

# Revised Plan 2011



## Europe Zone

### Executive summary

The Europe region is diverse in political and socio-economic terms, in its geography, demography and culture, as well as its public health trends and vulnerability to natural disasters. Membership services and programme support to National Societies therefore need to be adapted to the respective needs and the national context of individual national societies, and **country-level plans** describe the proposed activities in some 20 countries. The roll-out of Strategy 2020 and related approaches will be an important priority.

There are also areas of common concern which have been identified as clear priorities by regional and global conferences. There is a compelling need to scale up our work in the areas of health and care, particularly **HIV and AIDS, TB and harm reduction** and in developing long-term approaches for working with a rapidly **increasing ageing population**.

Another key priority area is **migration**, where the focus will be on aligning programmes and technical support with the new migration policy, stronger advocacy and increased resource mobilisation. In addition, the International Federation will strongly promote and support efforts to combat **trafficking in human beings**.

Capacities, mechanisms and tools for **disaster management coordination** will be strengthened, including better contingency planning and legal preparedness (IDRL). Scaling up **risk reduction** will enable communities to become more resilient, while more attention will be given to addressing the humanitarian consequences of **climate change** through awareness, advocacy and concrete action.

The topic of **multicultural interaction** and the larger challenge of ensuring social cohesion in fast-changing and increasingly polarised societies was discussed in depth at the 8<sup>th</sup> European Red Cross and Red Crescent Conference in Vienna in 2010. It is unarguably an area where National Societies and volunteers can make a real and lasting contribution, and the *Vienna commitments* highlight the need to promote respect for diversity, both within the organisations and in society at large. The role of youth as agents of behavioural change is particularly relevant in this regard.

**Humanitarian diplomacy** efforts will support National Societies seeking to enhance their auxiliary role, with special emphasis on the Commonwealth of Independent States (CIS) countries. They will also lead to increased advocacy on key vulnerability and policy themes, supported by clear communications and campaigns. Resource mobilisation will increasingly shift from a traditional donor model towards in-country capacity building and new partnership models.

Moving towards a stronger role in coordination and facilitation the Europe zone team is committed to developing strong **operational and global alliances**, and to further support the global development of new tools and approaches for more effective **collaboration, peer to peer support, networking and knowledge sharing**.

Federation country-level presence will be integrated more closely into each National Society wherever feasible, and the overall Federation setup and structure across the region will be further adjusted.

<b>Strategic aim</b>	<b>Expected outputs &amp; deliverables</b> (note: selection only – see text for more detail)
<b>Strategic aim 1: Save lives, protect livelihoods and prepare for and recover from disasters and crises</b>	<ul style="list-style-type: none"> <li>• Zone level contingency plan developed</li> <li>• Disaster management trends analysis completed</li> <li>• Zone disaster management coordination function strengthened, and Reinforced capacity to lead disaster management where/when required</li> <li>• Regional disaster response teams fully operational</li> <li>• Comprehensive disaster management database covering 20 National Societies</li> <li>• Climate change advocacy, awareness and adaptation scaled up</li> <li>• Targeted advocacy and support to promote IDRL</li> </ul>
<b>Strategic aim 2: Enable healthy and safer living</b>	<ul style="list-style-type: none"> <li>• Significant scale-up in HIV and AIDS, TB and harm reduction using the global alliance approach and implementing innovative and new partnerships in resource mobilisation</li> <li>• Active follow-up on Vienna commitments regarding ageing population</li> <li>• Effective advocacy and support for social and home care programmes</li> <li>• Club 25 approach promoted in selected countries</li> <li>• Strong support mechanisms for other health and care priorities – including first aid, emergency health, psychosocial support and road safety.</li> </ul>
<b>Strategic aim 3: Promote social inclusion and a culture of non-violence</b>	<ul style="list-style-type: none"> <li>• At least two concrete pilot projects aimed at promoting social cohesion or addressing discrimination and exclusion</li> <li>• Project for victims of human trafficking in Belarus, Moldova and Ukraine supported</li> <li>• Pilot social project for children and young people in Bulgaria with private sector partner</li> <li>• Support for Red Cross Red Crescent programs for integration of disadvantaged people into their community</li> <li>• Stronger engagement with private sector and corporate social responsibility</li> </ul>
<b>Enabling action 1: Build strong national Societies</b>	<ul style="list-style-type: none"> <li>• Intensified capacity building projects ongoing in at least 6 National Societies to expand sustainable NS capacities</li> <li>• Support to global roll-out of Red Cross Red Crescent academic network</li> <li>• Overall OD support in leadership development, HR, finance and funding</li> <li>• Tailored OD support to selected NS going through change processes</li> <li>• Strong emphasis on human resource development and volunteer management</li> <li>• A common framework for NS peer to peer support and staff/volunteer exchange</li> </ul>
<b>Enabling action 2: Pursue humanitarian diplomacy to prevent and reduce vulnerability</b>	<ul style="list-style-type: none"> <li>• Tailored support on RC law and auxiliary role for individual NS</li> <li>• Assist NSs to increase public and governmental support and resources for addressing vulnerabilities</li> <li>• Europe zone resource mobilisation strategy and PoA agreed</li> <li>• Systematic approach for representation and advocacy with key partners agreed</li> <li>• Improved communication and advocacy for vulnerable or marginalized populations</li> </ul>
<b>Enabling action 3: Function effectively as the International Federation</b>	<ul style="list-style-type: none"> <li>• Support to global roll-out of S2020, NS databank and Federation-wide reporting system</li> <li>• Increased cooperation within Global alliance for HIV/TB in at least 12 National Societies</li> <li>• Support Global alliance process for risk reduction initiated at least 8 National Societies</li> <li>• Operational alliance pilot successfully supported in Kyrgyzstan</li> <li>• Baseline and monitoring framework for regional conference decisions in place</li> <li>• Federation setup and structure in Europe adjusted on basis of participatory reviews</li> </ul>

The total programme budget is CHF 1,018,094 for the year 2011.

[Click here to go directly to the summary budget of the plan.](#)

## Europe context

The diversity of the Europe zone, covering 52 national societies, is immense. Huge differences exist in regard to national economies, health provision, education, life expectancy, living standards and quality of life. The different contexts present a formidable challenge for the provision of membership services and programme support which needs to be tailored carefully to the needs of each country. Importantly, it also raises questions as to how to support networking, cooperation and peer-support between National Societies in the most meaningful way.

Approximately half of the countries are European Union (EU) member states, others have well-established relationships as neighbouring or partner countries, and some are pursuing negotiations for accession in the coming years. The EU as such does not constitute a government; nonetheless, major developments and decisions by the EU have a strong impact on national policies, finances and

legislation – in member states as well as in candidate and neighbouring countries. The “EU project” is constantly evolving and has increasing influence on the economic and social situation of citizens and civil society in the wider Europe.

The countries of central and eastern Europe and the former Soviet republics are still undergoing a process of **significant economic and political transformation**. While the rate of change may vary, the disintegration of the old economic systems, a collapse in trade with regional partners, difficult adjustment to the competitive demands of a globalised economy and the need to restructure institutions are common factors. Unemployment, and an often dramatic rise in poverty, has contributed to a sharp increase in socio-economic vulnerability, particularly in the absence of an effective social safety net or other coping mechanisms.

In several countries or sub-regions this transformational crisis has been further exacerbated by unresolved **domestic or international conflicts**. The recent events in countries such as Kyrgyzstan in 2010 and , Georgia in 2008 not only provide immediate humanitarian challenges in many ways, but will also require more reflection on how local Red Cross Red Crescent units should be supported strategically over the coming years.

The rapid spread of influenza A (H1N1) across most of Europe underlined the need for more effective pandemic preparedness, with a clearly defined role for National Societies in the respective national plans. Specific attention should also be given to key issues such as volunteer and staff protection and business continuity planning, so essential services from pre-hospital care to social welfare and home visits to the elderly can continue.

The growing incidence of **HIV and AIDS**, and especially **TB**, are reasons for concern across the entire region. The stigma associated with both TB and HIV and AIDS continues to be a major barrier to more effective prevention, treatment, and care.

Between 2001 and 2007, the number of people living with HIV increased by an estimated 150 per cent in Eastern Europe and central Asia, with **nearly two thirds of new infections now attributed to injecting drug use**. Harm reduction programmes should therefore be scaled up as a priority. In addition, many people living with HIV develop TB as the first manifestation of AIDS. The **co-infection** of the two diseases represents a deadly combination, since they are far more destructive together than either disease alone.

Every year, an estimated 66,000 people in Europe die of TB. According to the World Health Organisation, the Europe region now has over 82,000 **multi drug-resistant TB** cases, putting it in third place globally, and 14 out of 27 global priority MDR-TB countries are in Europe. Twenty-one countries – including seventeen from within the EU – have registered cases of the extensively drug-resistant and virtually untreatable XDR-TB.

Throughout Europe the **number of older persons will increase dramatically** in the coming years. The ongoing demographic change confronts societies with complex challenges concerning the active role of older people within society, their quality of life and their well-being, the promotion of active ageing and intergenerational solidarity. It also raises questions to how societies can successfully include the tremendous value and experience that many people of advancing age have to offer – including as volunteers - , and how to promote their active participation at all levels of society, including their involvement in the development of relevant policies and programmes.

Some parts of the region still face urgent needs in ensuring essential health services such as basic access to mother and child health care, clean drinking water and adequate sanitation. Elsewhere, the need to address lifestyle diseases such as obesity and diabetes, and health emergencies such as avian and pandemic influenza will require increasing attention.

Recent floods, heat waves and droughts are seen by many as an indication of the ever-increasing impact of natural disasters in the region due to **climate change**. Other common **disaster risks** in the region include frequent earthquakes, volcanic eruptions and the occurrence of mine explosions and other technological accidents. This underlines the need for both effective disaster response mechanisms as well as more emphasis on risk reduction measures and adaptation.

The highly complex and multi-faceted issue of **migration** is likely to stay the focus of much public attention and debate across the entire region, ranging from the need to ensure proper protection and assistance to asylum seekers, refugees, irregular migrants and returnees, to better manage labour mobility and adapt public service provision to demographic trends. According to IOM there are some 64 million migrants in Europe, more than any region in the world<sup>1</sup>. Countries hosting the highest numbers include the Russian Federation, Germany, Ukraine and France.

The impact of the **economic crisis** which hit Europe in late 2008 will continue to be felt throughout the region. The sources of vulnerability identified by National Societies in a preliminary study are closely aligned with the consequences of economic contraction: primarily unemployment and loss of income at household level. Other major sources identified are the loss of remittances from migrant labour and the vulnerabilities of migrants themselves – especially undocumented ones, as well as specific groups such as the elderly, national minorities or young people at risk of being locked out of the labour market for a long period.

Finally, in communities facing globalisation, rapid cultural change, economic uncertainty, and shifting demographic make-up, it will be crucial to actively foster strong **social cohesion** to ensure continued growth, security and prosperity.

Humanitarian and development needs in Europe remain considerable, and are indeed growing in key areas such as HIV and TB, migration and trafficking, care and support for the elderly and social cohesion. Given the pockets of high and at times extreme vulnerability of people living “in the shadows”, there is an urgent need to scale up collective efforts.

Many National Societies, especially - but not exclusively- those in non-EU countries are therefore in need of continued support for their programmes as well as their organisational development. More efforts are required to scale up local resource mobilisation and fundraising, and to help position National Societies better as auxiliaries to their own governments and agencies of choice for the delivery of publicly funded high quality programmes. At the same time there is a clear case for continued external support in many countries. The recent Europe Conference also concluded that a strong solidarity between “east and west” is still justified both in terms of clear unmet needs as well as potential for cooperation in mutual benefit.

## Zone priorities and current work with partners

The Europe zone programme priorities as set out for the year 2011 are closely aligned with the Federation’s overall Strategy 2020, and with the final declaration *Together for Humanity* of the 30<sup>th</sup> International Conference of the Red Cross and Red Crescent. In addition they are firmly based on the *Vienna Commitments* formally adopted by all European National Societies at the recent 8<sup>th</sup> European Conference held in Austria. A thorough review of the Federation’s planning system will be undertaken in the coming year, with an expected shift towards more strategic medium-term planning.

Planning guidance put much emphasis on a stronger country-focused approach, more inclusive of the work of other Movement partners. The new operating model assumes an International Federation secretariat role that is far less operational than before, focusing on facilitation and coordination. The International Conference saw the adoption of a formal resolution regarding the auxiliary role of National Societies which provides a unique opportunity to strengthen relationships with governments in a reciprocal and mutually beneficial way. It enabled many National Societies in Europe to revisit or further explore the crucial relationship with their government, in order to reach its full potential for cooperation both in-country and beyond.

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<sup>1</sup> IOM 2005 - <http://www.iom.int/jahia/Jahia/facts-and-figures/regional-and-country-figures>

# Secretariat programmes in 2011

This section of the plan outlines programme priorities in the four Global Agenda goals at zone level. It is the product of learning from the experiences of the past year, and on an extensive planning process involving discussion with National Societies from across Europe on their priorities and needs. The plan should be read in conjunction with the corresponding plans at country level as it aims to complement and support the work done there.

The total programme budget is CHF 1,018,094 for the year 2011<sup>2</sup>.

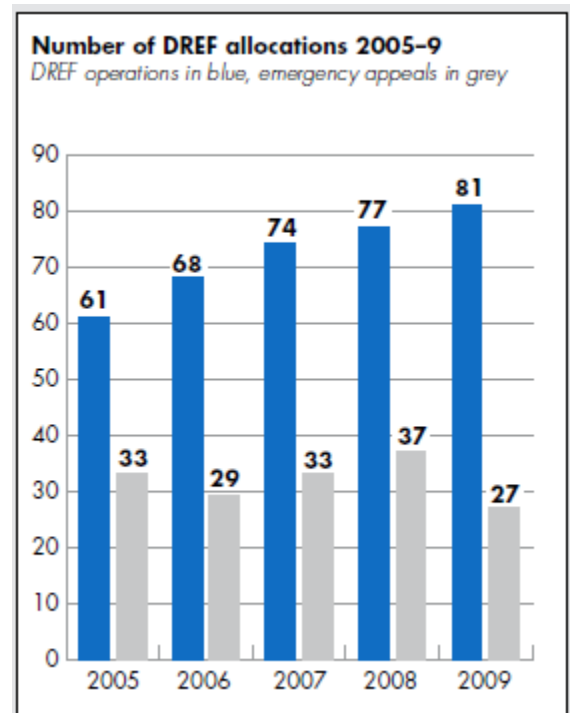
2011 Europe Zone	
Programmes	2011 budget (CHF)
Disaster management	389,954
Health and care	48,330
Organizational development	110,976
Support Services	182,339
Humanitarian Diplomacy	286,496
<b>Total (inc coordination)</b>	<b>1,018,094</b>

## Disaster Management

Europe's vulnerability to disasters is expected to increase over the coming years with climate change likely to bring more frequent floods, droughts and heat waves. In addition, several countries face ongoing risks of earthquakes and volcanic eruptions. Small and medium-scale technological accidents such as mine explosions continue to occur at an alarming rate, particularly in parts of the former Soviet Union, while large scale accidents and terrorism incidents cannot be ruled out either. The ongoing support needs for those affected by the 1986 **Chernobyl nuclear disaster** are described in more detail in [a separate plan](#).

In a 2009 report the World Bank states that, "**contrary to popular perception, the ECA region is significantly threatened by climate change** and is already experiencing the consequences: increasing variability, warmer temperatures, changing hydrology, and more extremes – droughts, floods, heat waves, as well as windstorms and forest fires".<sup>3</sup>

The looming spectre of climate change was brought

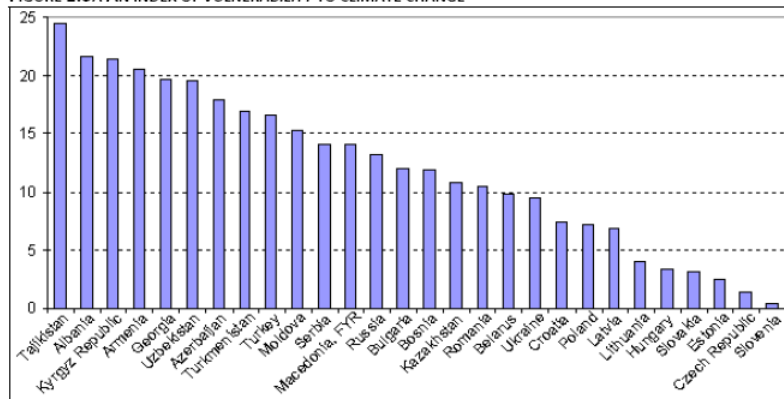


<sup>2</sup> The programme budget does not show elements that are being covered by the core allocation to Europe Zone Office, such as the Health and Care Co-ordinator, in other cases the figures include contributions of fully-funded staff, for which reason caution should be exercised in interpreting the published budget as a complete expression of ambition or investment in particular fields.

<sup>3</sup> World Bank, [Adapting to Climate Change in Europe and Central Asia](#), 2009

home again to Europe during 2010 when severe weather brought devastation and misery to hundreds of thousands. The number of DREF operations has been rising steadily as a result.

FIGURE 1.5A AN INDEX OF VULNERABILITY TO CLIMATE CHANGE



Source: Fay and Patel (2008).

Combining several factors such as disaster risk profiles and response and adaptation capacity, countries such as Tajikistan, Albania, Kyrgyzstan, Armenia, Georgia and Uzbekistan are deemed the most vulnerable to climate change.

In recent years, the National Societies have made much progress in strengthening their capacities to respond to emergencies, and significant improvement in access to technical and material resources is

evident. Moreover, innovative systems and alliances have been set up for sharing or pooling resources between sister societies so that an effective- and quick- response can be mustered as needs arise.

However, much more remains to be done. One of the key challenges lies in ensuring **more effective coordination** with government, local authorities, civil protection and response agencies, and other humanitarian actors, including the promotion of a better legal and planning framework. Developing stronger links with other non-Red Cross Red Crescent partners, including UN, and contributing to humanitarian dialogue and reform, will be another area the zone will advocate for.

The Europe zone coordinates International Federation support to National Societies in their disaster management capacity building and programming including disaster preparedness and risk reduction programmes, that build **household and community resilience**. The specific work with targeted National Societies is included in the specific country plans, however there is also a role for the zone in engaging in the global level discussions to ensure that the voices from Europe are heard in these discussions, and also that the decisions and policies are communicated effectively.

Where required the Europe zone will direct the support provided to a National Society that requests assistance to manage disaster response. This encompasses ensuring that any immediate support is appropriate and part of an integrated process that includes recovery and long-term development.

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

<b>Programme purpose</b>
<b>Reduce the number of deaths, injuries and impact from disasters.</b>
<b>Programme component: Disaster management strategic framework</b>
<b>Component outcome 1:</b> A disaster management trends paper has been developed as a first step towards a long-term strategy
<b>Component outcome 2:</b> The global dialogue on civil protection has been actively supported
<b>Component outcome 3:</b> International Disaster Response Law (IDRL) has been promoted

A disaster management trends paper will provide a basic analysis of disaster risks, relevant trends and collective Movement capacity across the region. This will provide the basis for developing a more comprehensive disaster management strategy the following year that is relevant for National Societies operating in very diverse contexts, and fully in line with the International Federation’s global disaster management strategy and the Hyogo Framework for Action. Close consultation with National Societies and partners will inform the best setup for strengthened response mechanisms at zone level.

Working closely with technical departments in Geneva, the Europe zone team will monitor and analyse developments in the field of civil protection, particularly within the EU context, and will contribute to the development and communication of clear Movement positions. Dialogue on humanitarian reform will

also continue in the coming years, along with further work to strengthen preparedness for an active role in shelter and cluster coordination when required.

Linked closely to the global IDRL programme, the zone team will promote technical assistance to policy-makers in disaster response law, and in particular on implementation of the IDRL guidelines and other relevant international instruments.

<b>Programme component: Organisational preparedness and surge capacity</b>
<b>Component outcome 1:</b> A contingency plan for disaster response has been developed at zone level
<b>Component outcome 2:</b> Disaster management database scaled up and fully operational in at least 20 National Societies.
<b>Component outcome 3:</b> The regional disaster response team (RDRT) approach is consolidated

A contingency plan for dealing with larger scale disasters will be developed at zone level, reflecting main scenarios and building on capabilities at country, regional, and zone level, including those from Movement partners where relevant. The contingency plan will also incorporate mechanisms for drawing on global surge capacity if required.

The existing online disaster management database will be consolidated and expanded to 20 National Societies. This will provide real-time country-level information on existing resources such as available stocks, technical equipment and skilled personnel. Building on a successful model initiated in central Europe, it will further enhance regional cooperation and more effective and timely response. Clearly defined standard operating procedures and, where possible, pre-agreements will further strengthen regional response.

The regional disaster response team (RDRT) approach will be promoted across the zone, with an emphasis on standardised methodologies, and more Russian language capabilities. Further opportunities for more specialised training in areas such as shelter, cash/voucher programming, water & sanitation, logistics will be developed.

Particular emphasis will also be given to the preparation for a potential role under the cluster approach, through dissemination of relevant tools and training of key staff in cluster coordination, shelter and related areas.

<b>Programme component: Community preparedness/Disaster risk reduction</b>
<b>Component outcome 1:</b> Risk reduction programming has been supported in selected countries.
<b>Component outcome 2:</b> Climate change awareness, advocacy and adaptation activities have been scaled up considerably.

As a key contribution to the Hyogo Framework for Action, National Societies will be encouraged to scale up their work in disaster risk reduction, and to join (or advocate for) national platforms. This involves advocating for local risk reduction projects to be implemented by Red Cross or Red Crescent Societies in partnership with local governments and local NGOs.

The promotion of climate change awareness – not only in regular disaster management training, but bringing it into the mainstream of National Societies’ work - will be a high priority. The zone team will work closely with the Red Cross/Red Crescent Climate Centre to support concrete projects and activities, with a particular focus on the National Societies of Central Asia and the Caucasus

The zone team will promote effective alliances for risk reduction, developing a methodological framework and tools. Key focus will be on education and awareness programmes to build safer communities, promote safer schools and carry out effective small-scale mitigation projects.

## **b) Profile of target beneficiaries**

Europe zone disaster management activities will focus on strengthening the skills, knowledge and capacities of National Society staff and volunteers, as well as disaster prone communities in the zone. The ultimate target population of this work will therefore be the vulnerable communities in Europe who will benefit from these operations and programmes.

## Health and Care

The huge diversity of the region is reflected in the wide range of general health statistics such as life expectancy, main disease burdens, and access to health and care services. The most urgent needs in some parts of Europe may centre on the provision of clean drinking water or access to basic mother-and-child health in remote communities, while elsewhere the social isolation of elderly people may be of much greater concern.

The International Federation's approach to health and care is tailored by country or sub-region, and more detailed plans for such support are described in the country plans. There are, however, a number of areas of common concern to most European National Societies including:

- TB, HIV and AIDS, and related co-infection; the latter being far more destructive than either disease alone
- Europe is witnessing demographic aging – defined as a rise in median age of populations and a growing share of people above age 65
- Public Health emergencies, such as polio epidemic
- Drive towards 100 percent voluntary non-remunerated blood donation
- A shift to addressing the root causes for poor health and growing inequity, with more emphasis required on the social determinants of health and care
- Road accidents cause 120.000 deaths and 2.4 million non-fatal injuries every year
- WHO and UNAIDS estimate that some 2.2 million people are living with **HIV and AIDS** in the 53 countries of Europe; most of these- 1.6 million- in the countries of Eastern Europe and central Asia. Nearly **two thirds of new cases were attributed to injecting drug use** and more than one third to unprotected heterosexual intercourse.<sup>4</sup> The estimated HIV prevalence in adults exceeds 1 per cent in three European countries: Estonia, the Russian Federation and Ukraine, which has the highest rate of all at 1.4 per cent. In Eastern Europe overall, using non-sterile injecting drug equipment remains the predominant mode of HIV transmission.

Every single day in Europe, an estimated 180 people die of **TB**, while around 1,200 people become newly infected – around three quarters of these are in Eastern Europe. It is estimated that there are nearly 70,000 cases of multidrug-resistant TB (MDR-TB) in Europe, of which 95 per cent are in Eastern Europe. They represent an average of 15 per cent of all TB cases in the sub region, with peaks in some countries that are the highest rates in the world. Of the cases of MDR-TB, a significant proportion is extensively drug resistant TB (XDR-TB), which is almost untreatable.

**Table 2.** Incidence, prevalence and mortality of TB and TB/HIV, Europe and Central Asia

	POPULATION 1000s	INCIDENCE <sup>a</sup>				PREVALENCE ALL FORMS		MORTALITY ALL FORMS		HIV PREV. IN INCIDENT TB CASES <sup>b</sup>
		ALL FORMS		SMEAR-POSITIVE		NUMBER 1000s	PER 100 000 POP	NUMBER 1000s	PER 100 000 POP PER YEAR	%
		NUMBER 1000s	PER 100 000 POP PER YEAR	NUMBER 1000s	PER 100 000 POP PER YEAR					
EUR	887 455	433	49	194	22	478	54	62	7.0	3.0

**Source:** Global tuberculosis control: surveillance, planning, financing: WHO report 2008

Following the large increases in the incidence of TB in Europe and central Asia during the 1990s, last year saw a trend towards stabilisation of TB infection numbers. Yet, the progress in TB control is not sufficient to reach Millennium Development Goal 6 by 2015<sup>5</sup>.

<sup>4</sup> [http://data.unaids.org/pub/Report/2008/jc1529\\_epibriefs\\_eeurope\\_casia\\_en.pdf](http://data.unaids.org/pub/Report/2008/jc1529_epibriefs_eeurope_casia_en.pdf)

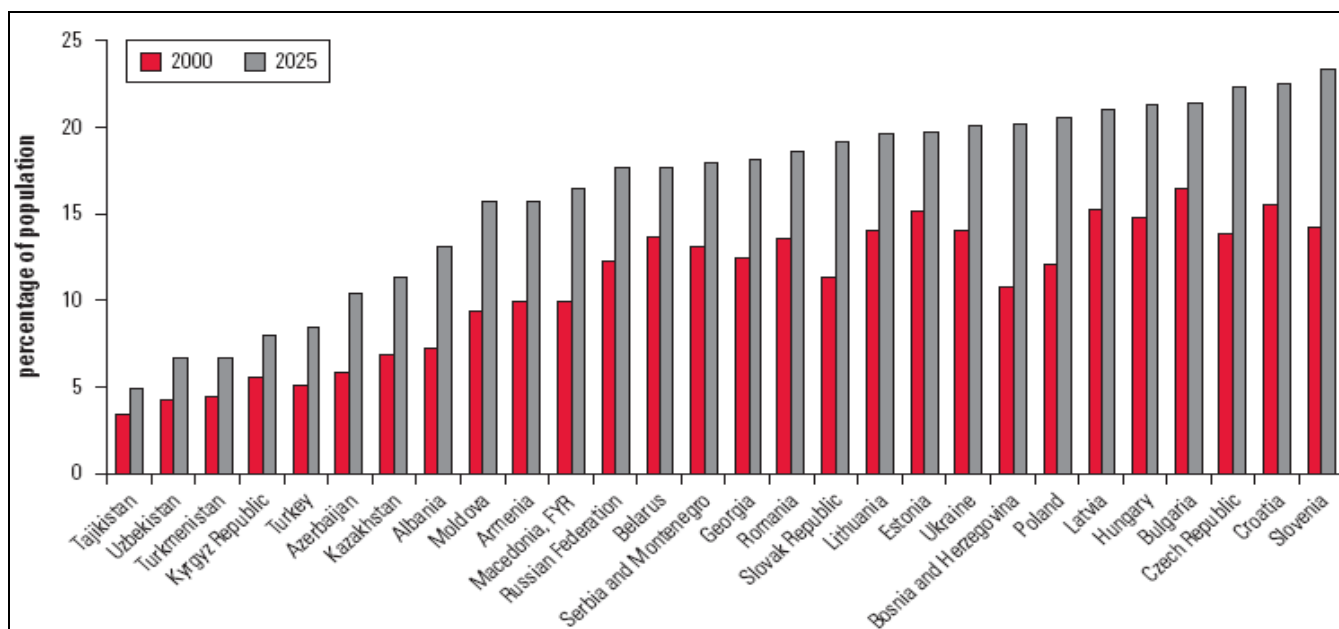
<sup>5</sup> WHO, *Global tuberculosis control: surveillance, planning, financing: WHO report 2008*  
[http://www.who.int/tb/publications/global\\_report/2008/download\\_centre/en/index.html](http://www.who.int/tb/publications/global_report/2008/download_centre/en/index.html)

The picture becomes more complex with the existence of HIV and TB co-infection. The percentage of TB patients found to be HIV positive through testing is 1.7 in Europe and central Asia, and although the possibility is widely available, referral systems and community mobilisation remain weak. Only 46 per cent of TB patients were tested for HIV in 2006.

According to the World Health Organisation, the Europe region has over 82,000 multi drug-resistant TB cases, putting it in the third place globally, and 14 out of 27 global priority MDR-TB countries are in Europe.

The complex socio-economic situation and transition of the societies in Eastern Europe and central Asia contribute to the TB vulnerability of prisoners, refugees and displaced people, slum dwellers, migrant workers, ethnic minorities, homeless, alcohol dependency and injecting drug users.

Decreasing fertility rates and increasing longevity will lead to the continued **ageing of Europe's population**, which was one of the two main themes at the European regional conference in Vienna in early 2010. Throughout Europe the number of older persons will increase dramatically in the coming years. The ongoing demographic change confronts societies with complex challenges and raises questions concerning the active role of older people within the social system, their participation in society, their quality of life and their well-being, their autonomy as well as the interdependence and communication between generations; requiring focus on the development of concepts like active ageing and intergenerational solidarity.



**Figure 1.** The proportion of population aged 65+ will be much higher by 2025  
**Source:** World Bank staff calculations, based on United Nations 2005

In Europe region, road traffic crashes causes 120.000 deaths and 2.4 million non fatal injuries every year. The mortality rate in Europe in road traffic injuries is 13,4 per 100.000 people according to WHO report from 2008.

The division of the statistics in mortality rate in Europe region and Central Asia differs widely between countries in EU Union (8,9 / 1000.000 ), Scandinavian countries ( 5,7 /100.000 ) from one side and CIS countries ( 21/100.0000) and Central Asia ( 30/100.000) from the other side. Middle income countries do have two times higher numbers of traffic accidents then in the EU countries.

The overall health status of the Europe and Central Asia region is high, but sub-regional inequalities are significant. For example, infant mortality and morbidity from water-related diseases are on the decline. The region is generally on its way to reaching the drinking-water target, although efforts remain vital to ensure access to safe water in the home or dwelling, particularly in rural areas. The sanitation target, however, may well be out of reach for a significant number of countries. This jeopardizes not only the MDG related to environmental sustainability, but also those related to universal primary education, poverty alleviation and maternal and child health.

## a) The purpose and components of the programme

<b>Programme purpose</b>
Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.

<b>Programme component: HIV and AIDS and Tuberculosis</b>
<b>Component outcome 1:</b> HIV and AIDS and TB programmes have been scaled up through a Global Alliance approach

The global alliance approach will be used as a mechanism of choice to ensure quality and achieve scale-up in the field of HIV and TB. The zone team will support National Societies' efforts as they aim to "do more and do better" in the control of both diseases in the following four key areas:

- Preventing further HIV and TB infection
- Expanding HIV/TB treatment, care, and support
- Reducing HIV and TB stigma and discrimination
- Strengthening National Societies capacities to deliver and sustain scaled-up HIV and TB programmes

Through these four outcomes of the Global Alliance on HIV/TB, the National Societies in Eastern Europe and Central Asia will create their four years strategic plans aimed at PLHIV, but also their prevention work with populations most at risk to HIV, such as injecting drug users, sex workers, and socially excluded youth groups. These NSs are: Russia, Ukraine, Belarus, Kyrgyzstan, Kazakhstan and Armenia. Additional interested NS may also join the Global Alliance approach.

Within the global alliance, the Europe zone will work with existing networks such as ERNA to promote knowledge sharing, support/develop high-level advocacy efforts, and resource mobilisation. The zone team will facilitate new and innovative partnerships between National Societies themselves as well as external stakeholders in the areas of TB and MDR TB programming, supporting in that way building of community resilience across the region.

In the year to come, and through the global Eli Lilly partnership, Europe zone will support NS of Romania, Georgia, Azerbaijan and Kazakhstan in response to MDR TB. Projects of drug related harm reduction will be supported in Azerbaijan, Kazakhstan and Belarus.

<b>Programme component: Water and Sanitation and Emergency Health</b>
<b>Component outcome 1</b> Access to curative and preventive health services in emergency situations has been improved

Over the coming period steps will be taken to ensure that health in emergencies and psychosocial support are fully incorporated into the disaster management activities. Building on the experiences of polio outbreak in the region of Central Asia, during year 2010, health support in crises will be incorporated as an integral part of effective disaster management and ensure an interface between public health, water and sanitation, epidemic control and public health emergencies. National Societies will be supported in their work with community outreach teams, and will engage in disease prevention and epidemic control through health education and promotion carried out by trained volunteers. A preliminary scoping study will be undertaken to define priority countries and needs as well as future opportunities for programming.

<b>Programme component: Technical support and networking</b>
<b>Component outcome 1:</b> Technical assistance, peer support and networking for key health and care priorities – including first aid, road safety, psychological support and voluntary blood donation – have been enhanced.
<b>Component outcome 2:</b> NS have been supported in scaling up their work with the ageing population

National Societies have indicated strong interest in developing “Club 25” as an attractive model for mobilising youth in voluntary blood donation. Through the global program, Europe zone will support the NS of Albania, Macedonia and Russia in further developing their Club 25 program.

Europe Zone will work closely with ENPS, and support NSs to increased awareness regarding psychological reactions at a time of disaster or social disruption, to facilitate psychological and psychosocial support, to promote the restoration of community networks and coping mechanisms, and to enhance emotional assistance to staff and volunteers.

Europe Zone will support Health managers network through organizing the annual meeting and supporting steering committee group on activities between the meetings. Annual meeting will take place in Budapest at the end of March 2011. On this meeting three key issues would be discussed: reporting systems in health programs, implementation of IFRC Strategy 2020 and Outcomes of the European regional conference.

A standard road safety advocacy package will be developed for NS to formalise their auxiliary role with respective Ministries and to cooperate with the business sector and other partners. The zone team will develop a tool kit as basis for future development of projects (adaptation of peer to peer methodology, PSP, volunteer management, adaptation of elements of VCA methodology to RS – mapping of safe routes, risk analysis). It will also facilitate the development of an e-learning course on road safety. Selected NS will be supported, sensitised and trained on new opportunities in road safety intervention. Zone office will also advocate with NS at country level with various ministries and authorities to support start up of road safety programs. The twinning of NS will be coordinated by Zone (e.g. East – West) to facilitate exchange of know-how and applicable methodologies through study visits (visits to experienced NS)

In line with the **Vienna Commitments**, the zone team aims to support National Societies in their work with and for the ageing population. The Secretariat will support the development of an action plan to build a positive image of ageing, to encourage active ageing, to advocate for adequate services, to tackle mistreatment and abuse, to consider the needs of elderly people in all programmes, and to strengthen solidarity between young and old. Updated information on the vulnerability of older people in communities across Europe and Central Asia will be collected, and much emphasis will be placed on information and knowledge sharing between NS and external partners.

#### **b) Profile of target beneficiaries**

The zone health program will target National Society staff and volunteers for skills training and capacity building. It will also work with the National Societies, national governments and other humanitarian organizations to ensure a good understanding of the role of the Red Cross Red Crescent in health. The final beneficiaries are the individuals and communities in the zone who benefit from National Society health programmes.

The zone team will act as a facilitator in strengthening National Societies’ capacities, and will work closely with International Federation reference centres and European networks. The Europe zone will actively support the ERNA board as a technical support and will contribute to the annual meetings of this platform for experience exchange in Europe and central Asia. Through its representations, it will support the realisation of different initiatives related to TB and MDR TB.

## Organisational Development/Capacity Building

The National Society context reflects the diversity of the Europe region itself. While in eastern Europe and central Asia, the economic, political and social transformation created shifting needs and new patterns of vulnerability in changing societies and altered social environments, it also requires National Societies to re-define themselves, renew their legal base, define new management and governance systems to fit the new liberal (market) system, develop new ways of finding resources and funds, and in general, cope with many new challenges. At the same time, many of these National Societies managed to retain their operational capacity to implement programmes, often with important external support.

Nevertheless it has become clear that the fundamental changes required do not happen overnight, and may indeed take much more time than initially hoped or expected. In some cases this has led to lost opportunities and donors and potential partners re-directing their support gradually elsewhere.

Furthermore due to the economic crisis international support for National Societies in Europe Zone has declined. In this context some National Societies need to develop their capacity to generate resources from domestic sources. An increasing number of National Societies are becoming more aware and conscious of the need to conduct external audits and recognize it as an accountability tool that can be utilized in communication with partners and stakeholders.

Meanwhile, many National Societies in Western Europe have gone through significant changes as they reorient their programmes and services to address new vulnerabilities, while also modernising their organisations amidst increasing domestic and international competition. They are also adapting their membership and volunteer base and systems to better meet such challenges as growing diversity and an increasingly ageing population.

## a) The purpose and components of the programme

<b>Programme purpose</b>
Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability.

<b>Programme component: National Society Capacity Building</b>
<b>Component outcome 1:</b> Tailored OD support has been provided to NS on demand
<b>Component outcome 2:</b> A framework for peer support and capacity building has been established.
<b>Component outcome 3:</b> National Societies have been supported effectively in strengthening their financial management, and at least 10 NS have been moved to a “cash transfer system”

Investing in people will be a key priority, and much emphasis will be given to the development of human resource strategies as well more effective volunteer management systems. High turnover of staff and changing trends of volunteering will require new approaches to training and development – including the use of new technologies such as distance-education for more cost-effective learning.

Selected National Societies will be targeted for **intensified capacity building**, which will provide the necessary technical and financial resources for accelerated organisational development over a 2-3 year period. Other National Societies will benefit from more short-term, **tailored OD interventions** for addressing specific organisational needs in areas such as volunteer management, finance development, strategic planning, statutes revision or general governance and management. Support will also be provided to for specific activities related to the International Year of Volunteers 2011.

While the zone team may provide direct technical support in some cases, increasingly it will aim to mobilise this from the wider membership. It is therefore important to develop an effective **mechanism for peer support** and exchange for capacity building and organisational development, including criteria for selection and M&E.

Financial sustainability will depend on many factors, including sound programmes, a credible image, financial transparency, diversification of fundraising and effective resource mobilisation. Considerable progress has been made by several National Societies in improving their accounting systems, introducing regular external audits, and developing their own fundraising efforts as external funding becomes less predictable. Efforts will continue in this regard, with a strong emphasis on ensuring transparency and **strengthened financial management** in all aspects. A concrete aim will be to move at least 10 NS to a “cash transfer system” once their systems have been sufficiently strengthened.

<b>Programme component: Specific OD projects and interventions</b>
<b>Component outcome 1:</b> Support for European RC Youth programmes has been scaled up.
<b>Component outcome 2:</b> A pilot social project for vulnerable children and youth has been started up in Bulgaria

Following the adoption in Solferino of the “RC Youth on the Move” declaration, the zone team will strengthen cooperation with the existing youth networks. It will aim to host at least one meeting of the European youth coordination committee every year, and it will also strengthen links with other youth organisations and institutions. Particular support will be given to the role of Youth as Agents for Behavioural Change (see also below). Another important aim is to promote the full participation of youth in regular National Society programming and decision-making, in line with both Istanbul and Vienna commitments. The zone team will explore opportunities for hosting a dedicated youth focal point to promote youth programming across the region.

The zone team will provide supervision and technical support to a large social project for children and youth in Bulgaria, in close cooperation with the Bulgarian Red Cross. The project is funded through a private sector partnership with the Velux Foundation, and will be an important pilot experience from a corporate sector fundraising perspective.

## **b) Profile of target beneficiaries**

The first group of target beneficiaries for this programme component are the National Societies themselves, their volunteers, members, youth, staff and leadership at national and local (branch) levels. In addition, local communities benefit from programmes in general, but importantly through increased attention to capacity building and local empowerment. Finally, civil society is strengthened through deeper engagement and dialogue with local grass-roots organisations.

## Principles and Values

In communities facing globalisation, rapid cultural change, economic uncertainty, and shifting demographic make-up, it is crucial to actively foster strong social cohesion to ensure continued growth, security and prosperity. With their firm base of fundamental principles and values, National Societies are in a unique position to make a positive contribution in this area, which arguably will be one of the key challenges for the coming decade(s).

The highly complex and multi-faceted issue of migration is likely to stay the focus of much public attention and debate across the entire region, ranging from the need to better manage labour mobility and adapt public service provision to demographic trends to the challenges posed by irregular migration and human trafficking. Within this plan support will be provided to national societies to start, scale up or improve their work in this area in line with the provisions of the global Federation Policy on Migration and taking into account the decisions of the European Regional Conferences.

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

<b>Programme purpose</b>
Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.

<b>Programme component: Migration and anti-trafficking</b>
<b>Component outcome 1:</b> Migration and anti-trafficking programming has been supported

Although support for migration and anti-trafficking programming is a strategic priority for the Europe zone region, it has unfortunately not been possible to maintain key staff positions in both areas due to a lack of funding. The Europe Zone team will therefore explore how adequate technical support and advocacy in the areas of migration and anti-trafficking can be delivered in the absence of dedicated staff at zone level in alternative ways, e.g. through the promotion of peer support and networking.

During the coming year the focus will be especially on the implementation of the recently adopted migration policy, as well as on the implementation of concrete projects such as support to victims of human trafficking in Belarus, Moldova and Ukraine.

<b>Programme component: Fundamental principles and humanitarian values</b>
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**Component outcome 1:** Fundamental principles and humanitarian values have been explicitly promoted and mainstreamed in other programmes.

The zone team will develop a long-term action plan for the promotion of principles and values in the region, and the options for a dedicated full-time staff position will be explored. Making principles and values operational and practical assumes a cross-cutting approach across all areas of Red Cross Red Crescent action, and the zone team will actively pursue this by systematically reviewing all supported programmes from this perspective. Particular emphasis will be given to addressing social exclusion, to respect for diversity (both within the organisation itself, and through programme initiatives) and to gender. Programme managers will be encouraged to use simple checklists and monitoring tools, and to prioritise action in favour of specific marginalised groups. Options will be explored for concrete Red Cross youth-led projects promoting principles and values in contemporary ways, such as the “Youth as agents of behavioural change” approach.

## Enabling actions to deliver Strategic Aims (Role of the secretariat)

During 2011 all plans and programmes will be fully aligned with the three strategic aims of *Strategy 2020* and with the outcomes of the European Conference 2010. This includes not only the concrete support to National Societies but also an adjustment of the Federation’s setup in Europe, building on sub-regional reviews carried out in 2010.

This Europe zone plan only includes what is more efficiently done at zone level, complementing the work contained in those country plans. More detailed work which the Federation will conduct in specific countries can be found in the relevant country plans. Moreover, what is set out here as part of this enabling action complements the more detailed work to be found under organizational development.

Underpinning all programmatic work in the coming period, the Europe Zone team will focus on three enabling actions described below.

<b>Enabling action 1: Build strong National Red Cross Red Crescent Societies</b>
<b>Expected result:</b> Global initiatives on National Societies and knowledge development have been effectively rolled-out and supported
<b>Expected result:</b> High quality technical support is provided through the facilitation of peer support and exchange of experience between National Societies
<b>Expected result:</b> Innovation, quality and learning are promoted and supported effectively

Global initiatives such as the piloting and roll-out of a **Red Cross Red Crescent Academic Network** will be fully supported. The zone team will also aim to develop further pilots in the field of e-learning, distance education and meshed learning, contributing to a considerable reduction in the costs of residential courses, both in financial terms and in relation to the collective carbon footprint.

In the context of declining traditional funding a new model of cooperation with emphasis on knowledge sharing and technical cooperation is becoming increasingly relevant. Europe is fortunate in having an enormous wealth of experience within its National Societies, and the zone team will actively promote and develop good practice models for more effective peer-to-peer support. Finally, the zone team will continue its efforts in promoting accountability and particularly participation of stakeholders across all programmes, including emergency operations.

<b>Enabling action 2: Pursue humanitarian diplomacy to prevent and reduce vulnerability.</b>
<b>Expected result:</b> Humanitarian diplomacy is actively promoted and supported at all levels
<b>Expected result:</b> Resource mobilisation capacity has been developed, leading to an overall increase of funding and support
<b>Expected result:</b> A systematic communications effort has underpinned better quality programme delivery, and has contributed to more effective advocacy and resource mobilisation

The Federation's policy on humanitarian diplomacy defines this as '*persuading decision makers and opinion leaders to act, at all times, in the interests of vulnerable people, and with full respect for fundamental humanitarian principles.*' Among other things, this may help to achieve:

- Greater access to vulnerable people, and earlier attention to situations and causes of vulnerability
- Deeper public and governmental support and more resources for addressing vulnerabilities
- Stronger recognition of community perspectives in international cooperation agreements.

Strategy 2020 gives a strong platform to humanitarian diplomacy and allows us to place greater emphasis on issues. Events which were once viewed as launches of Federation products, or commemorations of anniversaries and World Days now become opportunities to do humanitarian diplomacy alongside, and in tandem with, public relations and media outreach.

Europe, containing many large economies and significant global influence, is a significant arena in which to carry out humanitarian diplomacy. National Societies have stated their need for a stronger emphasis on how they influence their governments, and how they accentuate the challenges facing the most vulnerable in their countries. They have asked the Federation for assistance in promoting their auxiliary role, and doing more in the developmental and emergency field with their national governments and related ministries.

The Zone humanitarian diplomacy team, which includes communications and resource mobilisation, will analyse social, economical and political developments that impact the needs and rights of vulnerable people, facilitating tailored support on request and producing "thoughtware" to assist National Societies in their advocacy efforts. It will also support more effective advocacy on behalf of the vulnerable – at national level, or with sub-regional and pan-European groups and fora. The development of partnerships with other humanitarian organisation, academia and specialist, issue-focussed organisations will also be explored.

Large themes, such as migration, human trafficking, disaster management, risk reduction and communicable diseases will be analysed for business opportunities for the Zone office and National Societies. A new look will be taken on how humanitarian diplomacy work can be included when disasters strike, or when they are commemorated (such as the expected interest in the 25<sup>th</sup> anniversary of the Chernobyl disaster in April 2011) as well as global themes such as International Year of Volunteering in 2011. The team will see how the main large themes can be publicised across Europe, for instance focussing on migration in the Belarus-Russia-Ukraine-Moldova region, or disaster management in Central Europe, TB and HIV in the Caucasus, or by taking one angle of a broader theme for special analysis, such as trafficking in males for labour exploitation. Symposiums, fora, editorials, short films, video clips and other traditional advocacy methods will be embellished by targeted use of social media and web communication.

The idea of 'persuasion' is central not only to public and government-level advocacy, but also to resource mobilisation. The increasing importance of engaging in policy debates and dialogues with key donors is particularly relevant in the context of funding trends in Europe. With the consent and participation of relevant National Societies the zone team will analyse our approaches to large funds, private donors, philanthropists and governments, and see how new approaches may bear new fruit. Targeted support will be provided to strengthen resource mobilisation at National Society level, positioning those that are ready as experienced, trustworthy and accountable partners.

In addition to closely supporting the humanitarian diplomacy agenda, the Zone communications team will use global and regional strategies and initiatives to create a communications reflex across the continent, with Budapest viewed as a hub for communications activities, feeding into the global team. New, Europe-specific media will be developed, concentration on issues such as discrimination, xenophobia, migration, disaster management, health challenges and volunteering.

<b>Enabling action 3: Function effectively as the International Federation</b>
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<b>Expected result:</b> The global roll-out of Strategy 2020, the Federation-wide reporting system and the national Society databank have been fully supported
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**Expected result:** The Code of Good Partnership and related tools have been actively promoted

**Expected result:** Federation setup and structure in Europe have been aligned and adjusted

The zone team will align its priorities closely with the commitments undertaken by National Societies and the Federation Secretariat to realise **Strategy 2020**, and where needed support will be provided for strategic planning along Strategy 2020 at country level. The global roll-out of the **Federation-wide reporting system** and the setup of a **National Society databank** will be fully supported.

With the development of the Code of Good Partnership a basic cooperation mechanism is established which will be actively promoted with both bilateral and multilateral partners. The zone team will work closely with the ICRC and partner NS on issues of movement cooperation, capacity building and programme development. The zone team is committed to the *Code of Good Partnership*, the *Paris declaration* and the *Accra Agenda for Action* and will work with external partners to promote effective cooperation and coordination. Systematic work to promote a gradual shift **from donorship to partnership** was initiated in 2009 and will be stepped up in the coming years. The promotion of an effective **operational alliance in Kyrgyzstan** is an important example in this regard.

Finally, the Federation will strive to carry out its functions with efficiency, quality and professionalism through a decentralised structure with resources and authorities located as close as possible to its members. Strategic planning at individual National Society level will provide the rationale for more tailored technical assistance, and where feasible Federation staff will be more closely integrated into National Society structures. Based on reviews carried out during 2010 the **Federation's setup and structure in Europe will be further adjusted** to ensure full alignment with agreed strategies and priorities.

## 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

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**Number of DREF allocations 2005-9**

*DREF operations in blue, emergency appeals in grey*

