

# Plan 2009-2010



International Federation  
of Red Cross and Red Crescent Societies

## Youth Development

### Executive summary

The commitment to youth membership services, support derived from the constitutionally mandated functions and decisions of the Federation's governance in field of youth development, youth leadership and capacity building are reinforced through activities and platforms planned in 2009-2010.

The membership services are supplemented by the programme services developed to encourage and facilitate avenues for active youth participation and cooperation in achieving the Global Agenda goals. As a vital resource of the Red Cross Red Crescent Movement the aim of the programme is to encourage more young people to join the Movement and to enable them be engaged in both meaningful services on a local and global level, as well as in decision making processes.

The 2009-2010 budget for the Youth Development plan is included in the Organizational Development Support plan 2009-2010 budget. [Click here to go directly to the summary budget of the plan.](#)

### Context

The phenomenon of globalization has created tremendous potential for economic and social development. However, it also has contributed to heightened inequality and problems associated with urbanisation. Some of the challenges that are being faced by youth include poor or nonexistent access to education opportunities, high rate of unemployment, significant vulnerability to HIV infection and substance abuse, exposure to conflicts, increasing prevalence of urban violence, migration issues, growing poverty and food insecurity.

More significantly, findings show that large numbers of young people have not attained the levels of education that would enable them to compete effectively in the labour market. Juvenile sexual experimentation appears to be increasing and unplanned pregnancies are an increasingly important issue in some countries, and often make young girls very vulnerable. Youth violence continues to be a widespread problem in many countries; each year, far too many teens commit acts of violence, and their victims are most often fellow teenagers. Young people on the move are often victims of exploitation or abuse, xenophobia and marginalization.

Young people need support and guidance in facing the many challenges of today as well as emerging ones. At the same time youth should be encouraged and actively engaged in addressing societal problems. The terms "**youth**" and "**young people**" in the International Federation are taken to cover the broad age range of 5 up to 30 years approximately. This includes children, adolescents and young adults, all with specific skills.

According to the Global youth consultation report 2005–2007, around half of the volunteer base of the International Federation worldwide is made of young people, who are involved in provision of most National Societies' core services e.g. primary health care, HIV prevention, anti-stigma and discrimination, disaster preparedness through community based first aid training, disaster response, awareness programmes related to climate change etc. Moreover, young volunteers serve as disseminators and promoters of the seven Fundamental Principles and humanitarian values.

Importance of young volunteers in alleviation of human suffering, and as key agents for social and behavioural change and economic development is recognized by the International Federation, and it is indisputable that young people working side-by-side with older, more experienced members and volunteers result in the birth of fresh ideas and promote an innovative spirit to the work of the Red Cross Red Crescent Movement today. It is very encouraging to see increasingly that youth are members of the governing board of National Societies and are strongly represented at international statutory meetings.

## Priorities and current work with partners

Current priorities include support derived from the constitutionally mandated functions, promotion of youth programmes, projects, campaigns and initiatives which are aligned with the four Global Agenda goals. Support to youth networks and initiatives at the global level, and facilitation of skills sharing platforms and leadership development, as well as capacity building programmes which are also a priority in 2009–2010.

For achieving positive results, close cooperation with departments of our Geneva office associated with the Global Agenda goals, zone offices, Red Cross Climate Change Centre, and platforms such as European Red Cross Red Crescent Network on HIV and AIDS, tuberculosis and malaria (ERNA), Platform for European Red Cross Cooperation on Refugees (PERCO), European Network Development of Volunteering (ENDO) etc. are crucial.

Communication of the programme's activities has been currently supported by the Irish Red Cross. At global level, the International Federation works in partnership with the Alliance of Youth Chief Executive Officers of World Alliance of YMCAs (Young Men's Christian Associations), World YWCA (Young Women's Christian Associations), World Organisation of the Scout Movement, World Association of Girl Guides and Girl Scouts, the International Award Association and with UNICEF.

Activities related to priority areas will contribute to the Framework for Action in the following areas:

- Shared vision, values and organisational culture for International Federation;
- Effective, empowered leadership, governance and management in the future;
- Improved planning, performance and accountability;
- Reinforced regional networks and structures;
- Effective programmes and services delivery;
- Strengthened and improved cooperation, coordination and support mechanisms.

## Secretariat programme in 2009-2010

### Organizational development/Youth development

#### **a) The purpose and components of the programme**

<b>Programme purpose:</b>
To increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability. Particular focus on: Increasing capacity of Red Cross Red Crescent youth programmes and networks to address the most urgent situations of vulnerability in local communities and civil society.

The youth development programme aims at facilitating opportunities for skills development among National Societies in effort to achieve more responsive and focused youth programmes and initiatives through supporting relevant structures of member societies.

#### **Expected results:**

- Constitutionally mandated functions and decisions in field of Youth development are implemented;
- International cooperation and coordination in field of youth development are improved;

- More young people are involved in achieving the Global Agenda goals through working with vulnerable target groups in their local communities in areas of health, disasters, capacity building and humanitarian values;
- Youth development is viewed and planned as an integral part of the National Society's development;
- Youth are actively involved in the service delivery in National Societies with relevant skills to carry out services effectively;
- A continued involvement of youth in programmes and structures of National Societies as adult volunteers.

**Programme component:** Provision of both **membership services** in area of youth development and support derived from constitutional decisions.

**Outcomes:**

- Support derived from the constitutionally mandated functions and decisions of the Federation in the field of youth development;
- National Societies assisted in expanding volunteering and membership from all parts of the population and from youth in particular;
- Good practices for effective participation of youth shared among National Societies;
- Youth as a cross-cutting issue incorporated in strategic documents of the IFRC, particularly in both the Characteristics of Well-functioning National Societies and the Strategic framework for action;
- Advice and technical support on youth related issues provided to all structures through the International Federation.

**Activities:**

**1. Coordinate revision process of the Youth Policy and Strategy** of the International Federation.

*Expected results:*

Revised version of the Youth Policy and Strategy reflecting current global trends in youth development;  
Revised Youth Policy and Strategy meeting needs and expectations of young people within National Societies.

**2. Coordinate development of guidelines implementation of the Youth Policy and Strategy.**

*Expected results:*

Guidelines on Youth Policy and Strategy implementation provided to National Societies.

**3. Disseminate the Youth Policy and Strategy of the International Federation and encourage its implementation.**

*Expected results:*

*Knowledge of effective ways of implementation of the policy disseminated;  
National Societies developing and implementing their national Youth policy and Strategy;  
Structures supporting youth development and capacity building established with National Societies;  
Youth structures comprised of democratically elected representatives facilitating and enhancing youth development and capacity building established within National Societies;  
Changes of National Societies' Statutes in favour of young people being represented on all levels by democratically elected individuals.  
Young people involved in decision making and management at all stages.*

**4. Ensure and facilitate implementation of work-plan of the Youth Commission.**

*Expected results:*

*Global priorities of the Youth Commission reflected in decisions of the Governing board and General assemblies of the Federation;  
'1 out of 3' Initiative revitalised in connection to Statutory meetings of the Federation.*

**Programme component:** Promotion of **service delivery** in areas aligned with the Global Agenda goals.

**Outcomes:**

- Increase in young volunteers achieving the Global Agenda goals through working with vulnerable groups in local communities;
- Youth development and building capacity of youth programmes seen and promoted as integral component of holistic approach of development and capacity building of National Societies and the Federation;
- Capacity building of youth programmes incorporated in plans and budget of each National Society and zone office;
- Young people involved in programme management at all levels.

**Activities:**

**1. Facilitate development, global promotion and implementation of the 'Youth and climate change' awareness programme.**

*Expected results:*

*Youth programmes of National Societies disseminating awareness on the impact of climate change within communities;*

*Youth volunteers serving as advocates of behavioural change.*

**2. Facilitate development, global promotion and implementation of the Club 25 concept focused on healthy life style in relation to risky behaviour and infections transmitted through blood.**

*Expected results:*

*Young volunteers aware of consequences of risky behaviour in context of infections transmitted via blood (HIV, HPV etc.);*

*Youth programme of National Societies encouraging young people to act pro-actively and donate blood especially in emergencies;*

**3. Facilitate development, global promotion and implementation of advocacy and awareness campaigns and programmes with a focus on HIV and AIDS, stigma and discrimination.**

*Expected results:*

*Youth programmes of National Societies focused on practice of safe behaviour techniques among young people;*

*Increase awareness of young volunteers to xenophobia; stigma and discrimination in society; and the importance of tolerance, non-discrimination and diversity highlighted and promoted.*

**4. Facilitate development, global promotion and implementation of the Raid Cross programme focused on humanitarian values and International Humanitarian Law.**

*Expected results:*

*Youth programmes of National Societies promoting our Fundamental Principles, humanitarian values and importance of International Humanitarian Law for society during crises, especially in times of conflict;*

*Youth volunteer serving as disseminators of principles, values and appropriate behaviour in conflict situations.*

**5. Facilitate development, global promotion and implementation of principles and values skills based training modules.**

*Expected results:*

*Importance of the Fundamental Principles and humanitarian values in daily work of Red Cross and Red Cross volunteers and members are better understood, endorsed and disseminated within National Society and local communities we serve;*

*All Youth programmes of National Societies reflecting importance of the principles and values in induction programmes and training for volunteers.*

**Programme component:** Advocacy for **Youth leadership development** with special focus on Africa.

**Expected outcomes:**

- Leadership skills and technical competencies of National Societies youth leaders improved.
- Non-profit management training is made widely available to youth leaders of Africa.
- Youth development and building capacity of youth seen and promoted as integral component of development of National Societies and the IFRC through a holistic approach.

**Activities:**

**1. Promote and technically support international leadership training** for Red Cross Red Crescent youth, training on **Project planning process** for Red Cross and Red Crescent youth leaders, and **training on improvement of skills: international representation, advocacy and communications** particularly in Africa over a progressive time frame of three years.

*Expected results:*

*Elected Youth President with effective leadership skills;*

*Youth Presidents and Youth directors of National Societies skilled in planning, monitoring, implementation, evaluation of projects and programmes and report writing;*

*Youth projects and programmes more competitive for purposes of resource mobilisation;*

*National Red Cross Red Crescent Youth leaders respected for skills necessary for successful negotiations, representation and responsible leadership.*

**2. Develop concept of youth teams in close cooperation with zone offices** to further regional cooperation in youth programmes and implement its pilot phase.

*Expected results:*

*Qualified focal points/teams for the zone offices, regional youth networks and Youth Commission available;*

*Continued advanced training implemented with the objective of long term impact.*

**Programme component:** Facilitation of both **knowledge sharing and exchange of skills** and experiences, i.e. promotion of best practices in youth leadership, and models for capacity building of youth programmes of National Societies.

**Outcomes:**

- Enhanced sustainability of youth programmes and youth development at all levels, e.g. country, zone and global;
- Increased inter- and intra-regional cooperation;
- Exchange of programmes, ideas and resources to avoid unnecessary duplication of work of National Societies and youth networks, as well as to share skills and knowledge;
- Increased capacity and improved quality of service delivery;
- Best practices and models documented and shared with youth globally

**Activities**

**1. Promote and support components of successful youth participation and development** within IFRC's structures (statutory bodies, zone offices etc.).

*Expected results:*

*Case studies and model examples of youth programmes development, effective youth structures and resources adapted and utilized directly by National Societies and/or regional youth networks;*

*Best practices of youth involvement in health services, disaster management, capacity building and promotion of humanitarian values rewarded by Youth award further promoted and disseminated.*

**2. Develop system of utilizing global funds of the IFRC** for Youth development.

*Expected results:*

*National Societies utilizing fund for youth development activities in line with a holistic approach to organizational development.*

**3. Provide technical support and guidance to all regional youth networks, and its structures, events and meetings** with a special focus on **Africa, Middle East, Asia and Pacific and Caribbean region.**

*Expected results:*

*Better mapping of youth related resources and expertise in regions;*

*Effective use of youth resources in regions and zones increased;  
Peer-to-peer support among youth programmes increased regionally;  
Self-sustainability of regional networks and zones increased;  
Cooperation more effective and efficient on regional and world-wide level;  
Better coordination in advocacy for youth priorities and development issues.*

**4. Evaluate and disseminate youth communication tools.**

*Expected results:*

*Youth communication tools meeting expectations of young volunteers and youth leaders of National Societies and found to be effective;  
Youth leaders and volunteers well informed about youth activities, initiatives as well as priorities on a regional and global level;  
Communication between regional networks and Youth Commission enhanced;  
Youth leaders from regional networks actively involved and supporting the work of the Youth Commission;  
Regular communication and update on activities on a monthly frequency for National Societies in four languages;  
Specific information on youth development communicated to National Societies quarterly in four languages;  
Up-to-date youth section on the IFRC web site;  
Youth section on FedNet resourced with useful materials and used by youth members, volunteers, leaders, staff of National Societies working with youth;  
Regularly updated youth directory.*

**5. Organize the World Red Cross Red Crescent youth meeting in Solferino, Italy, 2009.**

The meeting is primarily organised in order to recognize the important contribution of youth towards achieving our Global Agenda goals, and to further the growth of our youth volunteer base. Through three days of thematic working groups, creative workshops and activities, youth representatives will analyse the past and present of our Movement, discuss global, regional and national humanitarian priorities and, most importantly, assess the skills and competencies required to address them. Youth representatives are expected to discuss both current and emerging humanitarian challenges impacting vulnerable groups, including issues such as climate change, food security, armed conflict and breaches of international humanitarian law, discrimination and stigmatization. Stemming from the above, a declaration will be drafted and will then be delivered to the leadership of the Movement, Governments and to United Nations and non-governmental organizations around the world, calling for action on the humanitarian challenges which young people believe are most pressing today. Evaluation of impact of the meeting on National Societies is planned in line with celebrations of the International Year of Volunteers in 2011.

*Expected results:*

*Demonstrate the significant contribution of young people to global agenda goals of the IFRC;  
Best practices shared and replicated within sister National Societies;  
Youth volunteering with Red Cross Red Crescent encouraged within local communities;  
Youth networking and fostering of international friendships;  
Development of resolutions and key actions by youth to implement in meeting humanitarian needs in their respective countries to be presented to the General Assembly in 2009.*

**b) Profile of target audience and final beneficiaries**

The services to be provided by the International Federation's youth development programme will have as target audience National Societies and their youth sections and youth involved in programmes in particular, as well as the regional youth networks.

Zone offices and other IFRC structures are also intended to benefit from the programme through specific support in the area of youth in order to complement the general organizational development support and ensure global cooperation and coordination.

**c) Potential risks and challenges**

Activities of the programme are based on the **capacity, willingness and ownership of National Societies and IFRC** to develop youth programmes and increase youth participation. Thus, the focus should not have only one specific approach, but rather a variety of channels to allow the expression of young members and volunteers opinions while encouraging participation in service delivery or project

implementation and in more formal structures at all levels. Furthermore, all interventions must be properly tailored to the particular youth development issues of a country and region.

**Negative perceptions of young people, the failure in facilitating opportunities of youth** to achieve their full potential, and the **inability to recognize that investing in youth benefits National Society as well as civil society development**, would deprive the entire Movement of a valuable creative, innovative and enterprising resource.

In order **to mitigate potential risk**, strong and long-term **involvement and participation of both IFRC structures (Geneva, zone offices, representations etc.) and National Society leadership in youth development and capacity building are crucial**. Global **partnerships** must also be utilized in order to keep youth development and participation high on the agenda of international agencies of the United Nations and other relevant decision-making organizations which set direction for world development.

## Role of the Secretariat

### a) Partnership development and coordination

The youth development programme will continue close cooperation and coordination with departments of the Geneva office associated with the Global Agenda Goals, zone offices, Red Cross Climate Change Centre, platforms as ERNA, PERCO, and ICRC, etc.

The programme will also utilize partnerships with the Alliance of Youth Chief Executive Officers of World Alliance of YMCAs (Young Men's Christian Associations), World YWCA (Young women's Christian Associations), World Organisation of the Scout Movement, World Association of Girl Guides and Girl Scouts, the International Award Association and with UNICEF.

## Promoting gender equity and diversity

The International Federation Youth Policy guides National Societies to make special efforts, wherever possible, to encourage female youth to take more active roles especially in leadership positions. In the implementation of the global youth programme gender balance is always requested to make sure that both young males and females have equal access and opportunities. Moreover, in order to promote the value of respect for dignity and diversity, the youth programme gives special focus to working with and involving vulnerable groups in the Red Cross and Red Crescent programmes (e.g. youth at risk, young migrants, young people living with HIV, etc.). In this way, effective youth programmes could be facilitated not only to identify the needs of youth vulnerable groups, but also to identify effective ways to respond.

## Quality, accountability and learning

The data collected and analysed through the global youth consultation as well as the continuous dialogue and consultations with youth sections and programmes in National Societies complemented by a close cooperation and coordination with the zone and regional offices will provide an extensive source of information to monitor and evaluate the progress of development of youth programmes and structures at national and regional level. Following the pledge to strengthen the youth voluntary base of the International Federation, a Youth consultation will have to be undertaken in 2009 to assess the impact of the Global Youth programme.

## How we work

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".

### Global Agenda Goals:

- 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

For further information specifically related to this plan, please contact:

- **In the Federation Secretariat: Marcel Stefanik, Senior Officer – Youth development; Organizational Development Department, [marcel.stefanik@ifrc.org](mailto:marcel.stefanik@ifrc.org); phone +41 22 730 4258; and fax +41 22 733 0395.**