

# Appeal 2002-2003



International Federation  
of Red Cross and Red Crescent Societies

# FUNDAMENTAL PRINCIPLES & HUMANITARIAN VALUES

(Appeal 01.66/2002)

*Click on programme title or figures to go to the text or budget*

2002

In CHF

Total 1,024,244

## Introduction

### Background

Several instances of violence around the world in 2001 have demonstrated how vulnerable the principle of humanity is. These incidents as well as other examples of intolerance - such as racism, stigmatization of people living with HIV/AIDS worldwide - illustrate the constant threat to the values at the heart of the Red Cross and Red Crescent's work.

Over the last five years the Federation's Secretariat has been working to promote the understanding and use of the Fundamental Principles within Federation and national society programmes. This has particularly involved the development, with national societies, of a "Principles to Action" training programme and the running of this programme on a number of occasions. The response to this has been extremely positive.

Drawing on this experience and the identified need to promote humanitarian values in a world preoccupied with self and riven with tensions based on cultural and ethnic differences, Strategy 2010 identifies one of the four core areas for the work of national societies and the Federation as a whole, as the "*promotion of the Movement's Fundamental Principles and humanitarian values*". Strategy 2010 notes with regard to this core area:

*"In a world with increasing isolation, tension and recourse to violence, the Red Cross/Red Crescent must champion the individual and community values which encourage respect for other human beings and a willingness to work together to find solutions to community problems. The International Federation is in a unique position to help bring this about through its mandate, Fundamental*

*Principles and the esteem in which its emblems are held. Action in this area will be closely coordinated with the ICRC.*

*The purpose of this core area is not simply to ensure that people - staff or volunteers, public or private authorities, or the community in general - **know** of these principles and values, but to **influence their behaviour.***

Taking into account the growth of discrimination and violence, especially violence against minorities, in the wake of the events of September 11, the Federation is accelerating its already planned focus on discrimination as a critical issue in this core area.

The Red Cross and Red Crescent Movement's fundamental principles and humanitarian values provide a strong starting point to decrease the level of tension, combat discrimination, and impact not only the most vulnerable but also the general public. To meet these challenges a multi-faceted, multi-year, coordinated approach is needed at the grassroots and community levels where it can make a lasting difference.

In that context, the national societies have been encouraged to work actively on this issue with their Governments and with the community, the basis for this action including the Fundamental Principles, Strategy 2010 and the Plan of Action of the International Conference (Geneva-1999) and especially its final Goal 3.2: "new initiatives to meet the needs of vulnerably people and to reduce discrimination and violence in the community".

#### **Goal(s)**

- to develop effective communication with public authorities and the community in order to influence behaviour "to reduce discrimination and violence in the community" and promote a culture of non-violence; and
- to promote understanding and use of the Fundamental Principles within the Red Cross and Red Crescent Movement.

The main priorities will be:

- influencing behaviour in the community. The Movement will promote humanitarian values at the grassroots level that include: the protection of life, health and human dignity; respect for human beings; non-discrimination on the basis of nationality, race, gender, religious beliefs, class or political opinions; mutual understanding, friendship, cooperation and lasting peace among all people; and volunteer service. The Red Cross and Red Crescent is also reaching out to those in the business community who want to be more active in terms of their social responsibilities.
- development of effective communication with public authorities and communities. Several forums have promoted understanding of the humanitarian role of national societies and the Movement. A global communication campaign - focusing on issues such as discrimination - is being developed to build on this progress.
- promotion of understanding and use of the Fundamental Principles within the International Red Cross and Red Crescent Movement. A new CD-Rom, *From Principles to Action*, has helped volunteers and staff base their work with vulnerable people on the Fundamental Principles. At the same time, the CD-Rom has contributed to building national society capacities.

National societies have traditionally worked to spread knowledge of the Fundamental Principles and international humanitarian law, and this must continue to be a priority for all components of the Movement. Some are already engaged in programmes to promote the above-mentioned values to influence behaviour in the community. These programmes involve initiatives to oppose discrimination (for example, against asylum seekers, immigrants, people affected by HIV/AIDS and the disabled); to stop violence and to build a culture of non-violence in the resolution of differences in the community. The analysis outlined above and the experience of national societies will be used to develop new initiatives and programmes to be implemented by national societies with International Federation support.

The promotion of these same values also provides an element of the basis for new and strengthened relations with the business community, increasingly concerned about defining and responding to its social responsibilities.”

The Plan of Action adopted by the 27th International Conference of the Red Cross and Red Crescent reflects this concern to revitalise the Movement’s work with the Principles, and specifically calls upon national societies to reassess programmes in the light of the Fundamental Principles and to undertake work within the community to combat discrimination and to promote a culture of non-violence in the resolution of disputes.

The Plan of Action also calls upon governments to support the Movement’s initiatives in this area and to facilitate its access to schools and universities to enable the promotion of the Fundamental Principles.

Much of the responsibility for implementation of Strategy 2010, the Plan of Action of the International Conference, the Resolution of the Council of Delegates lies with national societies and governments.

The specific focus of this core programme is to support the work of national societies and their interaction with governments and others in the community , in a Knowledge Sharing mindset (creating, capturing, sharing and using knowledge) and mainly through:

- the launch and monitoring of a global campaign.
- the publication of existing material.
- the development of new material based on analysis of “best and good” practices.
- the assessment of new issues arising in the community and possible new responses.
- the capture of innovation and knowledge.
- the coordination and/or the contribution to Community of Practices and Expert Networks,

## **Objectives and activities planned**

The programme involves two interrelated objectives:

**Objective 1** To capture, develop and share knowledge on “best and good” practices and to build understanding of related work in the field by other organizations.

This will involve mapping on existing “best and good” practices by national societies in promoting the Fundamental Principles, combating discrimination and promoting a culture of non-violence (as part of one of the main priority related to influencing behaviour in the community). It will also require the development and the implementation of different methodology and tools to promote the Fundamental Principles and the values deriving from them to the target groups identified above. This will be achieved by more effective and extensive use of existing material, notably the “From Principles to Action” CD rom material, but also existing material, methodologies and tools developed by national societies.

The International Federation will reinforce its work in the capturing, developing and sharing knowledge in the field of promoting the Fundamental Principles, combating discrimination and promoting a culture of non-violence by:

- Mapping “best and good” practices and good case study, in National Society programmes in promoting the Fundamental Principles, combating discrimination and building a culture of non-violence in an accessible active data base.
- Collation of research and limited own research on the work of others including the universities, institutes, governments and international organisations on combating discrimination in the community and promoting a culture of non-violence.
- Coordination and/or the contribution to Community of Practices and Expert Networks.
- Monitoring the working of the delegations and national societies that are developing pilot projects that combat discrimination and promote a culture of non-violence (Given that this is a new area in which delegations have yet little expertise / capacity, this has been included as part of the global programme). Liaison with the ICRC to avoid duplication of effort and combined learning from respective experience.

- Monitoring of the adequate dissemination of the “From Principles to Action” CD Rom within the Movement.

**Objective 2** To launch and monitor a global campaign.

The programme will be led and coordinated through the International Federation’s Secretariat and its country and regional delegations at springboards to reach all national societies. In turn, the delegations will cascade down the information and training to all national societies. National societies will decide how and to what extent to participate in the programme based on local needs and conditions.

The International Federation will develop print and electronic materials and, if appropriate, advertisements that would be used as part of its global campaign. Initial benchmarking and programme monitoring would be carried out at the regional level and consolidated by the International Federation’s Secretariat in Geneva.

It is anticipated that, in a scaling up approach, with potentially revisited provisional budget, the “Anti-Discrimination” campaign (“Action to reduce discrimination and violence in the community”) would include:

- a tool kit for national societies to employ on the ground focusing specifically on anti-discrimination themes to be used in their work with children, youth, local government officials and educators.
- Regional support training aimed at developing locally relevant programmes for national societies and providing assistance in delivering results.
- Global and regional advocacy campaign aimed at promoting intercultural understanding based on the Red Cross Red Crescent humanitarian values in national, regional and global fora.
- Global advertising campaign (print and electronic) to support the programme in the four official languages (Arabic, French, Spanish and English) and possibly other languages that would serve as an immediate and constant reminder to opinion leaders and general public.

**Expected results**

The expected results of the global programme are:

- Five pilot project in the field of “Action to reduce discrimination and violence in the community” will have been launched during 2002.
- 75 per cent of the national societies will have shared their practices in the field of promoting the Fundamental Principles, providing “action to reduce discrimination and violence in the community” and promoting a culture of non-violence by the end of 2002.
- One “Community of Practice” and one “Expert Networks” will have been launched and effectively functioning by the end of 2002.
- 75 per cent of the national societies will have integrated in their programme the main message of the Global Campaign by the end of 2002.
- Better understanding of how the Fundamental Principles are understood in different cultures and updated examples of the implication of the use of the Fundamental Principles in peace time situations.
- Productive relations with other organisations and institutions working on the understanding and promotion of humanitarian values.

**Indicators**

Indicators for the success of this programme will be:

- The active participation of the national societies to the Global Campaign
- The development by national societies of new programmes and actions to reduce discrimination and violence in the community
- The collation of research and publication as appropriate on “best and good” practices and new ways to use or communicate the Fundamental Principles to combat discrimination and promote a culture of non-violence.
- The evidence of use by national societies of the material (communication tools and “from Principles to Action” CD Rom)

## **Monitoring and evaluation arrangements**

- The programme will be reviewed internally on a half-yearly basis.
- The programme will be more formally evaluated as a part of the mid-term review of the implementation of *Strategy 2010*.
- The “Principles and Values” Department will have the lead responsibility for the implementation of this programme. However its success will depend critically on the extent to which the Department can reach out to and influence other departments within the Secretariat, delegations and national societies.

## **Critical assumptions**

- Availability of resources in response to Appeal 2002-2003.
- Ability of “Principles and Values” Department to influence Secretariat, delegations and national societies.
- Interest of other organisations in cooperation with the Movement in this sphere.

[click here to return to the top](#)

<b>APPEAL 2002 - GLOBAL PROGRAMMES</b>	
<b>Promoting Humanitarian values</b>	
<b>Description</b>	<b>Promotion of Humanitarian Values</b>
Knowledge Sharing methodology & rel.	71'280
<b>Subtotal Capital Expenditure</b>	<b>71'280</b>
Programme Management Support	69'012
Technical Services Support	20'603
Professional Services Support	22'974
<b>Subtotal Programme Support</b>	<b>112'589</b>
Personnel	45'375
<b>Subtotal Personnel Expenses</b>	<b>45'375</b>
International travel and related	80'000
Information	200'000
Publications	80'000
General Office Expenses	25'000
Communication	200'000
Consultants	130'000
Workshops - seminars	80'000
<b>Subtotal Travel and General Expenses</b>	<b>795'000</b>
<b>Total Budget</b>	<b>1'024'244</b>