

Appeal 2001-2002



International Federation
of Red Cross and Red Crescent Societies

ADVOCACY, COMMUNICATIONS AND PARTNERSHIPS (Appeal 01.81/2001)

Click on figures to go to budget

In CHF

Advocacy, Communications and Partnerships	1,831,305
Total	1,831,305

Background and progress to date

“*Learning from the Nineties*” - the Federation’s assessment of how the organization had evolved in the decade of the Nineties - noted that the Federation’s communications and external relations activities had significantly increased during the decade but much remained to be done. Peer organizations noted that the relatively limited number of **advocacy** initiatives by the Federation, such as the Code of Conduct and the issues identified and pursued in the World Disasters Report, had been significant. They also commented that the Federation’s advocacy efforts were unsystematic and too often missing.

Strategy 2010 calls for the development of more coherent and effective advocacy in each of the core areas of the Strategy. It also underlines the importance of developing the communications capacity of National Societies and the Federation as a whole. In addition core areas are seen as the basis on which the Federation should build its own skills, capacity and reputation and establish partnerships with other organizations working in similar fields but with complementary strengths.

At the policy level, the Council of Delegates, recognizing the importance of recent Movement initiatives in advocacy and the need for guidance about advocacy, adopted a policy on advocacy for the Movement as a whole. In addition, the Plan of Action of the 27th International Conference of the Red Cross and Red Crescent held in November 1999, calls for strengthened cooperation between the Red Cross/Red Crescent Movement and States in relation to disaster preparedness and response, health programmes and initiatives to reduce discrimination and violence in the community.

Strategy 2010 also underlines the importance of the Federation and National Societies developing their capacity to **communicate** effectively. To pursue this objective, work has been started in the course of 2000 to develop a training package for National Society communicators. During the year progress has also been made with the

revision of the Federation's web site and the profiling of the action of National Societies and the Federation in disaster response.

The Federation has become increasingly aware of the importance, and the potential, of **partnerships** that it can develop with other organizations, notably international organizations. Here the Federation can complement the knowledge and skills of international organizations with its powerful field based implementing capacity. During 2000 the Federation has worked on the development of its external relations both at the overall level and through its permanent observer status in New York which enables it to address the General Assembly and other bodies of the UN on humanitarian affairs. It has also developed a number of specific partnerships with individual international organizations covering areas such as HIV/AIDS, polio and road safety.

Goal The overall goal of the programme is to support the achievement of the *Strategy 2010* mission "To improve the lives of vulnerable people by mobilizing the power of humanity". The programme particularly seeks to do this by increasing the capacity of the Federation and National Societies to complement their service delivery role by the development of an increasingly effective advocacy and communication role in each of the four core areas of *Strategy 2010*. It also seeks to establish the necessary partnerships with other organizations in the same field, complementing their capacities with the Federation's field based implementing capacity.

Objectives and Activities Planned

Objective 1 Coherent advocacy, based on Federation policy and field experience, and the decisions and Plan of Action of the International Conference, influences the policy and action of governments, international organizations, and the private sector in favour of vulnerable people. The activities to achieve this objective are:

- advocacy initiatives, closely coordinated with the ICRC and the Standing Commission, to promote the resolution of the emblem problem through the adoption of the Third Protocol to the Geneva Conventions and consequent amendments to the Movement Statutes, involving a proposed Diplomatic Conference, International Conference and action by the Federation General Assembly. Lobbying with National Societies and governments to secure implementation of the Plan of Action of the 27th International Conference and the fulfillment of pledges made at that Conference.
- Promotion of Federation advocacy positions including those on disaster preparedness, HIV/AIDS and the humanitarian impact of sanctions. Development of new advocacy positions in relation to the four core areas and exploration of the possible development of International Disaster Response Law (IDRL).
- Training of Secretariat, delegations and National Societies in advocacy skills.

Objective 2 The capacity and coherence of the Federation and National Societies to communicate Federation actions and positions is increased, leading to greater visibility, influence and resources. The activities to achieve this objective are:

- Finalization of the Communication training package for National Societies and commencement of use of the training package with Federation information delegates and National Societies.
- Rapid dispatch to disaster operations of Federation information personnel to highlight the action of National Societies and the Federation in response to disaster needs.
- Continued development of the Federation web site and regional web sites.
- Production of articles on major issues for use in Federation and regional publications, and assessment of the impact of major Federation publications.

Objective 3 Relations with international organizations and governments are strengthened and relations are developed and enhanced with the multinational corporate sector. The activities to achieve this objective are:

- Development of relations with international organizations and governments at the international, regional and sub regional level, focused on areas of Federation competence.
- Dissemination of information from Federation participation in international and regional meetings, and development of networking to effectively use this information within the Federation and National Societies.
- Development of relations, together with National Societies, with the multinational corporate sector.

Expected results

For objective 1:

- The Third Protocol to the Geneva Conventions bringing into existence an additional emblem is adopted. National Societies that have encountered difficulties in being recognized by the ICRC and admitted to the

Federation are admitted to the Federation by the time of the General Assembly in November 2001. National Society and government implementation of the Plan of Action of the 27th International Conference is under way and a data base on this is established.

- Effective use of Federation advocacy positions in international policy fora and with national governments. Additional advocacy positions developed during the course of the year. Work to assess performance indicators for the ultimate impact of advocacy (improvement of the lives of vulnerable people) is undertaken. Work is initiated with Secretariat departments, National Societies, the ICRC and other organizations, to explore the possibility of development of an International Disaster Response Law.
- Secretariat and National Society training in advocacy skills is launched using existing and specially convened meetings. In particular work on this progresses with the Working Group of the Federation Governing Board. The Federation General Assembly is used as an orientation and training vehicle in relation to advocacy.

For objective 2:

- National Society capacity in communications is progressively increased as a result of the use of the training package.
- Rapid dispatch of well-equipped Secretariat and National Society media personnel to disaster sites increases the visibility and profile of National Society and Federation action.
- Increased and improved content of the Federation web site and development of pilot regional web sites with National Society involvement. Increased understanding of the technology and skills required within the Secretariat, delegations and National Societies.
- Articles on major Federation policy issues and events written and consistently used in Federation publications at the international and regional level. Better understanding of how far publications reach and serve target audiences is achieved.

For objective 3:

- Wider appreciation of the knowledge and the positions of the Federation, achieved through effective use of advocacy positions at the UN General Assembly and related meetings, and the website. Partnerships and other organizations strengthened in important service delivery fields, including health.
- Improved Secretariat and National Society relations with governments as a product of more systematic and better use of information gained from Federation contacts with international and other organizations.
- Appropriate relations with multinational corporate sector developed to the benefit of the Federation Secretariat and National Societies.

Indicators

For objective 1:

- Use of existing advocacy positions and the development of new ones. Feedback on this from National Societies, peer organizations and governments. Progress in assessing the need for International Disaster Response Law.
- Use of existing advocacy positions and the development of new ones. Feedback on this from National Societies, peer organizations and governments. Progress in assessing the need for International Disaster Response Law.
- Training programmes on advocacy skills held. Client feedback. Delegation and National Society increased activity in advocacy.

For objective 2

- Progress in completion of the training package. It is used in training courses. Feedback from clients at the training courses. Increased evidence of National Society communication capacity.
- Increased media coverage of National Society and Federation action in disaster response.
- Continued progress in the development of the Federation web site. Progress in designing and implementing regional web sites together with regional delegations and National Societies.

For objective 3

- Increased access to governmental and international organization fora which focus on areas of Federation competence.
- Improved capturing of key information from the Federation external relations and its communication within the Federation and to National Societies.

- Increased relations with appropriate corporate sector organizations involving the Secretariat and National Societies.

Monitoring and Evaluation

- The reorientation of the Secretariat to support implementation of Strategy 2010 places explicit focus on the area of monitoring and evaluation. Work is under way to develop new means of monitoring and evaluating, including exploring how to make better use of information currently provided from National Society and delegation reports. In addition, new work will need to be done to develop clarity on effective and achievable monitoring in the area of advocacy and communication.
- The Federation Governing Board is focusing at its six monthly meetings on the achievement of the 10 Results of Strategy 2010 which includes a focus on advocacy.
- Formal reports on progress with the report will be provided on a six monthly basis.

Critical Assumptions

- With regard to the resolution of the emblem problem, the main critical assumption relates to the evolution of the political situation in the Middle East.
- More generally with regard to this programme area, a critical assumption is that the Federation - the Secretariat and National Societies - will be able to achieve this significant change in working methods required to place increased emphasis on advocacy, communications and relations.
- In addition there is clearly a critical assumption on the availability of resources.

[return to top](#)

GLOBAL PROGRAMMES									
PROGRAMME	Disaster response	Disaster Preparedness	Health & care in the community	Fundamental principles & Humanitarian values	Human Resources & Organisational Development	Evaluation & Org. Learning	Finance & reporting systems	Advocacy, communications & Partnerships	TOTAL
Computers & telecom	134,500					30,000	100,000	166,000	430,500
Sub total capital	134,500					30,000	100,000	166,000	430,500
Programme management	247,857	50,129	174,640	25,360	151,400	91,219	73,429	123,391	937,425
Technical services	73,997	14,966	52,138	7,571	45,200	27,233	21,922	36,838	279,865
Professional services	82,510	16,687	58,136	8,442	50,400	30,366	24,444	41,076	312,061
Sub total programme support	404,364	81,782	284,914	41,373	247,000	148,818	119,795	201,305	1,529,351
Personnel (delegates & expatriates)	300,000	193,200	180,000		888,000	45,000	288,000	315,000	2,209,200
Personnel (local staff)								86,000	86,000
Sub total personnel	300,000	193,200	180,000		888,000	45,000	288,000	401,000	2,295,200
Travel & related expenses	237,900	60,000	350,000	35,000	250,000	145,000		30,500	1,108,400
Information expenses	420,045	45,000	591,000	105,000	364,000	90,000		230,200	1,845,245
Expert fees	875,000	204,000	395,000	80,000	85,000	585,000	220,000	217,300	2,661,300
Admin. - general expenses	106,160	40,000	186,000	30,000	63,000	90,000	10,000		525,160
Training workshops / seminars	1,200,600	120,000	605,000	85,000	950,000	220,000	352,000	585,000	4,117,600
Sub total travel, training, general exp.	2,839,705	469,000	2,127,000	335,000	1,712,000	1,130,000	582,000	1,063,000	10,257,705
Total budget	3,678,569	743,982	2,591,914	376,373	2,847,000	1,353,818	1,089,795	1,831,305	14,512,756