

Revised Plan 2011



Georgia

Executive summary



The Georgia Red Cross Society was established in 1918. After Georgia gained its independence in 1991, the Red Cross was recognized by a presidential decree in 1993. The parliament adopted the Law on the Red Cross in 1997, making the National Society an auxiliary to the government, with a statutory obligation to help people in need. In the same year the Georgia Red Cross Society was recognized by the International Committee of the Red Cross (ICRC) and became a member of the International Federation of Red Cross and Red Crescent Societies. As of 2008, the National Society has been included into National Disaster Response Plan of Georgia according to the Presidential Decree.

The effective and prompt response to the emergency in August 2008 following the conflict between Georgia and Russia over Abkhazia and South Ossetia, social mobilisation for measles and rubella vaccination in the autumn the same year, and the successful implementation of the winterisation programme focusing on displaced people and response to earthquake in 2009, all clearly demonstrated the potential of the National Society and its branch network to recruit volunteers and function as an auxiliary to the public authorities in humanitarian field.

Initially though the August 2008 conflict demonstrated that the National Society was in need of developing its capacities for responding to emergencies. Thus, disaster management, psychosocial support and first aid were identified as areas to be addressed in terms of capacity building. The National Society responded to the needs of the IDPs through its local branches, mobilizing hundreds of volunteers to provide much needed support to the displaced population. Although most of the societies' activities, and resources, since August 2008 were focused on response measures to meet the needs of the displaced population, it managed to continue its supporting other vulnerable groups, especially older people. Social services to older people are a key priority for the organization, as the society remains one of the few actors working with this particular group. The impact of the work has been demonstrated several times in making a difference in these people's lives.

Taking into consideration the context of the country and the priorities established by the Georgia Red Cross Society, within the planning process for 2010-2011 the International Federation will provide support in the fields of disaster management, health and care, organizational development and principles and values. The support to the society will be provided in accordance with the International Federation's Strategy 2020, Commitments of VIII European Regional Red Cross and Red Crescent Conference and the Millennium Development Goals.

The disaster management programme will focus on the National Society's organizational preparedness; community-based disaster prevention and preparedness; and disaster risk reduction.

The Health and Care programme focuses on expanding people's knowledge about prevention, transmission and treatment of HIV and TB; developing community-based health promotion; providing social care to older people living alone; and increasing the activities of the National Society in the field of first aid.

By implementing the organizational development programme the National Society will contribute to improved capacities at the headquarters and in local branches; strengthened volunteer and youth management; and improved services to the communities by using the participatory community development (PCD) approach.

The priority of the principles and values programme is disseminating the Fundamental Principles of the Movement and promoting humanitarian values in the communities and among the staff, members and volunteers of the National Society. The programme will promote the culture of non-discrimination among people from different ethnical backgrounds, decrease stigma against people living with HIV (PLHIV) and reduce social isolation of vulnerable children and older people living alone.

At its General Assembly in 2009, the International Federation adopted *Strategy 2020* to guide its work and that of National Societies both domestically and globally. Focussing on "saving lives and changing minds", *S2020* and calls on national societies, as effective auxiliaries to the public authorities in the humanitarian field, to provide high quality services within the core mandates of the Red Cross and Red Crescent, to influence behaviours, promote changes in attitudes and mindsets, and for the Red Cross and Red Crescent to play a lead role in advocating for meeting the humanitarian needs of vulnerable people and communities."

The Georgian Red Cross is going to develop a new Strategic Plan for 2012-2016 in line with the Strategy 2020 in 2011.

The total 2010 and 2011 budget is CHF 1.3 Million of which CHF 0.5 Million for the second year.

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

Country context

Georgia is situated in the southern part of the Caucasus region along the Caucasian mountain range. The country is bordering Russia, Turkey, Armenia and Azerbaijan and covers 69,700 square kilometres. Georgia has a population of around 4.4 million people.

As the result of economic crisis and in consequence of armed conflict with Russia, the economy of Georgia, in the second half of 2008, went into recession and the rate of annual GDP growth

declined to 2.1% and further to -3.9% in 2009. The economy has contracted since mid-2009 and is only recently showing some signs of recovery and possible growth of 4.5% in 2010¹. Though the country experienced significant growth the last years, harvested gains have not sufficiently trickled down to large parts of the population. Many of the identified challenges and declared priorities on social sector development therefore remain unresolved, impeding the process of sustainable progress. High levels of poverty still prevail, with about one-third of the population living below the poverty line. Poverty is furthermore aggravated by factors such as high unemployment rates, fluctuating around 21 per cent², and inefficient social services.

Owing to a significant decline in the socio-economic situation for many, the health status of large parts of the population has deteriorated seriously. Tuberculosis (TB), malaria, sexually transmitted diseases, including HIV and AIDS, are major problems in Georgian. In the last years cases of infectious diseases have increased, particularly caused by rising numbers of HIV and AIDS cases in neighbouring countries, the mobility of the Georgian population, increased number of injecting drug users and inadequate access to the medical services, incomplete social protection, and low awareness of the population about infectious diseases. The HIV and AIDS National Centre recorded 209 new cases in 2010; as for July, 2010 the total number of registered HIV cases is 2,245 (male-1810; female-635; average age – 29-40); the number of registered AIDS cases is 1348 (522 with lethal outcome).

In 2008 TB national centre recorded in total 5,852 cases of Tuberculosis: 3,646 new cases and out of them 1,685 Multi Drug Resistant Tuberculosis (MDR-TB) cases. According to National Tuberculosis Programme (NTP) data, in mid 2010 there are 1200 MDR-TB patients under treatment provided by the NTP. Every month, approximately 40 new MDR-TB patients are started on treatment. MDR-TB levels in Georgia since 2007 are among the highest in the world and are increasing. Poor adherence to drug regimens and interrupted treatment of TB, have resulted in the emergence of MDR-TB strains which require especially lengthy, complex and debilitating treatment and represent a serious obstacle to effective TB control.

Stigma and discrimination towards people living with HIV (PLHIV) and TB hit different groups, exposing them to various kinds of vulnerabilities. Young adults, mainly women, are the most affected group. Girls are particularly afraid of disclosing TB as they might experience problems in getting married. Furthermore HIV/AIDS and TB patients, even former patients and their family members, are experiencing difficulties in finding work or returning to the work after treatment.

According to national experts there is between 200,000 to 240,000 users of illicit drugs. Totally 24,000 users are registered in the national database, out of which 14,400 are registered as injecting users of chemical substances. In 2010 58,6 per cent of all HIV infected people were also injecting drugs users, demonstrating a close correlation between injecting drug use and HIV.

Among the most vulnerable there are many older people aged 65 or more who faces isolation and are living below the poverty line. Older people are spending approximately 60 per cent of their income on food, medicines and housing, that leaving them with few resources for covering the other basic needs expenses. Additionally the quality of and access to health care is a primary concern among older people and leads to great stress.

Thus the specific characteristics of PLHIV, TB patients as well as older people in Georgia

¹ <http://siteresources.worldbank.org/GEORGIAEXTN/Resources/jna2.pdf>

² http://www.geostat.ge/index.php?action=page&p_id=188&lang=eng

include unemployment, exclusion and isolation, lack of respect, absence of family care, disabilities, weak health and improper food causing bad nutrition habits. All these aspects contribute to marginalizing the groups mentioned.

Development Indicators	GEORGIA	
<i>Population, geography and environment</i>		<i>Economy and labour</i>
Total population (millions)	4,4	GDP per capita (PPP in USD) 4,700
Surface area (square km)	69,700	GDP real growth (%) 2.0
Carbon dioxide em. per capita (metric tons)	1.1	Unemployment total (% of labour force) 16.9
<i>Social indicators</i>		<i>Health indicators</i>
Adult literacy rate (% aged 15 and older)	100	Infant mortality rate (per 100,000) 17
Gender-related development index rate (GDI)	-	Maternal mortality rate (per 100,000) 41
Human development index value (HDI)	0,778	Life expectancy at birth 71.5
Human development index rate (HDI)	89	HIV (% of persons aged 15–49, 2007) 0.1
Population below PPP \$ 1 per day (%)	6.5	People living with HIV aged 15-49 (100,000) 0,2
Population below national poverty line (%)	31	Prevalence of Tuberculosis (per 100,000) 138
<i>Refugees and IDPs</i>		
Number of refugees	1,300	
Number of internally displaced people (IDPs)	252,000	

Sources: World Health Organization; World Bank, EuropaWorld.com

Table 1: Selected development indicators for Georgia

In addition to the socio-economic hardships faced by many, further needs are generated by emergencies and disasters, either natural or man-made, which are reoccurring in Georgia. In terms of security the two long-simmering conflicts over the breakaway regions of Abkhazia and South Ossetia are dominating the agenda, dislocating many people from their permanent residential places. In August 2008 war broke out between Georgia and Russia over the two outbreak regions of Abkhazia and South Ossetia causing significant population movements and creating pressing humanitarian needs. Tens of thousands were displaced and, although many have been able to return, in the beginning of 2009 some 30,000 people had or were planned to be resettled.¹

In geographical terms most of Georgia is situated in an area with high seismic activity, often causing natural disasters such as earthquakes, landslides, floods, mudslides, and hails, demonstrating the need for community preparedness. In September 2009 the north-central part of the country was hit by an earthquake measuring 6.2 on Richter scale and affecting almost 1,500 families and causing significant material damages to houses and subsequent homelessness.² In addition, Georgia’s location at the crossroads of bird migration routes makes it vulnerable to the emerging threat of early exposure to avian flu and influenza A1 (H1N1).

National Society priorities and current work with partners

The strategic priorities of the Georgia Red Cross Society include health and care and social protection, readiness to respond to disasters, communication and dissemination of the Fundamental Principles of the International Red Cross and Red Crescent Movement and international humanitarian law (IHL), and organizational development, including volunteer and youth management. In 2010 and 2011 the National Society will continue addressing a range of vulnerabilities related to poor access to health and care services; lack of knowledge on

communicable diseases; social isolation, especially among older people living alone; disabled children; drug users; communities at risk and youth; lack of preparedness to natural disasters at community level. Several of the National Society's programme activities are integrated and complement each other.

People targeted by the National Society's activities are found among the most vulnerable in the country that is, on different grounds, being marginalized. On the other hand there are vulnerable groups who have emerged during the transition period and who are affected by weakened or sometimes non-existent welfare services, leaving them socially unprotected. Furthermore, those affected by the 2008 August conflict, mainly IDPs, adds to the National Society's potential targets. The majority of the IDPs are residing in collective centres which lack social and health facilities and will thus be among the groups targeted by Federation supported programme activities in 2010 and 2011.

The International Federation's support plan for the Georgia Red Cross Society in 2010 and 2011 aims to support the society's strategic priorities. Furthermore it is aligned with the Strategy 2020 and Commitments of VIII European Regional Red Cross and Red Crescent Conference and addresses needs within disaster management, health and care, organizational development and principles and values. Capacity building within all components will be pursued and steps will be taken as to encourage integration of different programmes activities. More specifically the International Federation aims to support the society in:

- Increasing the awareness of communities to take effective action during disasters, while at the same time reduce the vulnerability of communities in disaster-prone areas through timely information and capacity building activities.
- Reducing people's vulnerability to HIV and its impact by increasing their knowledge and awareness on prevention, transmission and treatment, as well as reducing stigma and discrimination; protecting target communities from TB through adequate surveillance, preparedness and response measures; raising community awareness; building basic capacity to provide psychosocial support in case of emergency.
- Increasing the acknowledgment of citizen's rights and dignity to enhance their protection and support in order to find their active role in public life.
- Strengthening the Georgia Red Cross Society's foundation and volunteer base in providing humanitarian assistance with the headquarters and branches having greater capacity; empowering communities through improved branch capacities to deliver services through the participatory community development (PCD) approach.
- Promoting the Fundamental Principles and humanitarian values among youth, students, staff, volunteers and members of the National Society; reducing discrimination towards people living with HIV and TB and reducing social exclusion of disabled children and older people living alone.

In order to reach its objectives the Georgia Red Cross Society cooperates with several Red Cross and Red Crescent Movement partners. In this respect the collaboration between the National Society, the International Federation and ICRC saw great achievements. Following the 2008 August conflict over South Ossetia and Abkhazia, the three Movement partners combined its efforts within a Harmonized Operational Programme focusing on building integrated response capacities in disaster management, first aid and psychosocial support. This cooperation was extended into 2009 with the successful implementation of a winterization programme, and additional capacity building initiatives within disaster management and psychosocial support in order to develop relevant strategies and policies, and conceptualizing and focusing the work implemented by National Society.

The society continuously seeks to advance its cooperation with other Movement partners as

well as external actors. Current partners within the Movement are:

Partner	Programme component
International Federation of Red Cross and Red Crescent Societies (IFRC)	National Society capacity development
International Committee of the Red Cross (ICRC)	first aid; maintaining the GRCS response capacity
Norwegian Red Cross through IFRC	Organizational development and social projects
Danish Red Cross through IFRC	Branch development
Danish Red Cross/Icelandic Red Cross/DIPECHO	disaster risk reduction
British Red Cross	Social support to older people (phased out in 2009)
Eli Lilly through IFRC	MDR-TB
USAID and DFID through IFRC	Pandemic preparedness
Other partners and areas of cooperation	
German Red Cross	First aid
Magen David Adom in Israel	First Aid
Italian Red Cross	Harm Reduction
Turkish Red Crescent	Disaster Management (<i>potential</i>)

The National Society furthermore pursues several network and alliance building initiatives. The society is member of the European Red Cross Red Crescent Network on HIV, AIDS and TB (ERNA) and member of network health managers' network in Europe. In facing up to challenges related to HIV the society recognizes the need to scale up its HIV activities. Hence, in 2008 the Georgia Red Cross Society started exploring the prospects for joining the Red Cross and Red Crescent Global Alliance on HIV.

Outside the Movement the Georgia Red Cross Society cooperates with various ministries, particularly those of Health and Social Affairs, Education, Emergency and the municipality of Tbilisi. Dialogue has begun with local authorities, international and non-governmental organizations to ensure coordination and support for local community work.

In 2008 the National Society became the first and sole public organization in the country to be included in the National Disaster Response Plan of Georgia. This does not only underline the special auxiliary role of the Red Cross in Georgia, without also demonstrating a well developed cooperation with the government as well as the latter's recognition and given credibility of the National Society. In case of disasters the society is given primary responsibility to provide rescue services, first-aid assistance and distribution of food and water to affected populations.

Disaster Management

a) The purpose and components of the programme

Programme purpose: Reduce the number of deaths, injuries and impact from disasters

The disaster management programme budget for 2011 is CHF 14,936

Programme component 1: Disaster Preparedness: Institutional level (org.preparedness)
Component outcome 1: Strengthened institutional capacities for effective disaster management at both central and local levels

The Georgia Red Cross Society plans to enhance its capacities in general logistic, warehousing, procurement and fleet management. The Society will develop/review regulations on warehouse logistics and train HQ and branches staff and volunteers in new/upgraded procedures, rules and documentations.

The National Society will be offering volunteers and youth specific trainings including refreshment trainings in disaster management. This is expected to enhance the capacity in responding to disasters and ensuring the integration of disaster management activities with other activities implemented by the GRCS.

b) Profile of target beneficiaries.

Direct target groups are Georgia Red Cross DM and Logistics staff, volunteers and representatives of local branches.

People to be reached	2010	2011	Total
HQ and local branch leadership, National Society staff, National Society media groups, volunteers	30	30	60
Total number of people to be reached in 2010 - 2011	30	30	60

Programme component 2: Community- based disaster prevention and preparedness/disaster risk reduction
Component outcome 1: The preparedness and response strategies and capacities of the target communities are enhanced
Component outcome 2: Public awareness on disaster risk reduction is increased and community members are encouraged to take action to reduce vulnerability of their household to natural disasters.

The National Society will initiate community based disaster preparedness activities in high-risk communities in Racha-Lekhumi regions of Georgia. These include hazard vulnerability and capacity assessments, support to communities in development of disaster preparedness and response plans, training of community volunteers, dissemination of information on disaster risk reduction among community members and non structural mitigation.

B) Profile of target beneficiaries.

Disaster preparedness/response team members, volunteers of local branches, community leaders and community members.

People to be reached	2010	2011	Total
Disaster preparedness/response team members, volunteers	60	60	120
community leaders	20	20	40
Community members	3500	3500	7000
Total number of people to be reached in 2010 -2011	3580	3580	7160

Potential risks and challenges

- Risk of major disaster that will exceed the capacity of NS to respond
- Focus on response and low prioritization of disaster risk reduction by central and local authorities
- Dependency on external funding and the withdrawal of existing donors.

Health and Care

a) The purpose and components of the programme

Programme purpose: Reduce the number of death, illness and impact from diseases and public health emergencies.

The health and care programme budget for 2011 is CHF 283,396

Programme component 1: HIV/AIDS

Component outcome 1: Reduced vulnerability to HIV and AIDS and its impact through preventing further infection by expanding knowledge about HIV and AIDS prevention, transmission and treatment, including harm reduction activities.

The National Society will continue its actions aimed at raising community awareness on HIV/AIDS prevention, transmission, treatment, safe sex and healthy lifestyles. The society, together with other key stakeholders, will take part in celebrations such as the World AIDS Day on 1 December and conduct advocacy campaign aimed at combating stigma and discrimination.

People living with HIV (PLHIV) will be encouraged to contribute in project activities to ensure that their needs are met. This encompasses participation in project planning, implementation, monitoring and evaluation; participation in various trainings conducted by the National Society including courses for learning about trade and how to use computers. Furthermore they will be provided with psychological support, and home care services will be offered to the most vulnerable and poor among the PLHIV.

b) Profile of target beneficiaries:

The HIV and AIDS programme targets programme focal points and volunteers, leadership and staff, community leaders, youth and students, IDPs, injecting drug users (IDUs) and PLHIV. In 2011 Tbilisi and seven regions will be targeted through the involvement of 8 branches.

People to be reached	2010	2011	Total
Programme component focal points and volunteers, HQ and local branch leadership, and National Society staff	150	160	310
Community leaders	-	350	350
Youth/students	3000	7,500	10,500
Drug users, injecting drug users (IDUs), PLHIV living under the national poverty line	80	180	260

Total number of people to be reached in 2010-2011

3,230

8,190

11,420

Programme component 2: Tuberculosis

Component outcome 1: Supported treatment referral and TB clients under directly observed treatment (DOT).

Component outcome 2: Further infection in communities in Tbilisi and in six target regions of Georgia prevented through expanding knowledge about prevention, transmission and treatment.

The National Society's activities in fighting TB follow three main directions: participation in National TB Control Programme management; raising awareness in the community; and combating stigma and discrimination of TB infected people by raising community awareness

In order to contribute to preventing TB the National Society plans to conduct educational activities covering TB transmission and the importance of early diagnosis and treatment adherence. Furthermore focus group discussions will take place and information gathering on stigma will be achieved through cooperation with scientific institutions. Tbilisi and seven other locations will be targeted by the programme and in total eight branches will take part in 2011.

b) Profile of target beneficiaries:

People to be reached	2010	2011	Total
Programme component focal points and volunteers, HQ and local branch leadership, and National Society staff	150	160	310
Community leaders	-	350	350
Community members	-	3,900	3,900
Internally displaced persons (IDPs), people living with TB , sensitive TB clients supported in their treatment on regular basis and MDR-TB clients	50	795	845
Total number of people to be reached in 2011	200	5,205	5,405

Programme component 3: Community-based health and first aid

Component outcome 1: Local communities are strengthened and better able to cope with health challenges as a result of community-based integrated health and first-aid activities.

Project activities aimed at health promotion include information on healthy behaviour, hygiene promotion, first aid and prevention of communicable diseases including diarrheal diseases, malaria, cholera, tuberculosis, measles, tetanus and HIV and AIDS, influenza to which many people are vulnerable in disaster situations with large concentrations of people live in precarious conditions of hygiene. Volunteers will be trained as first-aid instructors to train community leaders for the latter to disseminate knowledge and raise skills in first aid among community members. In 2011 the NS plans to expand already established network of 6 FA teams to eight. The teams will consist of six members.

b) Profile of target beneficiaries

Main target groups are local focal points who are first-aid team leaders and volunteers, leadership and staff, community leaders and community members.

People to be reached	2010	2011	Total
Programme component focal points and volunteers, HQ and local branch leadership, and National Society staff	100	133	133
Disaster Response Action Team members (DM and PSS volunteers)	45	45	45
Community leaders	360	480	840
Community members	3,600	4,187	7,787
Total number of people to be reached in 2011	4,105	4,845	8,805

Programme component 4: Social support to older people

Component outcome 1: Improved health and social conditions of vulnerable older people by their empowering, enhancing their protection and support through increasing acknowledgement of their rights and dignity and finding an active role in public life.

Component outcome 2: Changing attitudes and behaviours of service providers towards older people addressing the causes of older people people's exclusion and vulnerability.

As part of the programme home visits are conducted on a regular basis, and health and medical advice are provided. Older people receive up-to-date information on their rights and entitlements. A key programme element is thus the empowering of older people through access to information. Advocacy activities furthermore aim at influencing policies to become more favourable to the needs of older people. The society plans to establish partnerships with municipalities to provide food support to older people living alone.

Volunteers of all age groups are recruited for home-based visits for distributing supplies and information. Volunteers are furthermore trained to collect information from homebound older people as a resource to inform advocacy campaigns for improved services.

In 2011 the programme will be implemented in Tbilisi, Kutaisi (Imereti) and Sagarejo (Kakheti), where these projects are already ongoing, and in targeted new region (will be selected later on basis of cooperation established with local authorities).

b) Profile of target beneficiaries

The target group is composed of older people living alone without family support, living on state pension and under the national poverty line.

People to be reached	2010	2011	Total
National Society volunteers	50	80	130
Older people (incl. older people among IDPs)	4300	4500	8800
Central and local authorities/governmental structures	15	20	35
Total number of people to be reached in 2011	4,365	4,600	8965

c) Potential risks and challenges

- Overall socio-economic situation in the country deteriorates with many people not being able to access basic health services.
- Low level of enthusiasm among volunteers to actively participate and cooperate with the Red Cross in project implementation.

Organizational Development/Capacity Building

a) The purpose and components of the programme

Programme purpose: Strengthen local community, civil society and Georgia Red Cross Society capacity to address the most urgent situations of vulnerability.

The organizational development/capacity building programme budget for 2011 is CHF 223,294

Programme component 1: Enhance Georgia Red Cross Society organisational capacities and sustainability
Component outcome 1: Competence and performance of the headquarters and branch leadership, staff and volunteers in governing and managing the organisation is improved
Component outcome 2: The National Society's financial resources are diversified and fundraising techniques and financial management are further developed.
Component outcome 3: The National Society's image is improved through effective external communication and regular dialogue with the general public and partners.

The National Society seeks to continue the change process towards building capacity to ensure the sustainability of the organisation. In particular, capacities among National Society leadership, staff and volunteers will be improved through workshops focusing on good governance and management, as well as on membership recruitment, and financial sustainability. The society will moreover assess new opportunities for local resource mobilisation, and develop and implement the annual plan for fundraising.

The programme is expected to create better preconditions for mobilising members and volunteers, strengthening the National Society's visibility and its perception among the general public, as well as creating a realistic vision on the prospects for fund-raising and decreased dependency on external funding.

b) Profile of target beneficiaries.

Direct target groups are Georgia Red Cross leadership, staff and members of the Society's media groups. Governmental as well as local authorities, and representatives of mass media, will also be approached. The activities will cover the society's entire branch network presently consisting of 31 branches. Geographically the programme targets Tbilisi and ten regions.

People to be reached	2010	2011	Total
HQ and local branch leadership, National Society staff, National Society media groups, volunteers	170	190	360
Total number of people to be reached in 2010 - 2011	170	190	360

Programme component 2: Strengthen the capacity of the National Society's headquarters and local branch network to implement core Red Cross activities

Component outcome 1: Service delivery to vulnerable people is improved by promoting the National Society's Model Branch concept, participatory community development approaches, and volunteer and youth management is enhanced at the grassroots level.

The activities aim to strengthen the National Society's capacities to provide regular assistance to vulnerable people through mobilising local communities and resources. In particular, technical support will be provided to local branches in developing and implementing their annual plans of action in line with the requirements of the society's Model Branch concept. Moreover the activities aim to promote volunteerism in communities and strengthen branch practices in volunteer and youth recruitment, training and retention.

Ultimately the National Society will support local communities in developing and implementing micro projects that address local vulnerabilities.

The planned activities will cover the society's entire branch network with special focus on eight target branches. Geographically the programme reaches people in Tbilisi and ten regions.

b) Profile of target beneficiaries.

In terms of numbers the key target groups are vulnerable people within local communities, among them IDPs. Moreover the component directly targets National Society staff at headquarters and branch level, and volunteers, youth and local community leaders

People to be reached	2010	2011	Total
HQ and local branch staff	50	70	120
National Society volunteers and youth	370	550	920
Local community leaders	25	35	60
Vulnerable people in the local communities	1300	1600	2900
Total number of people to be reached in 2010 -2011	1745	2255	4000

Potential risks and challenges

- Dependency on external funding and withdraw of existing donors.
- Low enthusiasm among volunteers and youth to actively participate and cooperate.
- Low interest and willingness of local community members to participate in volunteer-based activities.

Principles and Values

a) The purpose and components of the programme

Programme purpose
Promote the Fundamental Principles and Humanitarian Values and reduce discrimination and social exclusion.

The principles and values programme budget for 2011 is CHF 19,916

Programme component 1: Promotion of Fundamental Principles and Humanitarian Values
Component outcome 1: Increased awareness about the Georgia Red Cross Society, the Movement, Fundamental Principles and humanitarian values among the general public including youth.
Component outcome 2: Increased awareness of Georgia Red Cross Society governance, management, staff and volunteers on Fundamental Principles and humanitarian values.

Means to increase the public's awareness about the National Society and the fundamental principles and humanitarian values include the society's web site, activities by youth mobile groups, "Committees of Five", mass media groups, meetings, and promotional events and campaigns.

The awareness among National Society governance, management, staff and volunteers will be increased through dissemination of information materials, participation in Red Cross camps and incorporation on Movement Fundamental Principles and Humanitarian Values in all trainings.

b) Profile of target beneficiaries

Target groups encompass youth, among them students and school children, IDP children, representatives of mass media, local authorities, National Society leadership, staff, volunteers and members.

People to be reached	2010	2011	Total
National Society leadership, staff, volunteers and members	250	250	500
Youth including students and school children, and IDP children	1,250	1,250	2,500
Representatives of mass media	20	25	45
Local authorities	30	30	60
Total number of people to be reached in 2010-2011	1,550	1,555	3,150

c) Potential risks and challenges;

- Low interest of local authorities and mass media to collaborate with GRCS
- Low enthusiasm of youth and volunteers to actively participate and cooperate with the National Society.

Programme component 2: Reduction of discrimination and social exclusion and promotion of respect of diversity.

Component outcome 1: Decreased social exclusion, reduced stigma and discrimination associated with communicable diseases, other discrimination factors and age through advocacy, communication, education and social mobilisation activities.
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Advocacy work focuses on training of vulnerable groups including elderly people, PLHIV and

TB infected people, and other stakeholders in advocacy principles and practices. The society will pursue alliance building within advocacy and establish good relations with the media to ensure the most far-reaching spreading of information through advocacy campaigns. Advocacy teams will be established at central level consisting of five volunteers and representatives from vulnerable groups such as older people, PLHIV and people with TB.

In order to combat stigma and discrimination the National Society will conduct educational activities and organize focus group discussions. Furthermore the society will gather information on stigma through collaboration with scientific institutions.

b) Profile of target beneficiaries

The Georgia Red Cross Society seeks to involve groups experiencing different vulnerabilities such as orphans and children with physical disabilities, children from internally displaced families as well as a variety of people with different ethnic origins through cooperation with multinational public schools and institutions of higher education.

People to be reached	2010	2011	Total
Community members (among them elderly people and youth)	8000	8500	16500
Central and local authorities/governmental structures	15	20	35
Members of advocacy team	10	10	20
Total number of people to be reached in 2010-2011	8069	8574	16 643

c) Potential risks and challenges

- Challenge in recruitment and retaining of volunteers for the Red Cross activities
- Frequent changes in local governmental structures.

Role of the secretariat

a) Technical programme support

The International Federation's country representation in Georgia will provide technical and programme support in line with *Strategy 2020* and other policy decisions made by statutory meetings and bodies as well as reviews undertaken by Europe Zone Office of its approach to provision of support to National Societies.

In addition, the Federation will provide support to the Georgian Red Cross Society to roll out *Strategy 2020* and integrate it into its strategic development plan. It will also contribute to the development and data input for the Federation-wide planning and reporting system.

The Federation office in Georgia consists of an internationally recruited country representative, an organizational development delegate, and employees recruited locally. The Europe zone office in Budapest will function as a strategic advisor, both for the Georgia Red Cross Society and for its partners. The National Society will have the primary responsibility in programme implementation.

Steps to implement the policy of being *closer to National Societies* by integrating into their structures saw key achievements during the first half of 2010. As a first step the organizational development and disaster management delegates (Danish RC bilateral delegate working under

integration agreement with the Federation) have joined their counterparts in the National Society. The International Federation handed over the narrative reporting responsibilities to the National Society at the end of August 2010. The Federation locally recruited position has already been cancelled and the NS has identified the focal point at HQs who will take responsibility for reporting related issues. But necessary trainings and follow-up still will be required in 2010/2011.

Further integration depends on securing working space for the Georgia Red Cross, which currently has its staff in two places; one in offices which have been rented by ICRC as the follow-up to 2008 crisis for one year and now rented by GRCS, an arrangement coming to an end soon. The International Federation has been encouraging and supporting the National Society to approach the government for assistance, with the director of Europe zone raising the issue with the Minister of Accommodation. Also, recently there was a letter sent by the Federation's Secretary General with the request to the Georgian Government to support the National Society in its office/premise challenges.

These adjustments in how we work throw up challenges. The wording of *enabling action three* of the Strategy 2020 around working effectively as a Federation, and also on humanitarian diplomacy, is giving direction in using the available resources in more creative and innovative ways through alliances and partnerships. A consultative, analytical process is planned for late 2010 and early 2011, together with National Society stakeholders, on how the International Federation secretariat can structure its field set-up to optimise service delivery based upon country planning.

b) Partnership development and coordination

Within the frame of the new Strategy 2020 and with the purpose of maximizing the cooperation between partners and scale up programming, the International Federation will support the National Society based on its strategic plan for 2007-2011 and the priorities outlined in the Federation secretariat plan for 2010-2011. The development of a country level cooperation strategy and the possible creation of an operational alliance will contribute to aligning the needs, capacities and priorities of the society and with the support from its partners.

The country representation in Georgia will continue its coordination with ICRC, especially in coordinating their approach to the development of the National Society. Cooperation and coordination with ICRC was enhanced by the Harmonized Operational Programme following the August 2008 conflict and the implementation of a disaster management and psychosocial project from July to September 2009.

c) Representation and Advocacy

The Europe zone office and the regional representation will arrange representation in interagency discussion as they take place, including coordination in emergencies. The International Federation through its zone, regional and country structures will support the National Society in building and maintaining its relations with public authorities, international organizations and other civil society organizations.

Promoting gender equity and diversity

Recognizing that the empowerment of women and the integration of gender perspectives will increase the effectiveness and efficiency of the organization, the Georgia Red Cross Society considers gender balance in all its projects and activities, particularly in terms of women participating in decision-making processes, project implementation, conferences and workshops.

The secretariat at the society's headquarters ensures equal opportunities for men and women to apply for open positions. In the plan gender equity and diversity are taken into account in all programmes, especially in health and care, and principles and values.

Quality, accountability and learning

To improve the quality of the programmes implemented by the Georgia Red Cross Society and ensure their effectiveness, the society uses the *Quality Assessment Template*, developed and introduced by the International Federation. It is a simple tool to be used by programme managers aiming at increasing the efficiency and sustainability of the programmes. Accountability to partners, donors, the public society and target populations will be ensured through various reports posted on the International Federation and Georgia Red Cross Society web-sites and submitted to donors. The society submits its annual report to the general assembly and shares it with international and local organizations.

Monitoring and Evaluation

In terms of monitoring and evaluation, the Georgia Red Cross Society has formed a monitoring and evaluation group that consists of five members including a community member, volunteer, programme coordinator, the secretary general and the Federation country representative. Available tools and mechanisms for monitoring and evaluation are:

Data collection. Both quantitative and qualitative data collection methods for monitoring and evaluation purposes. Includes interviews with people reached and events' participants, questionnaires, surveys and case studies.

Field visits and meetings. Field monitoring visits once or twice a month to check programme implementation and assess achievements and challenges. In addition to this, organize meetings with the local community members, volunteers, local authorities, other partners and donors.

Reporting. Develop monthly, semi- and annual reports to monitor and update the programme implementation process as to demonstrate impact and lessons learnt, and provide feedback to donors and partners in order to be transparent.

Final evaluation. Joint evaluation of implemented programmes by the Georgia Red Cross Society management and the International Federation's representation.

How we work	
<p>The IFRC's vision is to:</p> <p>Inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.</p>	<p>The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:</p> <ol style="list-style-type: none"> 1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises. 2. Enable healthy and safe living. 3. Promote social inclusion and a culture of non-violence and peace.
Contact information	
<p>For further information specifically related to this plan, please contact:</p> <ul style="list-style-type: none"> • In the Georgia Red Cross Society: Gocha Guchashvili, Secretary General, Tbilisi; email: gguchashvili@redcross.ge; phone:+995 32 96 10 92; fax: +995 32 96 06 98 • In the Country Representation: Elkhan Rahimov, Country Representative, Tbilisi; email: 	

elkhan.rahimov@ifrc.org; phone: +995 32 29 36 59; fax: +995 32 20 50 49

- In the Europe Zone Office: Elias Ghanem, Head of Support Services, Budapest; email: elias.ghanem@ifrc.org; phone: +361 888 4518, fax: +361 336 1516