

Annual report

 International Federation
of Red Cross and Red Crescent Societies

Communications and Advocacy

Appeal No. MAA00008

15/04/2009

This report covers the period 01/01/08 to 01/12/08.



Visual identity of the IFRC-ICRC joint global campaign in 2009 whose purpose is to call anyone, in any place, to make a difference in addressing today's humanitarian challenges. **International Federation**

In brief

Programme purpose: To implement the communications and advocacy global strategy in support of the Global Agenda goals.

Programme(s) summary:

- The programme has supported the effective implementation of the communications and advocacy global strategy. The strategy aims at empowering communications within the International Federation, implementing a decentralized communication force in the zones, optimizing public communications, setting a new internal communications process, and designing a global image-building campaign. Focusing on key deliveries and organizational issues in the context of decentralization, the implementation process has resulted in relevant achievements regarding the Global Agenda goals, especially for disaster management, health and care and capacity building, while improving the overall service delivery to National Societies.

Financial situation: The total 2008 budget is CHF 1,647,562 (USD 1,569,107 or EUR 1,098,375), of which 15 per cent covered. Expenditure overall was 15 per cent. The variance between budget and income/expenditure is due to the decision early in the year to phase out this programme, since most of the communications activities consist of core Federation activities and services to its membership.

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

No. of people we help: There are 186 National Societies which benefited from public communications products, skills sharing and key deliveries pertaining to global communications and advocacy.

Our partners: DG ECHO (Directorate-General for Humanitarian Aid) and the Finnish, French and Spanish Red Cross Societies.

Context

- The communications and advocacy programme was designed to support the implementation of the communications and advocacy global strategy adopted by the Federation General Assembly in November 2007.
- The overall objective was to set an effective culture of communications that fully supports the Global Agenda goals, whilst providing effective and concrete support to National Society development.
- It resulted in key deliveries in a broad range of priority areas, such as malaria, HIV, disaster response and preparedness, climate change, and food security; effective support to National Societies; and the strengthening of the secretariat's decentralized communication capacities and support services.

Progress towards outcomes

Objectives

- Create a communications culture around the Global Agenda.
- Develop the International Federation's web services.
- Develop advocacy messaging and campaigns.
- Improve the internal communications process.
- Strengthen decentralized capacities and services.
- Streamline communication membership services provided by the secretariat.

Outcome(s)/Expected result(s)

- Empower communications within the international Federation.
- Implement a communications force in the zones.
- Optimize external communications and media relations.
- Streamline and develop internal communications.
- Design and implement the 2009 Federation global campaign, jointly with the International Committee of the Red Cross (ICRC).

Achievements

- A global communications forum has been successfully organized in May 2008, gathering representatives of 60 National Societies, and resulting in key deliverables (a joint statement addressing Red Cross Red Crescent leadership and governance, skills-sharing activities, and joint initiatives in communications). The outcomes of this forum have been supported by the Federation Governing Board.
- A survey on "funding communications" was presented in November 2009 to the Governing Board requiring that communications be better profiled and adequately funded in National Societies.
- Two workshops were organized to build an effective, secretariat-wide team based on clear division of labour, joint planning, constant support and coordination from Geneva, and milestones for engaging in humanitarian diplomacy.
- The communications department in Geneva has been restructured to adapt and improve its support and services within the decentralization process.
- Visibility plans have been implemented, jointly with key donors, as a support service to resource mobilization.
- Proactive communications has been mainstreamed to address specific crises (Gaza, Zimbabwe, and the Horn of Africa).
- Successful communications and media operation (Believe in Africa) has been carried out in support to the Red Cross Red Crescent Pan African Conference.
- Guidelines on emergency communications are being developed in coordination with the zones and National Societies.
- A web-based resource centre, including Federation audiovisual materials and publications, has been created for National Societies.
- Social media and key web platforms have been more actively explored and used in support of Federation public communications.
- The International Federation's public website is being relaunched in November 2009.
- A new internal communications strategy has been designed in support of the Secretary General's priorities, to streamline the flow of internal products, and to facilitate the building of a Federation-wide organizational culture.
- A new structure is being developed for FedNet within the web relaunch project.
- The plan and budget for a Federation/ICRC image-building campaign have been approved by the Finance Commission (September) and the Governing Board (November).
- Campaign tools and support services have been developed, jointly with the ICRC (a public service announcement, a web portal, media pack, tool kit, guidelines for National Societies).
- High-profiled events are being organized to celebrate the International Federation's 90-year anniversary (Paris) and 150-year anniversary of the Solferino battle that led to the creation of the Red Cross.

Constraints or Challenges

- Under-resourced communications team in Geneva and the zones.
- No managers recruited before mid-2008.
- Need to focus on joint and agreed priorities.

Working in partnership

- The Finnish, the French, and the Spanish Red Cross Societies provided support in terms of human resources (staff on loan).
- DG ECHO funds have been allocated to activities aimed at providing visibility to the donor, mainly through a media tour which took place in September to highlight contingency plans and preparedness to the disaster response in Central Asia.

- Intense cooperation with National Societies has been ensured to successfully organize the global communications forum, and for key events and needs (disasters in Myanmar and China, skills sharing, and zonal workshop).

Contributing to longer-term impact

- The Communications department was restructured (with greater attention given to gender and diversity issues), and an effective communications team (including the zones) established. A foundation is set for further developing communications and advocacy activities for the International Federation.
- The global campaign is solid, and should be able to deliver on its promise to build up the image of the International Federation, and provide support to National Societies.
- A new and compelling internal communications process is underway.
- Produce better quality content and more creative products in communications, including the development of web-based technologies to empower Federation public communications.
- Proactive steps have been taken to fully engage the communications team in supporting resource mobilization and the external relations teams within the humanitarian diplomacy agenda.

Looking ahead

- Achievements in 2008 will allow the communications team to fully engage and provide support to the resource mobilization and external relations teams within the humanitarian diplomacy agenda.

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	
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