

# Annual report



## Reducing Discrimination and Changing Behaviour

Appeal No. MAA00005

15/04/2009

This report covers the period 01/01/2008 to  
31/12/2008.



A youth gathering in Mali (December 2008).  
International Federation

### In brief

**Programme purpose:** This Principles and Values (P&V) programme is aligned with Global Agenda Goal 4. It aims to provide global support to further operationalize principles and values within the Red Cross Red Crescent, and to foster a culture of respect for diversity, gender equality and non-violence in the communities where the International Federation works.

**Programme(s) summary:** Implementation of the programme in 2008 focused on producing new, innovative communication tools, with a view to strengthening the “P&V culture” within the secretariat and its membership (objective 1.1). In light of the 2007 International Conference’s Declaration *Together for Humanity*, two new initiatives were set up: The first one is “Youth as Agents of Behavioural Change (YABC)”, a project supported by the Youth Commission and a worldwide network of National Societies. This project includes the development of a skills-based toolkit for youth to change mindset, attitudes and behaviour in society. The toolkit will be pilot tested in the 3<sup>rd</sup> World Youth Meeting in Solferino (June 2009), and launched in the 2009 General Assembly (objective 1.3). The second initiative, elaborates a global strategy to address the social culture of violence (new objective 3), as requested by the International Federation’s Secretary General. Delivery on other objectives (1.2. and 2) was delayed, pending the recruitment of two senior officers towards the end of the year. The two positions will focus on gender and technical support /integration.

**Financial situation:** The total 2008 budget is CHF 2,089,344 (USD 1,989,851 or EUR 1,392,896), of which 27 per cent has been covered. Expenditure overall was 6 per cent. Expenditure was extremely low as the department was staffed by one person (head). Migration also fell within the portfolio of the department for the first semester. Hence, the appeal for 2008 to 2009 was significantly reduced, and expenditure will improve in 2009.

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

**Our partners:** The department works with two networks of National Societies, respectively 25 for violence and 39 for YABC. It also works with the Centre for Cooperation of Mediterranean National Societies for YABC.

## Context

In a globalized world, where resources are ever scarcer 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, but also fuel social tension. Increased levels of migration, whether brought on by conflict, natural disasters, or economic marginalization, have led to rising extremism in parts of the world, and to xenophobic violence towards foreigners in others.

The 2008 context for P&V was shaped mainly by the outcome of the 2007 statutory meetings, in particular the Declaration *Together for Humanity* adopted by the 30th International Conference of the Red Cross and Red Crescent. The following paragraph of the Declaration highlights the prominent role to be played by humanitarian education and community mobilization, as well as youth and volunteers:

*" We will intensify efforts to mobilise community respect for diversity and action against racism, discrimination, xenophobia, marginalization and other forms of exclusion, faced by all vulnerable groups, also empowering volunteers and youth in humanitarian activities to prevent, defuse or mitigate violence..."*

## Progress towards outcomes

**Objective 1:** Promoting RC/RC fundamental principles and humanitarian values

**Outcome(s)/Expected result(s):** Increased understanding, application, mainstreaming, and capacity building in the area of P&V. Particular emphasis is on respect for diversity, building a culture of non-discrimination, and non-violence in the community.

### Achievements

#### 1.1. Enhancing understanding, ownership, visibility and sharing of best practices

- **P&V e-newsletters (discrimination, gender and violence):** Three P&V e-newsletters with updates on the P&V department's and National Societies' activities were produced. They also covered key external (United Nations (UN), non-governmental organizations (NGO), Governments) developments and materials. The newsletters reached 1,800 staff members and volunteers of the International Federation's secretariat and National Societies in March, June and October 2008. They are available on FedNet at: <https://fednet.ifrc.org/sw11422.asp>
- **Self-reflection and self-training online tools on discrimination** are being finalized: The tools address topics of discrimination on grounds of age, gender, sexual orientation, disability, political opinions, religious beliefs, nationality and social class. The tools will be launched on March 15<sup>th</sup> as a part of the Learning Management System.
- **From Principles to Action DVD-Rom:** Production of the 2007 version.
- **FedNet: New format and contents** of the P&V section.
- **Video: "Discrimination and disasters"** on the 2007 Tabasco floods in Mexico was made in 2008. Production for February 2008.
- **New powerpoint presentations**, all available on <https://fednet.ifrc.org/sw11422.asp>:

- Creating together a culture of tolerance.
- P&V programme guidance note explained with examples from the Asia Pacific region.
- Principles and Values: Historical development, implications and analysis.
- Violence: An overview of Red Cross and Red Crescent Movement statutory decisions.
- Youth as Agents of Behavioral Change Project.

## 1.2. Operationalizing and mainstreaming P&V in Federation and National Societies' activities in disaster management and health

- **A preliminary checklist** containing P&V-based (including gender) questions and indicators for use in disaster emergency relief operations was drawn up. The checklists can contribute to the adequate integration of P&V issues and concerns in programming, implementation and monitoring.
- A revised **programme guidance note** for principles and values was developed, available at <https://fednet.ifrc.org/sw11422.asp>
- Inputs to the PMER working committee on re-developing the planning tool and training package for the Red Cross Red Crescent Movement.
- Technical support to South Asia on developing a tool kit to promote humanitarian values in relation to the disaster risk reduction programme.
- Ongoing input to the protection *ad hoc* committee at the secretariat.
- Development of a concept note on integrating P&V into emergencies.
- **Ongoing technical advice** to other secretariat departments, field structures and National Societies was provided throughout the year. P&V feedback was provided in two zonal planning meetings, respectively in Southern Africa and Asia Pacific.

Work in this area was stepped up from October onwards when a senior officer, Integration and Technical Support was recruited.

## 1.3. Training and capacity-building with a view to “being the living example”

### Youth as Agents of Behavioural Change project, supported by the Youth Commission

This project, initiated in 2008, and officially supported by the International Federation's Youth Commission, is a direct follow up activity of the 30<sup>th</sup> International Conference's Declaration “Together for Humanity”.

It seeks to equip youth with the necessary skills to be agents of behavioural change in society, and **to promote a culture of non-violence, non-discrimination and social inclusion**. Skills to be incorporated in the toolkit are: empathy, active listening, non-judgment, mediation, consensus-building, non-violent communication, and individual will power and resilience.

The methodology of the toolkit is non-cognitive, focusing on innovative and inter-active games, role plays, visualization exercises, sports and art. The toolkit will be based on materials and activities from National Society members. Currently, 39 National Societies are members of the network shaping the toolkit.

### YABC activities in 2008 included:

- April: Project presented to and adopted by the Youth Commission.
- July: Testing of the idea in the **Atlantis IV youth camp, Serbia**.
- September: Two-day consultation meeting in Geneva with 25 National Societies on the content and action plan up to Solferino.

- October: External expert meeting to determine non-cognitive techniques favouring behavioural change.
- December: Mali youth gathering with 40 youth from 24 National Societies. The meeting included the simulation of Solferino, and the first piloting of toolkit contents. Participants also explored **African cultural heritage (ACH)**, and in their working groups, created their own song, art project, dance and theatre play reflecting the International Federation's fundamental principles and humanitarian values. For December 3<sup>rd</sup>, **International Day for Persons with Disabilities**, 30 Malian youth living with disability gave a spectacular music, theatre and dance performance. For more information, go to: E-news 4 in FedNet <https://fednet.ifrc.org/sw11422.asp>

The Mali gathering and previous activities were an **important milestone towards the pilot-testing of the P&V toolkit in Solferino** in June 2009. Youth from the network will be peer educators on the toolkit in the 3<sup>rd</sup> World Youth Meeting and the Humanitarian Village.

#### 1.4. Enhancing P&V advocacy and partnerships

- **VIIth Pan African Conference:** Coordination of the workshop on urban violence, October.
- **P&V Statements in 2008**, all available at: FedNet <https://fednet.ifrc.org/sw151794.asp>
  - **United Nations Human Rights Council** on:
    - Human rights and migration (March).
    - Racism, racial discrimination, xenophobia and related forms of intolerance (June).
    - Human rights: Technical assistance and capacity building (September).
  - **Human Rights and Justice**, *Campus de Excellencia 2008*, Gran Canaria, 02/07, statement by the President of the International Federation, Mr. Juan M. Suárez del Toro.
  - **Education for Peace**, statement by the President of the International Federation, Mr. Juan M. Suárez del Toro for the Save the Children global debate on the occasion of the 19<sup>th</sup> anniversary of the UN Convention of the Rights of the Child.
  - **NGO Committee on Spirituality, Values and Global Concerns (CSVGC)**, December: Presentation on the fundamental principles.
  - Partnership with the **Joint EU/National Societies campaign** to promote respect for diversity and non-discrimination. Substantive input in June meeting.

**Objective 2:** Integrating a gender perspective into programming, and contributing to gender equality.

**Outcome(s)/Expected result(s):** Gender perspective adequately integrated into programming with a view to contributing to the reduction of gender inequalities.

#### Achievements

- Finalization of the review of the 1999 gender policy implementation.
- Elaboration of a briefing paper: IFRC action on gender.
- Progress report on diversity, including gender, presented to the Governing Board (May).
- Advocacy relating to gender equality and gender-based violence:
  - **International Women's Day**, 8 March.
  - **Commission on the Status of Women** on *"Equal sharing of responsibilities between women and men in HIV/AIDS care giving."*
  - **Inter-Parliamentary Union**, on *"Ending female genital mutilation: Red Cross and Red Crescent experience."*
- Substantive input into the conference on **"Women, peace and conflict,"** focusing in particular on gender-based violence (Dublin, 17 to 18 November 2008), at the invitation of the Irish Red Cross Society.

- Substantive input and co-financing of Central American participants in the **Technical workshop on the incorporation of a gender focus in community social development in South and Central America** (Buenos Aires, Argentina, November). The workshop was organised by the Argentina Red Cross Society and the International Federation.

**Objective 3:** Developing a Federation global strategy on addressing the social culture of violence (new).

**Outcome(s)/Expected result(s):** Strengthening the International Federation's policy and operational capacity to guide National Societies, and their staff and volunteers, in their work on non-violence, tolerance, and creating a culture of peace and dialogue. Ensuring that consideration of violence prevention is well integrated into country, zonal and global plans.

## Achievements

The P&V department, in close collaboration with the Canadian and the Spanish Red Cross Societies, organized a high-level meeting on violence in December, bringing together high-level representatives from 24 National Societies, the secretariat and the International Committee of the Red Cross (ICRC). Participants discussed how to address the complex and multi-layered issue of violence, and how to put in place a collaborative and consistent approach within the International Federation to address the question. Experts from the World Health Organization (WHO), the United Nations Children's Fund (UNICEF), the United Nations Office of the High Commissioner for Human Rights (UNOHCHR), the Paolo Freire Institute, Engender Health, and the Boston School of Public Health shared their insights and different approaches towards violence. During the meeting, participants analyzed National Society and Federation programmes on the prevention, mitigation, and response to violence, and agreed on a plan of action to develop the global Federation strategy on violence.

This is a follow-up activity of the declaration "Together for Humanity" adopted by the 30th International Conference of Red Cross and Red Crescent Societies. It also implements the International Federation's Secretary General's priority objective for 2008 to 2009, to develop a strategy on addressing the social culture of violence.

## Constraints or Challenges

The major constraint in 2008 was the understaffing of the P&V department in light of the recent increase of its portfolio. In addition to P&V, discrimination and migration, two new thematic issues of gender and violence were added. The understaffing explains the underexpenditure of the appeal. For the first semester, the head of the department was supported by an intern only. Staff were recruited, and entered their positions from September 2008 onwards. Hence, optimal expenditure rates should be reached in 2009.

## Working in partnership

- National Society network on Youth as Agents of Behavioural Change: Thirty-seven worldwide (12 from Europe, 11 from Africa, five from the Americas, four from Asia Pacific, four from the Middle East and North Africa (MENA), and one from the Centre for Cooperation in the Mediterranean).
- National Society network co-shaping the global Federation strategy on violence: Twenty-nine worldwide (eight from Europe, six from Africa, nine from the Americas and six from Asia Pacific).
- Partnership with the Centre for Cooperation among Mediterranean National Societies (Atlantis IV, Serbia).
- Partnership with the Youth Commission on Youth as Agents of Behavioural Change.

- Partnership with the West and Central Africa zone for the Mali Gathering on Youth as Agents of Behavioural Change.

## Contributing to longer-term impact

As set by Strategy 2010, one of the overall objectives of the P&V department is to influence behavioural change in communities. All P&V activities seek to further the International Federation's Global Agenda Goal 4, and encompass the promotion of gender and equity. P&V activities with National Societies are aimed at empowering communities. They contribute to mainstreaming qualitative and ethical standards, which find their basis in the Movement's fundamental principles and underpin humanitarian values.

## Looking ahead

As reflected in the 2009 to 2010 plan, and as a continuation of 2008 activities, priorities for the future include:

- Changing mindsets, attitudes and behaviour in society through the project of Youth as Agents of Behavioural Change.
- Ongoing development of the global Federation strategy on violence.
- Gender integration into programming through the development of operational guidelines.
- Tracing and tackling gender-based violence, in close collaboration with the zones.
- Integration of P&V into disaster management and health emergency relief operations.
- Baseline survey on P&V activities within the International Federation, with a view to develop a future P&V policy and thematic strategies, including a revision of the 1999 gender policy.

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><b>Global Agenda Goals:</b></p> <ul style="list-style-type: none"> <li>• Reduce the numbers of deaths, injuries and impact from disasters.</li> <li>• Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.</li> <li>• Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.</li> <li>• Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.</li> </ul>
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