

# 2021



Argentina © IFRC / Daniel Cima

## SOUTHERN CONE AND BRAZIL IFRC REGIONAL PLAN

Appeal number  
**MAA46003**

Funding requirement in Swiss francs  
**3.5 million**



Countries

**5**



Staff

**1,861**



Volunteers

**72,500**

This document details the IFRC's support in areas agreed upon with the relevant National Society. The IFRC seeks resources to carry out this country/cluster plan listed here as funding requirements.



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# SITUATIONAL ANALYSIS

## Population

**266 million**

## Vulnerability to disasters



Civil unrest



Floods



Droughts



Forest Fires



Disease outbreaks



Earthquakes

The Southern Cone (Argentina, Brazil, Chile, Paraguay and Uruguay) is the most prosperous macro-region in Latin America. It has a relatively high life expectancy, access to health care and education. However, the five countries face very different challenges. Political uncertainty, corruption, income inequality, partial progress on structural reform and limited infrastructure are the main obstacles to long-term growth.

Argentina has high levels of poverty (45 per cent) and faces significant financial, political, and social risks exacerbated by COVID-19. The political divide and social gaps in Brazil remain, and the country's case numbers of COVID-19 are the third-highest globally. After massive social protests and unrest in 2019, Chile continues to experience socio-political divides. Paraguay, the poorest of the countries in this subregion, experiences severe challenges to its judicial system. Uruguay has an extensive middle-class and social welfare system that includes universal health care.

Countries in this region generally maintain an open policies to refugees and migrants from Venezuela. Argentina and Chile especially are noticing an increase in arrivals from Venezuela.

Socio-demographic tendencies for the coming years in Latin America include a predominantly young population, increasing numbers of older people, changes in family structures and broader ethnic-cultural diversity. These factors contribute to changing vulnerabilities in the population. Violence is a growing concern to the point of being considered a public health issue.

Finally, these five countries are highly exposed to a combination of factors such as floods, earthquakes, volcanic eruptions, droughts, health emergencies, densely populated urban areas, political instability and internal disturbances that exacerbate the vulnerabilities of poor and marginalised people. This situation, combined with high levels of inequity and a lack of access to basic services, makes communities more vulnerable and presents a major humanitarian challenge.



## ROLE OF THE NATIONAL SOCIETIES

### Collaboration

**The Argentina National Society is a member of the International Humanitarian Network in Argentina (RHIA)**

In 2019, **the Argentine Red Cross** (ARC) elected a new board and adopted a new strategic plan. These developments will enable the National Society to implement its project to strengthen its operational capacity and become a strong partner for the International Federation of Red Cross and Red Crescent Societies (IFRC) regionally and globally. The Argentina National Society is one of the strongest in the region and has a good reputation among both public and government partners.

**The Brazilian Red Cross** (BRC) manages nationwide projects and programmes and has connections with the Government in its auxiliary role in the humanitarian field.

**The Chilean Red Cross** (ChRC) is operating in the challenging contexts of social unrest and the COVID-19 pandemic. The IFRC and the International Committee of the Red Cross (ICRC) strongly support its newly-appointed executive management team. The National Society will propose a series of internal reforms to modernise its structure and expand with new programmes in 2021.

**The Paraguayan Red Cross** (PRC) faces financial challenges, but has successfully implemented several operations in 2019 and is responding to the COVID-19 pandemic.

**The Uruguayan Red Cross** (URC) is implementing its development plan, but it lacks a financial and resource mobilisation strategy, which it will address as a regional priority. The IFRC supports the Uruguay National Society alongside other Movement partners (the ICRC and the National Societies of Italy, Spain and Argentina). The National Society is deeply involved in the response to COVID-19, with over 800,000 Swiss francs in projects.



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# MEMBERSHIP COORDINATION AND MOVEMENT FOOTPRINT

## Movement coordination

Name of Partner National Society	Climate	Crises	Health	Migration	Inclusion	Engaged	Accountable	Trusted
ICRC						✓	✓	✓
Swiss Red Cross		✓	✓					
Argentine Red Cross	✓		✓	✓		✓		
Italian Red Cross							✓	
Spanish Red Cross			✓					

As partners, the different members of the Movement support communities in the Southern Cone to become safer and more resilient through a variety of development projects and humanitarian activities.

Strategic partners for the IFRC are first and foremost the National Societies and their strategic allies, which include national authorities (linked to disaster management and response) at national and sub-national levels.

The ICRC supports all the National Societies in the Southern Cone. **The Swiss Red Cross** supports the National Society in Paraguay, **the Italian Red Cross** supports the National Society in Chile, and **the Spanish Red Cross** supports water, sanitation and hygiene (WASH) actions in Argentina.

The National Society in Argentina, with support from the IFRC, provides technical and financial assistance to its sister National Societies. The Argentina National Society recently provided support in leadership training, programme design, peer-to-peer support, and course certification in first aid to other National Societies in the subregion.

Other strategic partners include **the United Nations** system in the subregion, with which the IFRC has a positive history of cooperation, especially in Chile and Argentina.

Finally, the IFRC also has relations with government-related advocacy groups focused on humanitarian objectives that are part of the Southern Common Market. These partnerships are particularly productive in the areas of international humanitarian law, civil-military coordination and disaster law.



Paraguay © IFRC

## CLIMATE AND ENVIRONMENTAL CRISES



The current methods used for humanitarian actions are at threat from climate change, so humanitarian aid workers need to mitigate these threats to avoid dire consequences in response actions.

The IFRC and the National Societies will systematically integrate and anticipate short- and long-term impacts of the climate and environmental crises in their programmes and operations to help communities absorb, adapt and transform to climate change.

To lower the environmental impact of emergency operations, supply chain organisations are transitioning so that their services and processes are socially and environmentally sustainable by incorporating circular supply chains, innovation and digital opportunities. When providing supply chain services through the future logistical hub in Buenos Aires, the IFRC will support the Argentina and Uruguay National Societies to manage related data and to remain accountable for the movement of materials from their source to their destination.

The IFRC will support the National Societies to launch a perception survey on climate change. Based on a behaviour change strategy, the results will contribute to understanding potential areas of action. The National Societies will apply the community engagement and accountability approach, which is an innovative method to understand communities better and help them address unhealthy and unsafe practices. The National Societies will also use this approach when conducting assessments of the impacts of climate change in specific locations.

The IFRC will support National Societies to build internal knowledge and awareness around climate change too. To achieve this, it will support increased understanding of the topic through training on climate change, climate action and climate-smart programming. The National Societies will also be integrated into a regional network in the Americas.



Chile © Chilean Red Cross

## EVOLVING CRISES AND DISASTERS

Funding requirement in Swiss francs

**50,000**

People to be reached

**10,000**



All countries in this subregion have the potential to be affected by disasters or crises. Floods are the most recurrent event in Argentina, Brazil, Chile, Paraguay and Uruguay. Forest fires usually affect the entire Chaco area (Argentina, Brazil and Paraguay) as well as droughts, which also affect Uruguay. Argentina and Chile are vulnerable to earthquakes; and Argentina, Brazil and Paraguay face a problem of endemic communicable disease. Finally, all countries of the Southern Cone and Brazil continue to face political and economic situations that have led to social unrest in all countries in the region.

All these events directly affect people's household economy, livelihoods and health, as well as causing problems of violence or challenging situations of social inclusion.

The IFRC will support the Argentina National Society to begin forecast-based financing activities to help communities increase their resilience to shocks and hazards. Forecast-based financing will enable access to humanitarian funding for early action in anticipation of disasters, based on forecast information and risk analysis.

The IFRC will support all five National Societies with disaster response actions. While emergency response operations respond to unplanned events, the IFRC will strengthen the capacities of National Societies so that when a response is needed, they have the skills and knowledge to respond effectively and efficiently. The IFRC will also support all five National Societies to promptly implement their cash and voucher assistance programmes for people affected by crises and disasters. It will encourage participation from affected communities in assessments.

The IFRC will support the five National Societies to improve official recognition of their auxiliary role in disaster risk management and other humanitarian issues.

## GROWING GAPS IN HEALTH AND WELL-BEING

Funding requirement in Swiss francs

**270,000**

People to be reached

**120,000**



In the countries of the Southern Cone, non-communicable diseases such as cancer, diabetes and cardiovascular diseases are common. The consumption of alcohol and psychoactive substances is widespread, as are situations of abuse concerning gender or social inclusion. Many people suffer from symptoms of depression, anxiety or dependence on a psychoactive substance, but most countries in the subregion do not directly address mental health.

Disease emergencies due to dengue, Zika or chikungunya are common, since they are endemic in Argentina, Paraguay and Brazil. Communities with inadequate WASH systems are the most at risk of vector- and water-borne disease which can have a considerable economic impact for people, families, and the community at large.

The IFRC will support National Societies to build their response to the COVID-19 pandemic to advocate for their auxiliary role within national strategies related to epidemic and pandemic preparedness and response. Additionally, the IFRC will support the National Societies in Argentina, Brazil and Uruguay with technical guidance for the implementation of medium- and long-term health and WASH strategies. The IFRC will also support the National Societies of Argentina and Uruguay to ensure their inclusion in health emergency preparedness and response coordination platforms.

The IFRC will work with the five National Societies to produce evidence-based information, tools and campaigns about health promotion and disease prevention, including topics related to vaccinations. Community feedback will inform behavioural change campaigns.

To enable the five National Societies to respond to mental health and psychosocial needs during emergencies effectively, the IFRC will support them to include related objectives and activities in their preparedness and response plans.

The IFRC will support the Argentina National Society to provide communities with improved access to safe water, complemented by community campaigns about water management and menstrual hygiene.



**45%**

People living in poverty  
in Argentina

### **ACTIVITIES**

- Support National Societies in Argentina, Chile and Uruguay to conduct efficient, effective and appropriate health promotion, disease prevention and community care activities, with a focus on evidence-based actions.
- Support the National Societies of Argentina and Uruguay to enhance their presence and visibility in coordination and decision-making national public health advocacy platforms.
- Support the National Societies in Brazil, Chile, Paraguay and Uruguay to develop their commercial first aid models.
- Provide technical support to all National Societies to create social media campaigns on topics that reduce fear and stress during an emergency.

# MIGRATION AND IDENTITY

Funding requirement in Swiss francs  
**2,500,000**

People to be reached  
**56,000**



In early 2015, the Americas began to experience a surge in migration flows due in large part to the rise of people emigrating from Venezuela in response to the country's socio-economic situation. As of September 2020, more than 5 million people had moved from Venezuela to other countries; with approximately 4 million people hosted by countries in Latin America and the Caribbean.

A large proportion of migrants in the Southern Cone and Brazil need assistance and protection services, and the current COVID-19 pandemic has increased their vulnerabilities. In response, the National Societies will strengthen their different interventions to provide essential humanitarian assistance to vulnerable migrants.

The IFRC will support the National Societies to give migrants and displaced people access to humanitarian assistance and protection along migratory routes. To understand their needs, the National Societies will collect migrants' opinions and suggestions; and create materials with important information for them.

In addition, the IFRC will support the National Societies of Argentina, Brazil, Chile and Uruguay through training to ensure they take a community-focused approach to communications with vulnerable people. This approach will ensure they fully understand and respond to people's priority needs.

The IFRC will provide technical advice and support to the Argentina, Brazil, Chile and Uruguay National Societies to develop a national Migration Strategy. It will also provide technical assistance on information development to deploy evidence-based interventions and support the National Societies to transition from emergency operations to long-term migration programmes.



## TARGET 1

The Argentina National Society will reach 5,806 people through interventions such as food boxes, dignity kits and cash towards the provision of safe and adequate shelter.

## TARGET 2

The National Society in Brazil will support 25,800 people with training on health, first aid and hygiene.

## TARGET 3

The Chile National Society will provide 15,398 people with assistance including safe water, winter kits and psychosocial support services.

## TARGET 4

The Uruguay National Society will support 9,250 migrants through daily meals and Restoring Family Links services, among others.



Chile © ICRC / Daniel Rojas

## VALUES, POWER, AND INCLUSION

Funding requirement in Swiss francs

**290,000**

People to be reached

**700**



The five countries in the Southern Cone and Brazil have high rates of crime and violence against people in vulnerable situations. In all these countries, violence tends to be under-reported. Shame, stigma and fear are barriers to filing formal complaints.

Each country has legislation concerning the rights and comprehensive protection of women and children. In general, there has been considerable progress in recent years; however, much remains to be done to protect and guarantee the rights of people in vulnerable situations.

The IFRC will provide technical and financial support to all the National Societies for youth-led education and action, which builds on the Youth Engagement Strategy and other youth-led initiatives. They will run Youth as Agents of Behavioural Change workshops and strengthen the skills of peer educators identified in previous workshops. In Argentina, a pilot football project will target young people at risk of exclusion or violence and inspire them to lead healthy and active lifestyles.

The IFRC will work with the five National Societies to roll out protection, gender and inclusion minimum standards. This will ensure that their operations, programmes and services provide dignity, access, participation and safety for all affected marginalised and excluded people.

The IFRC will also support them to provide technical advice on sexual- and gender-based violence for action emergency and disaster response plans.

In Argentina, the IFRC will provide technical advice to the National Society to ensure that programmes with indigenous communities are appropriate to their needs and culture, and contribute to building their resilience to disasters and crises.

### ACTIVITIES

- Support the Argentina National Society to establish child- and teen-friendly safe spaces.
- Provide technical support to the National Society in Brazil for the development of a protocol to assist and protect victims of gender-based violence.
- Support the Chile National Society to develop and roll out a protocol against sexual abuse.
- Support the National Society in Argentina as a pilot country to implement the gender-based violence toolkit.



Brazil © IFRC / Miguel Domingo Garcia

## ENABLER 1

ENGAGED WITH RENEWED INFLUENCE, INNOVATIVE AND DIGITALLY TRANSFORMED WITH GREATER EMPHASIS ON NATIONAL SOCIETY DEVELOPMENT

Funding requirement in Swiss francs

**70,000**

The IFRC will support the Chile and Uruguay National Societies to strengthen their advocacy activities, particularly in the areas of migration, climate change and disaster risk reduction. More robust campaigns will increase the National Societies' impact, public trust and understanding of their roles and activities.

To support the National Societies in all five countries, the IFRC will participate in all forums related to the Venezuela displacement crisis, such as those facilitated by the United Nations Office for the Coordination of Humanitarian Affairs.

The IFRC will strengthen its unity with regional and global reference centres. It will support the National Society in Argentina to develop its social observatory to replicate positive learning and methodologies used by other National Societies in the region.

The selection of new National Society leaders will be based on competency, vision and innovations skills. The IFRC will support the National Societies in Brazil, Chile and Paraguay to induct new leaders through a comprehensive Movement Induction Course in cooperation with the ICRC and other National Societies in the region. The IFRC will also revise the Chile National Society's strategy and budget to prioritise innovation in organisational strategies, plans and policies. It will support the Brazil National Society to undertake a comprehensive organisational and capacity assessment certification process. This process will produce a development plan that will be updated and implemented to align with the IFRC's assessment process.

Additionally, the IFRC will support all five National Societies to put digital systems in place to help them run more efficiently. The new systems will allow them to expand their capacity for action, speed up work processes, and result in new possibilities for humanitarian aid. The IFRC will also support them to use digital platforms to increase volunteer participation in their activities.



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Argentina © ICRC / Daniel Rojas

## ENABLER 2

ACCOUNTABLE WITH AN AGILE MANAGEMENT AND A RENEWED FINANCING MODEL WITH GREATER EMPHASIS ON NATIONAL SOCIETY DEVELOPMENT

Funding requirement in Swiss francs

**246,000**

The IFRC will work as one organisation globally, delivering what it promises to National Societies, volunteers and the communities they work with, as effectively and efficiently as possible.

The IFRC will ensure that all its staff are familiar with the organisation and it will develop the talent of teams at all levels. It will also update and implement its Security Guide for the IFRC offices in the Southern Cone and Brazil.

The IFRC will affirm that staff are familiar with its culture of gender, diversity and inclusion at an institutional level and in the way humanitarian operations are carried out, including mechanisms for monitoring and improvement. This activity will ensure that the IFRC and National Societies can reach all vulnerable people effectively and in a non-discriminatory and equitable manner. In addition, it will ensure that all IFRC staff are acquainted with its Prevention and Response to Sexual Exploitation and Abuse policy.

The IFRC will support the National Society in Uruguay to use the pilot Virtual Fundraising Hub, which will bring together fundraising expertise from across the Movement, to increase financial resources for the National Society.



Chile © ICRC / Daniel Rojas

## ENABLER 3

TRUSTED BY COMMUNITIES, OWNED AND VALUED BY THE MEMBERSHIP WITH GREATER EMPHASIS ON NATIONAL SOCIETY DEVELOPMENT

Funding requirement in Swiss francs

**55,000**

The IFRC will support the National Societies in their development to become the trusted partners of choice for humanitarian action in their country.

It will support the National Societies in Chile and Paraguay to redesign their strategy and development planning, and the Uruguay National Society to revise its legal framework. These reviews and revisions will support them to address the sustainability of their services better.

The IFRC recognises that young people and volunteers will drive change, so it is essential that they can contribute to innovation and the strengthening of the domestic networks. For that reason, the IFRC will support youth and volunteers to effectively advocate, engage and participate in decision-making for a more substantial impact and to advance the work of the National Societies.

The IFRC will support the National Societies to design workshops and activities that develop their volunteer bases and ensure they have healthy and functional structures for volunteer management. These structures will make sure that volunteers are appropriately trained, motivated and recognised.

The IFRC will also support the National Societies to implement membership coordination mechanisms, such as shared leadership initiatives and methods for peer-to-peer assistance and learning. The five National Societies will be part of a subregional group that will foster technical cooperation in humanitarian diplomacy, disaster law and the securing of new and additional resources.

Through the revision of tripartite agreements, the IFRC will support all five National Societies to adopt country cooperation strategies that are validated by each respective governance body, as part of its work plan for strengthening Movement coordination and cooperation.

The IFRC will support the five National Societies to strengthen their engagement with and accountability to communities by integrating mechanisms for communication, participation and feedback within their programmes and operations. The IFRC will support the National Societies to design and implement minimum commitment roadmaps and provide advice and support to achieve their community-driven goals.



**The International Federation of Red Cross and Red Crescent Societies (IFRC)** is the world's largest humanitarian network, with **192 National Red Cross and Red Crescent Societies** and around **14 million volunteers**. Our volunteers are present in communities before, during and after a crisis or disaster. We work in the most hard to reach and complex settings in the world, saving lives and promoting human dignity. We support communities to become stronger and more resilient places where people can live safe and healthy lives, and have opportunities to thrive.

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