

# Mid-Year report



## Communication and advocacy

Appeal No. MAA00041

27 August 2010

This report covers the period 1 January to 30 June 2010.



**Giving People a Voice in their Recovery:** IFRC's beneficiary communication programmes in Haiti prioritize engaging with people affected by the earthquake and making them true partners on the road to recovery. **IFRC**

### In brief

**Programme outcome:** Influencing policies through effective communication and advocacy (Strategy 2020 – Enabling action 3)

**Programme(s) summary:**

- The foundations to fully engage in implementing this plan have been established within the first six months as an obvious requirement for any fundraising activity. Activities carried out include:
  - The capacity to lead advocacy activities highlighting IFRC's community-based health contribution to the Millennium Development Goals (MDGs) and positioning the IFRC as a leading organization in disaster management (outcome 1).
  - Recruiting a capacity-building senior officer on communication, while actively supporting the task force in charge of bridging the digital divide (outcome 2).
  - Setting up an effective and fully operational corporate communication team.
  - Securing a campaign team focused on youth and volunteering (outcome 3).
  - Improving IFRC's tracking system to better monitor the impact of Federation communication/media initiatives (outcome 4).
- As a result, the coverage of this programme has mainly consisted of incorporating staff on loan so far in order to make IFRC's delivery model operational with regards to the expected outcomes.

**Financial situation:** The total 2010 budget is CHF 2,178,945 (USD 2,007,820 or EUR 1,644,830), of which CHF 147,415 (7 per cent) covered during the reporting period (including opening balance). Overall expenditure during the reporting period was CHF 170,222 (8 per cent) of the budget. Lower expenditure was seen in the first half of the year, since the recruitment

freeze, and the difficulties to find the right candidates for the current vacancies has affected the implementation of activities.

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

**Our partners:** Swedish, Finnish and Irish Red Cross Societies.

## Context

- The Haiti earthquake on 12 January was the most important event affecting the implementation of the programme in the first half of the year. The magnitude of this disaster and the importance of Red Cross Red Crescent response strongly influenced the way the secretariat focused its effort and allocated its resources.
- Steps have been taken to professionally cope with this major challenge even though it remains that the Red Cross Red Crescent response in Haiti has driven a major part of communication activities within the last six months, for the secretariat and for the IFRC as a whole.

## Progress towards outcomes

### Outcomes

- Engage in thematic campaigns and advocacy initiatives to strengthen the Red Cross Red Crescent's position as the leader in managing disasters, and to enhance its position and credibility in the developmental field by giving a voice to the most vulnerable.
- Develop capacity-building and training tools in communication and advocacy, and bridge the digital divide to effectively strengthen National Societies' strategic plans, capacities and outreach.
- Develop a Red Cross Red Crescent branding initiative to raise the IFRC's corporate identity and organizational culture as part of a national and global strategy.
- Develop a Federation-wide tracking and monitoring system for media and internal communications to measure accountability and impact.

### Achievements

- Three advocacy multimedia pack were published to spearhead IFRC's public advocacy and to further influence policy makers in the field of malaria and Red Cross Red Crescent response in Haiti.
- An advocacy tool kit on climate change has been updated to prepare the climate change conference in Mexico.
- Beneficiary communication has been mainstreamed as a way to make systematic IFRC's (two-way) dialogue with beneficiaries in support of Federation programmes, as well as a leverage for effective capacity building in communication.
- A new communication senior officer for capacity building in communication is being recruited to further expand Federation training tools and mechanisms to further support National Society development in communication (coaching, peer support, branding, emergency communication and beneficiary communication).
- A pilot project is being carried out to support four National Societies (East Africa and Haiti) to make sustainable web connectivity and access as part of the digital divide initiative.
- IFRC's websites and visual identity are being relaunched to be in line with, and support the realization of IFRC's Strategy 2020.
- Youth and volunteering campaign plans are designed (especially at the occasion of the International Year of Volunteering in 2011) These plans include a survey on the economic and social value of volunteering, guidelines for youth delegate engaged in climate change-related actions and a social media strategy.

- A digital news room was created to streamline relations with broadcasters and media outlets to enable the IFRC to track how the audiovisual material is used by both National Societies and the media.

### Constraints or Challenges

- The lack of seed resources and the context of the last six months (Haiti and internal change process) have been challenging to the realization of this plan.
- A solid communication team has been set up in Haiti and in Panama from May to June, to absorb most of the activities related to the Red Cross Red Crescent response.

### Working in partnership

- Three National Societies – Swedish, Finnish, Spanish and Irish Red Cross Societies provided IFRC's communication team with a staff-on-loan.
- Partnership with Vodaphone for a web development project in East Africa.
- Partnership with Eli Lilly for an advocacy initiative on tuberculosis.
- Partnership with Thomson Reuters Foundation and other technical platforms (including local mobile phone companies) for beneficiary communication.

### Contributing to longer-term impact

- Greater Federation positioning on disaster management and local development through effective, coherent and consistent advocacy on key priorities that engage an increasing number of National Societies.
- More consistent approach on IFRC's branding as a strategic management tool to further the recognition of, and support to, Red Cross Red Crescent contribution in key humanitarian and development areas.
- Strengthen IFRC's visual identity and corporate backbone, based on common strategic priorities to fulfil Red Cross Red Crescent potential for greater impact and influence, nationally and globally.
- Expand IFRC's communication tools based on new technologies with a view to mainstream the use and impact of social networks.
- Better track the impact of communication and advocacy activities, while supporting a greater accountability to donors, decision makers and beneficiaries.
- Larger collaboration and creation of communication virtual teams with National Societies, especially in the field of skills sharing, emergency communication, branding and public advocacy.

### Looking ahead

- A programme appeal might be not the best leverage and platform to raise funds and muster support for IFRC's communication and advocacy global plan.

## How we work

*All Federation 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 is committed to 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.

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 non-violence and peace.

## Contact information

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