



## SOUTHERN CONE IFRC Cluster Office

MAA4600

Appeal number

1,200,000

Swiss francs  
funding requirement

198,500

People to be reached

5

National Societies supported:  
Argentina, Brazil, Chile,  
Paraguay and Uruguay

## COUNTRY PROGRAM OVERVIEW

The countries that make up the Southern Cone (Argentina, Brazil, Chile, Paraguay and Uruguay) have diverse challenges, as well as common issues that require collaboration. The IFRC Country Cluster Support Team (CCST) assists each National Society (NS) through technical support, shared advocacy efforts, guidance to ensure compliance with Movement standards, and a focus on financial accountability and development.

The five countries of the Southern Cone face very different general situations:

- **Argentina** continues to show high levels of poverty and country divided with significant financial, political and social risks. The Argentina Red Cross (ARC) is a strong National Society that has a wide range of operations focusing on health and disaster management. In 2020, IFRC will support community-based education program in at least 3 different locations.
- **Brazil** remains in a complex and still unfolding social crisis. In 2020, the IFRC will continue to support internal reforms of the Brazilian Red Cross (BRC) to foster their capacity to manage nationwide programs. Special focus will be on leadership training and branch development.
- **Chile** is going through one of its major crises in recent history with unprecedented level of protests though out the country. Chilean Red Cross (CRC) will refocus their service delivery strategy in a fast-evolving environment. IFRC will continue to implement a specific country-based approach to accompany newly elected NS leadership, who aim to redefine the CRC's auxiliary role in a complex context.
- **Paraguay**, the poorest of the countries in this sub-region, experiences severe challenges to its judicial system. Paraguayan Red Cross (PRC) will continue observing the road map to institutional recovery guided by the IFRC. Disaster management, health services and education will be at the heart of the objectives for 2020.
- **Uruguay**, now deemed a high-income country, has the largest middle-class and social welfare system in the region. Uruguayan Red Cross (URC) will continue to rebuild their organizational strength supported by Spanish and Italian RC, the ICRC and the IFRC. In 2020, a special focus will be made on developing a nationwide resource mobilization strategy and to market its offer in programs (e.g. First Aid).

In 2020, the IFRC will focus on supporting the Southern Cone Red Cross National Societies in:

- **Disaster Risk Reduction**, with a special focus on climate change mitigation and early warning.
- **Health**, focusing on road safety, psychosocial support and immunization activities.
- **Gender Protection and Inclusion**, especially in gender-based violence prevention and migrant population protection as well as educational services in Argentina.
- **Migration**, by providing assistance to the migrant population and spreading anti-stigma sensitization campaigns in Argentina, Brazil (with ICRC), Chile and Uruguay.

## NEEDS ASSESSMENT



### Needs Assessment

Countries in the Southern Cone are no strangers to natural hazards. To better face these challenges, disaster preparedness and response, with a focus on climate change mitigation, are essential.

A significant influx of migrants, mostly coming from Venezuela, has been a reality in this region since 2016. National Societies seek to pursue their response to this matter, including protection, gender and inclusion actions related to migration. Significant needs in health, more specifically in terms of road safety and immunization activities have also been identified.

Other needs identified by these 5 National Societies include strengthening leadership, aligning membership with the new strategic framework, financial transparency and accountability.

## STATISTICS

Up to  
**28%**

Of the population lives below the poverty line

Up to  
**92%**

Increase in Venezuelan migrants in 2017-2018

**\$4.5 Billion**

Average annual loss from natural disasters for Brazil only

**26.4 M** People without work

## AREAS OF FOCUS

### DISASTER RISK REDUCTION

#### REQUIRED RESOURCES: CHF 30,000

Actions in Disaster Risk Reduction will focus on developing and scaling actions related to climate resilience. This includes adapting the IFRC global campaign "Faces of Climate Change" for each country, as well as climate-related activities and workshops in specific countries.

- 150,000 people reached by climate change and environmental sustainability awareness campaigns
- 3 National Societies (Argentina, Brazil and Chile) implementing activities that contribute to climate change mitigation

### HEALTH

#### REQUIRED RESOURCES: CHF 70,000

IFRC will focus on supporting National Societies in road safety activities. The Red Cross will partner with the government of Chile to implement psychosocial support (PSS) activities. Red Cross volunteers will increase their involvement in immunization activities.

- 10,000 people reached with services related to reducing road safety risks
- 10 Red Cross branches in Argentina and Uruguay active within the road safety program
- 30 people trained by the Chilean Red Cross in psychosocial support
- 3 National Societies involved in the regional promotion of immunization activities

### PROTECTION, GENDER AND INCLUSION

With technical and financial support from IFRC, the Red Cross National Societies in South America will continue to promote protection, gender and inclusion (PGI) with a strong focus on gender-based violence (SGBV) prevention and protection for migrant populations.

- 32,500 people to be reached with PGI interventions
- Enhancement of a dialogue with authorities and communities on PGI issues
- Implementation of the Minimum Standards on PGI and of the PGI toolkit in emergencies
- 2 PGI trainings and 3 annual programmes addressing PGI implemented

### MIGRATION

There is a high number of migrants coming from Venezuela to Southern Cone countries, as well as intercontinental migrants with people settling in or in transit to other locations. Migrants face social and integration barriers, and the Red Cross will implement actions to mitigate this.

- 32,500 migrants benefit from services for migration assistance and protection, including Restoring Family Links services, in Argentina, Uruguay, Brazil and Chile.
- 32,500 people reached by anti-stigma sensitization campaigns

## STRATEGIES FOR IMPLEMENTATION

### STRENGTHEN NATIONAL SOCIETY CAPACITIES

#### REQUIRED RESOURCES: CHF 14,000

As part of its ongoing actions in this subregion in recent years, the IFRC will continue to focus on strengthening the capacities of Red Cross National Societies:

- 5 National Societies have effective and motivated volunteers who are protected, with a strong youth engagement
- 5 National Societies have the necessary corporate structure
- National Societies are supported in having up-to-date strategic plans, statute and governance structure and a clear and strong auxiliary role.
- 8 Organizational Capacity Assessments and Certifications (OCAC, BOCA)
- National leadership skills development programmes

### ENSURE EFFECTIVE INTERNATIONAL DISASTER MANAGEMENT

#### REQUIRED RESOURCES: CHF 14,000

- Preparedness for Effective Response (PER) in Argentina
- Assessment for pre-positioning relief items in the sub-region

### INFLUENCE OTHERS AS LEADING STRATEGIC PARTNERS

#### REQUIRED RESOURCES: CHF 8,000

- Support to strengthen National Societies on International Disaster Response Laws and humanitarian diplomacy
- Accountability models are developed and improved

### ENSURE A STRONG IFRC

#### REQUIRED RESOURCES: CHF 240,000

As the IFRC office in Buenos Aires will expand in human and material resources in 2020, a safe and conducive work environment will be of utmost importance. A standardized administration system, security assessments, and local staff regulations will be required.

## CONTACTS

For more information on the work of the International Federation of Red Cross and Red Crescent Societies in Country, please contact:

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