

Plan 2009-2010



International Federation
of Red Cross and Red Crescent Societies

Discrimination, Gender and Violence

Executive summary

Promoting our Fundamental Principles and Humanitarian Values lies at the heart of the International Federation's mandate to alleviate human suffering and to serve the vulnerable. The Federation's Global Agenda, endorsed by its General Assembly in 2005, outlines four common Goals for National Societies, of which "*the reduction of intolerance, discrimination and social exclusion, and the promotion of respect for diversity and human dignity.*" The plan that follows highlights the key activities that the organisation will perform at the global level, to help National Societies realise this important ambition.

The plan for 2009 and 2010 has three main objectives:

- i) to promote humanitarian principles and values,
- ii) to integrate these principles and values into humanitarian operations, and
- iii) to design programmes that enable communities to live by them.

By the end of 2010, the Federation Secretariat aims to have put its principles into action through innovative programmes and exemplary organisational conduct, and to have provided National Societies with tools, good practices and training to pro-actively foster these values in communities around the world. The Federation Secretariat will, in addition to this, continue to advocate on behalf of the most vulnerable and to ensure that its programmes in health and care and disaster management reflect and promote its principled approach. The building of National Society capacity – with a particular focus on youth and volunteers - is essential for the achievement of these objectives, and will be an integral part of the work outlined herein.

Translating humanitarian principles and values into action today, means giving priority to three areas of social injustice: i) gender inequality, ii) intolerance and discrimination, and iii) violence (including violence against women, and that resulting from xenophobia). It means influencing the views of Governments and injecting new visionary thinking in the leaders of tomorrow. It also means influencing the mindsets of people towards a **new humanitarian culture of peace and tolerance**. This entails designing programmes that foster respect for human dignity and diversity, that promote solidarity, peace and social inclusion of all people, whatever their age, nationality, race, gender, religious beliefs, class or political opinions, ethnic origin, sexual orientation, wealth or health status.

The International Federation seeks to contribute to behavioural change around the world and build the capacity of National Societies to strengthen their development-oriented grass root work by championing our Red Cross/Red Crescent humanitarian values at the local level. The Principles and Values (P&V) department is committed to developing strong networks of National Societies actively engaged in promoting gender equality, changing mindsets and behaviour change, and addressing the social culture of violence, so that their best practices and information can be shared. While National Societies are the first to benefit from this plan's activities, its objectives are designed with a clear focus on the ultimate impact – on improving the lives of those that are subject to discrimination, intolerance, violence, and social exclusion.

The total 2009-2010 budget is CHF 998,366 (USD 912,583 or EUR 635,902). [Click here to go directly to the summary budget of the plan.](#) The total of this appeal is low but contingent on the receipt of an additional amount of core funding of CHF 308,000 a year, which would cover 2 positions (violence and discrimination; technical support to zones and integration).

Context

In a globalised world, where resources are evermore scarce and unevenly distributed, discrimination, violence, and exclusion often add to the vulnerability of those already plagued by conflict, poverty and disease. Climate change and food insecurity are not only direct threats to human well being, they also fuel social tension. Increased levels of migration, whether brought on by conflict, natural disasters, or economic marginalisation, have led to rising extremism in parts of the world, and to xenophobic violence towards foreigners in others.

Gender inequality¹ is a global problem, which creates specific vulnerabilities for women. Women are more prone to poverty, less likely to be educated, and less likely to access adequate health resources than men. It is estimated that the majority of the 1.5 billion people living on one dollar per day or less are women. Women continue to face barriers to economic empowerment, including discrimination in hiring, access to credit, and in the right to own and inherit property. There also remains a persistent gap between women's and men's access to education. It is estimated that two thirds of the world's 875 million illiterate adults are women. Throughout their life cycle, women receive lower quality health care—leading to a rising number of HIV infections among women and an estimated 600,000 deaths from pregnancy per year. While women present the largest component of the electorate in many countries, they still only hold a fraction of the political power. During armed conflicts, women and girls are also particularly at risk because of their gender, as evidenced by the increasing use of systematic rape as a tactic of war. And violence against women continues around the globe, rooted in relationships of inequality between women and men, due in turn to cultural norms and economic inequalities.

Violence² is a universal phenomenon that touches every country in the world. According to the World Health Organisation, each year, more than 1.6 million people worldwide lose their lives to violence. For every one person who dies as a result of violence, many more are injured and suffer from a range of physical, sexual, reproductive and mental health problems. Violence is among the leading causes of death for people aged 15–44 years worldwide, accounting for about 14% of deaths among males and 7% of deaths among females. Violence can be self-directed (suicide), interpersonal (against children, the elderly, intimate partners), and of collective nature (conflict, political violence) and is varied in its forms (from physical to psychological). While violence is widespread and often seems endemic, it is not inevitable -- behavioural approaches have proven to reduce its incidence.

Discrimination, also, takes on many forms. The negative prejudicial treatment against a person or a group of people can be based on a range of characteristics, including race, religion, age, sex, caste, health and disability. The need to fight racism, xenophobia, and intolerance is all the more important today, as technology and transportation bring people closer together. The need to fight stigma against those born in marginalised groups – those belonging to excluded ethnicities or castes, or those born with a disability – is essential for the well being of entire communities. Social exclusion can also result suddenly, as a result of migration, illness, disaster or sudden poverty and the tension they provoke. Whatever its form, discrimination impoverishes social capital and lessens the resilience of communities.

In this context, respect for human dignity, tolerance, and social solidarity are essential – and central in allowing the International Federation to fulfil its mandate to help vulnerable people. It is oftentimes the most vulnerable – youth, the elderly, handicapped – which are most prone to discrimination, exclusion and violence. While the International Federation is the largest humanitarian network in the world and known for its work in saving lives in disasters and in responding to health emergencies, it also acts as an agent of social change, building bridges among people, to support lasting peace. It takes on this role through people-centred processes, encouraging communities to reflect and to effect positive changes from within. The International Federation is needs-based, with an overarching operational framework

¹ Gender equality refers to the equal rights, responsibilities and opportunities of women and men and girls and boys. Equality does not mean that women's and men's rights, responsibilities and opportunities will not depend on whether they are born male or female. Gender equality implies that the interests, needs and priorities of both women and men are taken into consideration – recognizing the diversity of different groups of women and men. Gender equality is not a 'women's issue' but should concern and fully engage men as well as women.

² The World Health Organisation defines violence as "The intentional use of physical force or power, threatened or actual, against oneself, another person, or against a group or community that either results in or has a high likelihood of resulting in injury, death, psychological harm, mal-development or deprivation."

constituted by the RC/RC fundamental principles and their underpinning humanitarian values; human rights inform its decisions and action.

The Principles and Values department of the International Federation Secretariat works with member National Societies, Governance and other partners, to bring the Red Cross/Red Crescent Movement's founding principles and humanitarian values to life. Translating our beliefs into action, means cultivating mutual respect and understanding, increasing access to services for vulnerable people, and building National Societies' ability to inspire attitudinal change, empower communities and contribute to equity in the world.

Priorities and current work with partners

The following plan is aligned with the Federation's Strategy 2010 to "*improve the lives of vulnerable people by mobilizing the power of humanity*", the Federation of the Future's Global Agenda Goal 4, Vision and Mission, and the Declaration "*Together for Humanity*", as well as Resolution 1 concerning violence adopted at the 30th International Conference of the Red Cross and Red Crescent.

Work at the global level also seeks to be relevant for different regions and countries, in light of recent decisions taken at regional conferences (e.g.: Istanbul commitments relating to non-discrimination, respect for diversity and the Guayaquil commitments concerning non-discrimination and violence).

Previous RC/RC statutory meetings, as well as Strategy 2010, have emphasized the imperative for the Movement to be the "living example" in order to inspire attitudinal and behavioural change. In this context, the importance of innovation, creativity and non-cognitive education has been underscored. The skills-based project for youth to be agents of behavioural change, initiated in 2008, and to be piloted during the **2009 Solferino youth gathering**, addresses this need.

2008-2010 P&V partners

| Programme Component | NS providing technical support | NS providing financial support | Other |
|---|--|---|--|
| 1. Promotion | | | |
| 1.2. Youth as agents of behavioural change | Australia, Belgian Red Cross-Fr, Canada, Colombia, Egypt, France, Lebanon, Macedonia, Mali, Nepal, Panama, Philippines, Sierra Leone, South Africa, South Korea, Syria, Spain, Sweden, Swiss, Togo, Turkey, U.K., U.S.A. | | Joint EU Campaign Centre for the Cooperation in the Mediterranean |
| 1.2. Gender capacity-building | Irish Red Cross | Irish Red Cross Danish Government | |
| 2. Integration into operations | | | |
| 2.1. P&V based programming | | Swedish Red Cross Norwegian Government and Red Cross | |
| 2.2. Gender into programming | Irish Red Cross | Irish Red Cross Danish Government Swedish Red Cross | |
| 3. Anti-discrimination /violence | | | |
| 3.1. Discrimination | Joint EU NS Campaign on Non-Discrimination | | Academics 2010: UN, NGO |
| 3.2. Violence | Argentina, Australia, Brazil, Cameroon, Canada, Colombia, El Salvador, Guatemala, Guyana, Honduras, Ireland, Italy, Jamaica, Kenya, Liberia, Mexico, Norway, RDC, Samoa, South Africa, Spain, Sri Lanka, Trinidad and Tobago, Ukraine, Zambia, | Spanish Red Cross | ICRC 2010: UN, NGO |

Secretariat programme in 2009-2010

Principles and values/Discrimination, gender and violence

a) The purpose and components of the programme

Programme purpose

Global Agenda Goal 4: Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity

The P&V programme budget is CHF 998,366 (USD 912,583 or EUR 635,902).

Programme component 1: Promotion of humanitarian values, fundamental principles and gender equality

Outcome 1: Enhancing understanding and sharing of best practices

- Ongoing quarterly **P&V and gender e-newsletter** highlighting recent RC/RC National Societies', Secretariat (Geneva and zonal) activities and materials, as well as external developments. For previous numbers, see: <https://fednet.ifrc.org/sw11422.asp>
- **Piloting of the online P&V / gender database** (on FedNet) developed in 2008, and further gathering of materials developed by RC/RC National Societies.
- **P&V (including gender and violence) base line study** (2009): take stock of current P&V activities and initiatives of National Societies' world-wide, identify success stories. The P&V base line study will serve to formulate the Global Policy on Global Agenda Goal 4 in 2010 and constitute a basis for the development of P&V operational programmes.

Outcome 2: Capacity-building in P&V / gender of National Societies staff and volunteers

- **P&V skills-based toolkit to empower youth as agents of behavioural change in society.** This project initiated in 2008, is conducted in close collaboration with the youth section of the Secretariat's Organizational Development department, and benefits from the official support of the Federation's youth commission. It focuses on equipping youth to identify, position themselves and pro-actively raise societal awareness on humanitarian problems such as discrimination, violence, intolerance and exclusion. It empowers youth as agents of attitudinal and behavioural change by transmitting them skills, such as empathy, non-judgement, consensus building and non-violent communication and uses an interactive and non-cognitive and learning methodology. Through the investment in and transmission of skills to young people, it is hoped that the project can also contribute to enhancing volunteer recruitment and retention. It is being co-shaped by a network of 20 National Societies and the youth commission. National Societies' existing learning and training materials will be compiled for use of National Societies in a database. The toolkit will be pilot tested in 2009 in the **Solferino youth camp**, and later on field tested in summer camps such as Atlantis V organised by the Centre for Cooperation between Mediterranean Societies, and in the Middle East and North Africa (MENA) zone youth and volunteer network meeting. In 2010, four zonal P&V youth trainings will be conducted, reaching 250 youth leaders and volunteers from 60 National Societies. The toolkit will be progressively brought to existing youth camps organised by our National Societies in places such as Togo, Vietnam, South Africa, Austria, Panama and used for the international year of volunteering in 2011. For the concept paper, see: <https://fednet.ifrc.org/sw11422.asp> .
- **Gender training module.** In close collaboration with the Secretariat's training unit, and drawing inspiration from the trainings already available in National Societies, such as the Norwegian, Canadian or South African Red Cross, a gender-awareness module will be developed in 2009 to be inserted in the revised delegates' induction course. In connection with programme component 2 on integration, trainings will be conducted in 2010 focusing on P&V / gender mainstreaming. Gender training will ideally be integrated in existing DM or health trainings.

Outcome 3: Raising public awareness with a view to changing mindset and behaviour of RC/RC and society at large

- Develop **sensitization and campaign materials on the principles and their underpinning humanitarian values, including respect for diversity and non-violence** for use of National Societies.
- Provide technical support to awareness-raising campaigns or activities of zones, offices or National Societies. Examples: West and Central African (WCA) zone initiative to promote humanitarian values through African cultural heritage, music, dance and theatre, the 2009 Joint EU Campaign on Non-Discrimination and respect for diversity.
- In 2009-2010, activities will be undertaken to create **platforms (e.g. video, computer game, music, art, theatre) for youth to give voice to the RC/RC fundamental principles and humanitarian values, and express their concern about humanitarian issues in society which closely relate to the principles and value-driven mandate and experience of the RC/RC** (e.g. gang violence, ethnic exclusion, increasing divide between the rich and the poor, marginalisation of homosexuals or migrants, ...). The **Solferino youth camp and gathering in 2009** will offer an excellent opportunity to mobilise the youth around our Principles and Values. The Principles and Values department will offer them creative and youth-appealing platforms, for instance, creation of music with RC/RC youth volunteer musicians from all around the world. As such this activity is a follow-up initiative further building on the 2008-2009 youth activities and the skills-based toolkit empowering youth as agents of behavioural change in society. The P&V department will closely work on this with the Communications department, the youth section of the Organisational Development department and the Youth Commission.
- RC/RC fundamental principles and their underpinning – universal - humanitarian values can constitute an adequate platform to bring different cultures and religions closer and hence contribute to counteract the currently widening divide in the world. In the biennium 2009-2010, it will organise a symposium with key religious and community leaders and academics. The purpose will be to highlight how our principles and values are anchored in different cultures and religions worldwide and to explore ways to **use the principles as a platform to foster cohesion and inclusion in society**. For a table explaining the linkage between the principles and their underpinning values: <https://fednet.ifrc.org/sw11422.asp>

Outcome 4 : Advocacy and international representation

During 2009 and 2010, P&V advocacy work will be ongoing, delivering statements at major international fora, including the Human Rights Council and the Durban +5 Conference on Racism. Gender advocacy and inter-agency collaboration will be stepped up through the senior gender officer. For previous statements: http://www.ifrc.org/news/speeches.asp?navid=06_03

Programme component 2: Integration of humanitarian values and gender into operational DM and health programming

Outcome 1: Further development of tools and mechanisms to enhance P&V-based programming

- This cross-departmental work, initiated and led by the P&V department in the second half of 2008, will be carried further in 2009-2010. It engages in close collaboration with the Health department, Disaster Prevention and Policy department, and Coordination and Programmes Division, as well as the Secretariat's DM team. Draft checklists with questions and indicators will be further shaped. A technical workshop convening operational managers and P&V experts will be organised to take stock of current P&V based operational programming. Ways will be explored to enhance participation of vulnerable, efficient beneficiary selection, culturally sensitive operations, and accountability *vis-à-vis* beneficiaries. Mechanisms to assess P&V based programming will be identified, as well as possibilities to use existing tools, such as VCA, to identify discrimination or potential violence within communities.

- Provision of technical support to the zones. The P&V department will continue its collaboration initiated in 2008 with the Asia-Pacific zone on exploring ways to enhance gender into DM programming. In 2009, the focus will widen to also cover integration of Principles and values - in particular respect for diversity - into DM operations, and be further extended to health operations in 2010. Technical support will be provided to develop best practice minimum guidelines to integrate gender and diversity for the Asia-Pacific region.
- Research on how a constructive human rights - in particular right to food - approach can be integrated into the International Federation's food security operations.

Outcome 2: Further development of gender into programming

- Establishment of a global gender network of practitioners of 30 National Societies. Two network meetings will be organised (1 in 2009, 1 in 2010, each for 4 days, convening each 60 people).
- The Federation Secretariat's gender work will focus on:
 - Discuss the findings of the 2007 study on the implementation of the 1999 gender policy;
 - Collection of good practices and development of a strategic approach to mainstreaming gender perspectives in all National Societies programmes and institutional structures (2009);
 - Development of gender into programming guidelines and a checklist (2009);
 - Development of operational guidelines on tracing and tackling sexual and gender-based violence and exploitation as part of RC/RC programming, based on the research carried out in 2007 identifying entry points for programming (2009);
 - Report on ongoing implementation of the International Federation's pledge (30th International Conference 2008) on abuse of power in the field work, and sharing of experiences and good practices (2009);
 - Review – if tasked by the gender network or a Federation's advisory body- of the 1999 gender policy (2010);
 - Development of a manual on National Society capacity building and programming for SGBV (2010).
 - Set up a pool of world-wide National Society gender trainers to coach sister National Societies seeking to enhance capacity. Trainings will be conducted as reflected under programme component 1, outcome 2.
- Provision of technical support to zone activities
 - Asia-Pacific zone: documentation and dissemination of P&V/gender integration in 6 elected contexts of health and DM programmes and organisation of an workshop on P&V / gender in 2009 [and on P&V, gender and diversity in health programmes in 2010](#).
 - MENA: organisation of a workshop with the MENA zone to revitalise the MENA gender network and to formulate an action plan.

Outcome 3: Reducing Stigma and Discrimination and tackling gender inequalities and sexual gender based violence related to HIV/AIDS

The P&V will support the health department to enhance implementation of the 3rd output of the Global HIV/AIDS programme and Alliance. A senior officer anti-stigma and HIV/AIDS, funded by the health programme, will be detached to the P&V department in this context. Work will focus on: development of guidelines and pilot projects, provision of technical advice to HIV/AIDS generalists in the zones/field, further develop the network RC/RC+ of PLHIV, further develop and implement the Masambo fund as a mechanism for inclusion of PLHIV, updating the HIV/AIDS anti-stigma campaign.

Programme component 3: Anti-discrimination and violence prevention/reduction programmes

Outcome 1: Elaboration of the framework for programming targeting discrimination, marginalisation or exclusion

- Establishment of a base line study mapping the work of National Societies on discrimination, violence and Global Agenda Goal 4 (2009), to serve as a strategic basis for future P&V and violence programming, policy review, advocacy and technical preparation of statutory meetings. Innovative or impactful (in terms of community benefit and societal change) activities will be documented by video or case study in 2010 and given strong visibility in collaboration with the Communications department.
- Organisation of a reflection forum with academics, to critically discuss the base line study findings, latest research and legal frameworks on discrimination, and propose recommendations for programming on discrimination (2009).
- Development of guidance on how to conduct P&V programming (2009) and assessments (2010) (*i.e.* institutional assessment evaluating the capacity and interest of a National Society to tackle discrimination, as well as community assessments). Analysis of use of existing tools (ex. VCA) in a P&V context. Two operational pilots will be carried out in 2010, in close collaboration with the zones and OD community development activities.
- Provision of technical support to zones and their National Societies engaged in setting up programmes targeting discrimination (ex. Nepal: social discrimination projects against children, women, returnees and PLHIV in 35 communities)
- In 2010, a **high-level global forum on discrimination and violence** will be co-organised with the Americas zone, bringing together humanitarian actors: RC/RC, UN, NGOs, academics and private sector companies committed to enhancing corporate social responsibility.

Outcome 2: Setting up a membership driven network on violence and elaboration of the framework for programming on violence

- Establishment of a base line study on violence and Global Agenda Goal 4 work of National Societies (2009).
- Establishment of a **global network of 25 National Societies** firmly engaged and experienced in preventing/tackling violence (urban, violence against children, violence against women) to guide the P&V department's work on violence. The network benefits from the strong commitment and expertise of the Canadian Red Cross, Spanish and the South African Red Cross Societies. It will also work with the close involvement of the Secretariat's health department. Following a first meeting convening National Societies working on violence at the end of 2008, the network will be formally established and meet again in 2009. Its main tasks will be to:
 - Develop the **Federation's global strategy** on addressing the social culture of violence, as a follow up to the 2007 statutory meetings and in line with the Secretary General's 2009 objectives. The Plan of Action for Central America and draft plan for South America developed by the Spanish Red Cross and the Americas zone will constitute useful reference documents;
 - Elaborate after adoption of the global strategy a manual containing guidelines and examples for implementation and monitoring (2010);
 - Support the West and Central Africa zone to conduct a case study on successfully involving traditional and community leaders to prevent or tackle social conflicts and foster peace.
 - Identification and sharing of good practices between all National Societies;
 - Co-organisation with the Americas zone of a **global forum on violence and discrimination** in 2010. The first part of the forum will bring together 60 National Societies to share learning of the network, the strategy on violence and promote global implementation. The second one will convene various humanitarian actors, as described under outcome 1.

b) Profile of target audience and final beneficiaries

The Secretariat's P&V department focuses its work on 1) the development of global tools for use by the Secretariat's zones, regional and country delegations, and National Societies, 2) the provision of technical support to the zones, and 3) the facilitation of exchange of information between National Societies world-wide. Within National Societies, thanks to the integrated approach taken, the products and work of the P&V department are relevant for governance and management, OD, health, DM and communications. Youth staff and volunteers of National Societies will be privileged working partners of the P&V department's activities in 2009 and 2010.

National Societies, through representative networks described above, and youth will actively participate and co-shape the Secretariat's global activities, in close collaboration with the zones. The final beneficiaries of all P&V programmes are the most vulnerable suffering from discrimination, exclusion or violence, as well as the community at large when involved in behavioural change.

c) Potential risks and challenges

The main challenge is the current absence of P&V zone focal points or coordinators. A pro-active stance from the zones is required towards pursuing adequate P&V representation and action in the field. Through working with networks of National Societies, the P&V department will seek to maximise the relevance of its work for the field and vulnerable populations.

Provided additional core money is allotted to P&V human resources and activities, the formal (rather impossible) challenge to secure appropriate and continuous funding for P&V activities will be strongly mitigated. The resourcing of the P&V plan has over the past years benefited from the support of the Irish, Norwegian and Swedish National Societies, as well as the Danish Government. Steps have been undertaken to expand this donor base, and the Spanish Red Cross joined at the end of 2008, extending a staff on loan to work on violence.

Role of the Secretariat

a) Technical programme support

One of the tasks of the P&V department's substance resources (head, senior gender officer, senior officer technical support and integration, violence officer), is to technically assist the zones to support National Societies' P&V programmes. New dimensions of additional support will be made available, for instance through the systematic identification and training of National Societies technical practitioners in a position to undertake peer coaching, mentoring and training of colleagues in sister NS which solicit advice and technical expertise.

b) Partnership development and coordination

Through the creation of strategic networks on violence, gender and youth awareness-raising towards behavioural change, the P&V department will foster the development of partnerships between National Societies. ICRC will be associated in the work on violence.

c) Representation and advocacy

During 2009 and 2010, representation and advocacy – which seeks to provide high-level visibility to the National Societies' P&V work in major international *fora* - will continue to occupy a prominent place within the department's work and activities. All statements will be made available on the website as well as on FedNet, at: <https://fednet.ifrc.org/sw11422.asp>. The department will celebrate International Days (ex. Women, Disabled, Tolerance) and share information / materials with National Societies.

Promoting gender equity and diversity

This entire plan, as intrinsically linked to Global Agenda Goal 4, focuses on promoting gender equity.

Quality, accountability and learning

The P&V department will work closely with the PMER department to set up monitoring and evaluation mechanisms promoting adequate management, learning and improvement of P&V programmes.

For many activities of this plan, it is difficult to measure the actual impact in quantitative terms; hence qualitative assessments are required. In order to better measure impact, a performance framework specifically designed for projects reducing discrimination and violence, as well as tackling gender inequalities will be set up, including a range of indicators which will facilitate the monitoring.

| How we work | |
|---|--|
| <p>The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".</p> | <p>Global Agenda Goals:</p> <ul style="list-style-type: none">• Reduce the numbers of deaths, injuries and impact from disasters.• Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.• Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity. |
| Contact information | |
| <p>For further information specifically related to this plan, please contact:</p> <ul style="list-style-type: none">• In the Federation Secretariat: Dr. Katrien Beeckman, Head, P&V Department, katrien.beeckman@ifrc.org; phone: +41 22 730 46 01; and fax: +41 22 730 03 95. | |