian Diplomacy and create capacities for a more professionalised Resource Mobilization through in-country Fundraising and Strategic Partnership Development. Along that process, the senior management of the five Central Asian Red Crescent Societies have been given special technical and financial support to enhance their fundraising skills. A similar exercise is being developed with the National Societies in the Southern Caucasus. The IFRC Regional Representation in Moscow is acting as a hub for activities and advisory services related to humanitarian diplomacy.

The Zone Communications Unit has also actively followed the global communications agenda to show that the Federation is active around major themes, including the Millennium Development Goals.

The Zone Communications Unit has significantly shortened reaction time to disaster coverage, with stories promptly appearing on ifrc.org as significant disasters, such as the earthquakes in Spain and Turkey, floods in Central Asia, population movements from North Africa to Italy and Malta were taking place. The staffs have undertaken crisis communication and capacity building missions to Serbia, Bosnia-Herzegovina, Montenegro, Tajikistan, and Italy. The approach helped National Societies in developing their communications capacities, and the Zone team gathered written and photographic/video material at an early stage, and fed this into the Europe Zone communications hub. This approach has been fully endorsed and encouraged by the Communications department in Geneva.

When funding has allowed, communications staff have been able to add considerable value at high-level events and conferences, such as the international conference held to mark the 25th anniversary of the Chernobyl disaster, the home care conference in Montenegro and the International Volunteering Conference in Budapest. For some of these events, limited funding was available to produce videos highlighting Federation and NS programmes which were placed on YouTube and helped give high visibility to the operations. Videos were also produced and used successfully to mark the six-month anniversary of the Serbia earthquake, and floods in Montenegro.

Another component of the communications efforts undertaken is related to youth and volunteering. Throughout the International Year of Volunteering, and in close cooperation with the EZ Youth

Delegate, the communication staffs worked on supporting National Societies in developing their own communications initiatives at country level, under the theme of the global campaign “Find the Volunteer inside You”, and on collecting information and materials on youth activities across the Zone. Another relevant activity has been the creation and consistent management of a social media platform (Facebook) dedicated to the Red Cross Red Crescent Youth in Europe.

### Enabling action 3: Function effectively as the International Federation

#### Outcomes:

- The global roll-out of Strategy 2020, the Federation-wide reporting system and the National Society databank have been fully supported
- The Code of Good Partnership and related tools have been actively promoted
- Federation setup and structure in Europe have been aligned and adjusted

#### Achievements

As mentioned earlier, the Europe Zone is reaching its targets when it comes to the roll-out of Strategy 2020, the Federation-wide Reporting System, the Federation Databank, the Bridging the Digital Divide initiative and the Organisational Capacity Assessment and Certification process. During the reporting period, the Zone organized the deployment of two S2020 facilitators to assist three National Societies (Armenia, Bosnia and Herzegovina, and Moldova) based on their experiences in the strategic planning process. Until the end of December 2011, 25 National Societies have conducted the strategic planning process, yet the finalisation and adoption of the final strategic documents still need to be done. 18 National Societies are in the process of their strategic planning, some of them have just started it as they had a working strategy in place.

Also the S2020 facilitator network has been used to promote other global initiatives and support National society participation. In 2011, further achievements were reached during the Federation Databank process through the involvement of further National Societies. The Federation-wide Reporting System (FWRS) was continuously promoted among National Societies. By the end of the year 2011, twenty six National Societies provided information for the FWRS, and thirteen National Societies for the Federation Databank.

The Organisational Capacity Assessment Certificate process started in mid June 2011 with a preparatory meeting in Geneva. The Europe Zone office supported six OCAC exercises in 2011 with the National Societies from Georgia, Lithuania, Turkmenistan, Ireland, Italy and Macedonia. Further National Societies will perform the OCAC self-assessment in 2012 such as Belarus, Slovenia, Poland, Uzbekistan, Kazakhstan, Bosnia and Herzegovina, Russia, Romania, Slovakia, Ukraine, and Armenia.

The Code of Good Partnership and the Movement Cooperation Agreement have been discussed and disseminated further by using different fora, such as leadership and partnership meetings. The IFRC Europe Zone Office, together with ICRC, scaled up the number of signed Movement Cooperation Agreements (MCA) in Europe Zone from five to nine National Societies (new Movement Cooperation agreement signed with Belarus, Azerbaijan, Armenia, and Georgia).

### Working in partnership

Cooperation in the area of **health and care** was continued with the following parties.

- The EZ Health team was supporting a range of National Society networks with the goal of increasing the capacity for implementation of individual NSs, foster partnerships and act as a

knowledge management hub. The annual meeting of the Health Managers` Forum took place in Budapest, organized by EZO, with 29 participants from 20 National Societies. Discussed were important items such as the new Strategic Operational Framework for the IFRC Health department, ageing as follow-up to the IFRC European Conference and the coming year of (2012) being the Year of Active Aging, reporting on health impact and leading strategy of change.

- The European Red Cross/Red Crescent Network on HIV and AIDS and TB (ERNA) general meeting and board meeting took place in Slovenia. 62 representatives of 25 NSs, GNP+, WHO, UNODC. Main topic: Humanitarian diplomacy and ERNA evaluation. Main outcomes: agreement on inclusion of Humanitarian diplomacy activities in the ERNA action plan. Request to IFRC to develop tools for Humanitarian diplomacy in the field of HIV and TB. The EZ PMER provided support to the ERNA board in formulating ERNA PoA for 2012-2013. The ERNA evaluation team consisted of British and Georgia Red Cross, supported by ERNA secretariat and GNP+ representative. The methodology of the evaluation included a desk review of literature, a questionnaire for key informants and discussions. The report was presented during the general meeting and recommendations were included in the PoA of the network.
- The IFRC`s Kiev Office and the Ukrainian Red Cross participated in a project on HIV prevention in prisons under the UNODC Technical Consultation.

#### Cooperation in the area of **disaster management**:

- The key strategic partnerships established or nurtured in the course of 2010 were maintained, reinforced, and expanded in 2011, together with exploring several potential new partnerships. The IFRC continued to closely coordinate responses to disasters with the UN Office for the Coordination of Humanitarian Affairs (OCHA). Movement cooperation focused on ongoing coordination with the ICRC and with partner National Societies.
- The Europe Zone Office works in close partnership with the European National Societies. The zone disaster management team also worked closely with the International Committee of the Red Cross (ICRC) on issues of restoring family links. Outside the Movement we work with USAID, ECHO, UN OCHA (through the ROMECA Office) and several UN agencies are remarkable partners for us, and last but not least the business corporate sector, primarily Coca Cola.

#### Cooperation in **Organisational Development**:

- A pilot social project for vulnerable children and youth was started in Bulgaria, funded by the "Velux" Foundation. IFRC Europe Zone and the Bulgarian Red Cross established very fruitful and effective cooperation with that Foundation and their monitoring team. Equally important is that the NS have extended their partnership network nationally by implementing this project.
- Europe Zone Office together with the Resource Mobilization Department in Geneva managed to get funding for two Youth projects in Poland and Romania from the "LEBARA" foundation (EUR 100,000 each).
- A number of National Societies from the Europe Zone have increased their partnership with the corporate sector, especially in Georgia, Macedonia and Montenegro.
- An increased number of National Societies from Europe who were not traditionally contributing to international operations worldwide have conducted fund-raising campaigns in the aftermath of the earthquake and tsunami in Japan: Azerbaijan, Albania, Bosnia and Herzegovina, Croatia, Georgia, Serbia, Czech Republic, Bulgaria, Montenegro, Latvia and

Russia. While doing this, they have extended their partnership with Governments, the corporate sector, and institutions in their respective countries.

- Effective cooperation and coordination between IFRC and ICRC in Europe region have been in place following commitment of the National Societies from Russian speaking countries regarding Movement Cooperation Agreement (MCA). As a result of this Azerbaijan Red Crescent, Armenian Red Cross, and Georgian Red Cross have signed Movement Cooperation Agreement with ICRC and IFRC during statutory meetings in Geneva. It is to be expected that at least three to five National Societies will sign a Movement Cooperation Agreement (MCA) with IFRC and ICRC during their upcoming statutory meetings. In addition, effective information and analysis sharing took place between the International Federation Europe Zone and ICRC delegations in Belgrade and Sarajevo.
- Within the Europe Zone there are many networks established by National Societies, which have a genuine interest to cooperate, exchange experience and provide platform for knowledge sharing. All networks are established by the National Societies and with some support from Federation. However, Federation representatives always take part in network meetings and in planning future work. Our engagement with networks is based on the principle that NSs are taking the lead since they have a common goals and reasons that brings them together. The Europe Zone Office is trying to align its work with networks with S2020 key features and to streamline our collective work as a membership organisation.
- In addition, Europe Zone is trying to capitalize on exploiting networks work by using them as a source of information and knowledge and to connect / match the existing knowledge with needs in some other National Societies.
- Many networks in Europe are seeing Europe Zone as a natural hub where they can get advice, support from technical colleagues in the Office and they are more and more organising their meetings at the IFRC premises in Budapest. This is a very good trend that proves the usefulness of support provided in the past and creates unique opportunity for better work with a very diverse membership in Europe Zone. Cross-fertilizing each other work and support each other is main driving principle in work of network and Europe Zone Office is seen as very good catalyst of these processes.
- Some of the networks are really Europe wide and include National Societies from all sub-regions in Zone (PERCO, ERNA, European Network for Development of Volunteering – ENDOV, European Youth Network), some others are more focussed on thematic issues and include NSs that are having certain programmes in place (informal anti-trafficking network) and unfortunately some of networks are still primarily Western Europe based (European Funding Practitioners Group, European Public Support Group).
- Some National Societies in Europe have their regular sub-regional conferences that are not Statutory meetings but regularly held, organised and hosted by those respective Societies (example: Balkan Conference). At the same time NSs from the Mediterranean area are taking active part in the work of the Mediterranean Conference and they cooperate very well with the CCM Office in Barcelona and with NSs from other parts of Mediterranean area.
- National Societies from the Russian speaking countries regularly meet in the form of the Leaders` Meeting. In all the cases, the Europe Zone Office is part of preparation and provides support during these events.
- In the area of organisational development and capacity building, an effective cooperation has been realised with some of the traditional donor National Societies, which are working bilaterally in different countries in Europe.

## Contributing to longer-term impact

- By working on activities related to Multi-Drug Resistant TB and “ordinary” TB as well as Harm Reduction and HIV, National Societies directly contribute to achieving the Millennium Development Goals regarding the prevention and combat of communicable diseases. These are long term projects where community mobilisation and participation are crucial for successes.
- Following up on partnerships with key stakeholders like the WHO, the Europe Zone contributes to building common approach at country level, like in case of the polio outbreak in Central Asia.
- Furthermore, with the action following up to the Vienna Commitments, National Societies contribute to achieving the Madrid International Plan of Action on Ageing.
- In line with S2020 and the IFRC Secretary-General strategic objectives that focus on building or reinforcing capacity, the Disaster Management team is making steady and measurable progress to support integrated disaster risk reduction and longer-term development initiatives.
- Planned change processes were very much in the centre of our focus when it comes to planning, monitoring, reporting and evaluation. There is an increased number of National Societies who understand the importance of their own monitoring and evaluation mechanisms and this is happening in the countries where they have been in the driving seat as a key partner (and contract holders) to governments, international agencies and global funding mechanisms
- Experience sharing and knowledge management have been in the Europe Zone one of the major vehicles and tools for influencing each other. This is happening on different levels, sub-regions and Europe wide. Some of the schemes for knowledge sharing are less formal and simply established by interested National Societies and in some cases different networks in Europe are playing key role in this important undertaking. Peer support and peer pressure have proved to be very successful, but we need to structure these approaches in the future.
- A number of organisational development practitioners have joined the OD Practitioners` Google Group, and all of them have been informed about the establishment of a community of practice in National Society development (IFRC learning platform)
- It should be noted that the coverage of National Society activities through all internal communications vehicles (ifrc.org, RCRC magazine, the Zone newsletter and social media) has increased markedly in 2011, both in terms of Societies and the activities covered. Rather than sending expatriate staff to cover disasters, the Zone has been highly successful in generating contents directly by local National Societies and Federation field offices, and making fresh information available to the media, as close to real-time as possible. This approach has worked spectacularly well in Malta (population movement preparedness), Cyprus (explosion), Turkey (population movement), Belarus (explosion) and Norway (explosion and shooting).
- The Communications Unit continues to explore the possibility of capacity building opportunities for National Societies, aimed at improving the skills and capacities of National Societies' communicators to communicate effectively in their national contexts, advocate with and on behalf of the most vulnerable people, build and manage media relations, better position the Red Cross Red Crescent brand and ultimately increase fundraising results.
- Development initiatives and coverage of volunteer-based activities have also been fed in from National Society information departments, such as the Irish Red Cross pioneering work in prisons, and the French Red Cross approach to literacy for immigrants.

- During 2011, the Disaster Management team facilitated, or was involved in, a number of important initiatives to contribute to longer-term programme impact such as:
  - ✓ Pursuing integrated approaches to disaster management and risk reduction by linking strategies and activities for disaster preparedness (community based and institutional) with disaster response and recovery.
  - ✓ A more systematic and transparent approach to institutional early warning and early action should also support the longer-term impact of reducing disaster risk. Through the Disaster Services Department in Geneva, the DM team in Budapest continued to collaborate with a number of scientific partners to improve the predictability of disasters and to use Red Cross Red Crescent networks to gather and disseminate timely and relevant information.
  - ✓ A more intensive collaboration with MENA Zone in Disaster Management: sharing of experience, co-facilitation of trainings, information sharing and bi-zone contingency planning.

## Looking ahead

While striving to implement the objectives of the IFRC Strategy 2020, the activities of the Europe Zone Office will be guided in the next four years by the Long Term Planning Framework that was adopted last year for the period 2012-2015.

As a general direction, the Europe Zone Office has been adapting its services to the actual needs of the National Societies while developing its own capacity in order to reach more National Societies and increase the number of those Movement partners which engage in development plans and use efficiently the opening possibilities by means of Humanitarian Diplomacy, enhanced domestic fundraising by Resource Mobilization, an increasing transparency and accountability.

The specific programme areas will act in line with this global aim, maintaining and developing their professional expertise and technical tools.

## How we work

All IFRC assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations](#) (NGO's) in Disaster Relief and the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.

The IFRC's vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

[www.ifrc.org](http://www.ifrc.org)  
Saving lives, changing minds.



The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of nonviolence and peace.

Find out more on [www.ifrc.org](http://www.ifrc.org)

## Contact information

For further information specifically related to this report, please contact:

- Anitta Underlin, Director Europe Zone; email: [anitta.underlin@ifrc.org](mailto:anitta.underlin@ifrc.org); phone: +36 1 8884 501; and fax: +36 1 366 1516;
- Evgeni Parfenov, Head of Operations; email: [evgeni.parfenov@ifrc.org](mailto:evgeni.parfenov@ifrc.org); phone: +36 1 8884 500; fax: + 36 1 248 3322.