



MAA70005 Appeal number

720,000 Swiss francs funding requirement

312,000 People to be reached

14,000 Volunteers country-wide

3 National Societies Supported
Georgia, Armenia, Azerbaijan

GEORGIA

IFRC Country Office

2020

BACKGROUND

Country Profile

Almost 30 years after Georgia became an independent state it remains strategically sensitive located between Europe and Asia. Georgia has significant economic, social and political potential and its governance and state institutions are growing stronger.

Despite impressive economic reforms and growth, a substantial part of Georgia's population still lives in poverty. As a result of the conflicts in the early 1990s in the Tskhinvali Region–South Ossetia–and the Abkhazian Autonomous Republic, and again in August 2008, Georgia has one of the world's highest incidences of internal displacement relative to its overall population.

The people of Georgia face high rates of unemployment and continuous inflation, limited access to medical and social services and challenges related to long-term integration and social protection of most vulnerable

groups. Over the last two decades, a volatile economy, intensive urbanization, low living standards, a large number of internally displaced people and many additional factors have negatively impacted on demographic developments.

The demographic ageing of the population will put an increasing economic burden on the working population in the future. This is particularly observable in rural areas where parts of the population, mainly young people, are moving to the cities due to adverse living conditions.

Georgia is affected by regular disasters and crises including hailstorms, floods, landslides and mudflows which cause damage to livelihoods. In 2017, Georgia had the highest rate of deaths from road accidents in Europe with the number of accidents exceeding 6,000.

Access to high quality water in sufficient quantities is a significant problem for the country's population. Large parts of water pipes and water distribution systems in some localities require full or partial rehabilitation. Irrational or unfocused usage of drinking water is widespread, especially in villages, and absence of sanitary zones around water tanks and reservoirs exacerbates the situation. Key issues are low public awareness, poor hygiene and sanitation habits, increased incidence of waterborne diseases (especially among children), and an outdated water and sanitation infrastructure often due to lack of financial resources.

This plan reflects the support the IFRC will provide to the Georgia Red Cross in 2020 focusing on capacity development of the National Society in key areas such as disaster risk reduction, climate change, Forecast-based Financing, health in emergencies, road safety, services for older people, and resource mobilization.



National Society Profile

The National Society is the largest humanitarian organization in Georgia with country-wide presence and coverage. It has an auxiliary role to the government in the humanitarian field and is mandated to coordinate the civil society sector before, during and after disasters and emergencies. Established in 1918, the Georgia Red Cross has gone through an intensive organizational development and capacity building process over the past few years, and has played an active role in rolling out the IFRC's Strategy 2020.

The Georgia Red Cross Strategic Plan 2017–2020 was developed by the National Society's leadership, staff, volunteers, and members and with involvement of Red Cross Red Crescent Movement partners. The plan aims to enhance Georgia Red Cross' branch capacities through learning and knowledge sharing and to ensure a joint response to local needs through improved links between branches, volunteers, projects, local authorities and corporate partners. As of January 2020, the Georgia Red Cross will start developing its Strategy 2030.

The National Society is Organizational Capacity Assessment and Certification (OCAC) certified as of 2015. The Red Cross Law was revised and adopted by the Parliament of Georgia, and revised laws on "Georgia Red Cross Society" and "Red Cross and Red Crescent Emblems and Titles" were officially approved in 2017. The new Red Cross Law identifies the National Society's spheres of work during armed conflicts, natural emergencies and during peacetime. IFRC will support Georgia Red Cross to continue to work closely with the government to operationalize articles in the Law and to develop further recommendations for stronger cooperation in the humanitarian field.

Role of the Country Cluster Office

The IFRC Country Cluster Office which supports Georgia Red Cross is based in Tbilisi and covers the three countries of the South Caucasus: Armenia, Azerbaijan and Georgia. The Country Cluster Office for South Caucasus was established in October 2017, and IFRC operates in Georgia on the basis of the Status Agreement with the government. The Country Cluster Office in close cooperation with host National Societies and Red Cross Red Crescent Movement partners works towards positioning National Societies as reliable and sustainable actors in health, disaster management and social care, in alignment with key agendas at global, regional and country levels. This includes continued reinforcement of the position of the National Societies as implementing partners of choice in their role as auxiliary to public authorities in the humanitarian field and support to National Societies to advocate effectively on key humanitarian issues, including recognition of the role of volunteers in building resilience. The Country Cluster Office will establish regular exchange and thematic briefings with key networks and stakeholders in the region to build representation, humanitarian diplomacy and relationship management. IFRC closely with all Movement components will contribute to the shelter cluster element of UN Country Team contingency plans for natural disasters and will build National Societies' capacities to lead shelter cluster coordination together with IFRC. The Country Cluster Office will

work closely with host National Societies and Movement partners to identify opportunities for programmatic scale up and to develop regional large-scale proposals. The objective of the Country Cluster Office is to provide a platform for coordination of Movement partners and activities, including fostering relations between National Society sector experts and IFRC thematic leads, as well as strongly promoting financial sustainability of National Societies, and supporting the development and enhancement of Movement Contingency Plans.

It is expected that the structure of the South Caucasus Country Cluster Office will grow to reflect the 2020 plans. Personnel support and funding will be required to properly operationalize the vision and work presented in this plan through the recruitment of Cluster Fundraising Development Officer, Health in Emergencies Officer, First Aid Programme Development Delegate, and Disaster Management Delegate.

Movement Footprint

All components of the Red Cross Red Crescent Movement are present in Georgia. Austrian Red Cross has a Global Integration Agreement with IFRC and is represented by two international delegates and two local staff members. Danish Red Cross was represented by one international delegate until mid-2019 and has now relocated its programme management function to the headquarters in Denmark. The Georgia Red Cross has active cooperation with Red Cross Societies of Denmark, Iceland, Italy, Norway, Switzerland and with Turkish Red Crescent Society.

All Movement partners in South Caucasus have agreed to work together in the spirit and mindset of the Strengthening Movement Coordination and Cooperation (SMCC) agreement, with the Council of Delegates Resolution (CD/17/R1, Antalya 2017) as a core guiding document. In 2020 and beyond this commitment will be transferred into developing Movement Country Plans based on the strategic priorities of the South Caucasus National Societies.

ICRC has a country delegation in Tbilisi which delivers activities including restoring family links, clarifying the fate of missing persons, visiting detainees, and promoting international humanitarian law. ICRC planned cooperation with Georgia Red Cross in 2020 includes support to strengthen the National Society's emergency response, first aid programme, resource mobilization, communications and branch capacities.

AREA OF FOCUS

DISASTER RISK REDUCTION

Georgia is exposed to frequent geo-physical and hydro-meteorological hazards such as hailstorms, floods, landslides and mudflows which cause regular damage to livelihoods. In some areas, these hazards happen on an annual basis affecting the same geographical areas and often damaging crops and irrigation channels leaving small scale farmers unable to recover and exposed to longer term indirect losses. In addition, house maintenance in Georgia is neglected, especially in deprived or economically challenged areas, which results in preventable damage to physical infrastructure, especially during heavy rains. The effects of climate change are expected to exacerbate the situation, leading to even greater damages and losses. According to the Cost Benefit of DRR Study conducted in Georgia by the IFRC in 2016, the USD 2.4 million invested in disaster risk reduction between 2010 and 2015 has paid off extremely well, ranging from 1:12.51 to 1:54.54 cost: benefit ratio. The study identified avoided hazard losses as the main benefit and analyzed various channels that led to loss avoidance. In 2020, IFRC and partners will support the National Society to work with the government and key decision-makers to ensure mainstreaming of disaster risk reduction into public planning and to promote community engagement. IFRC will support the Georgia Red Cross to identify community early warning systems informed by a Forecast-based Financing feasibility study and review gaps in disaster risk reduction. In close cooperation with key stakeholders IFRC will support the National Society to understand the impact of heatwaves on hidden communities, to adapt, disseminate and apply the existing heatwave preparedness plan, and will support Georgia Red Cross to contribute further to the National Climate Change Adaptation Plan.

EARLY ACTION PROTOCOLS AND COMMUNITY BASED EARLY WARNING SYSTEMS AND ACTIONS ARE DEVELOPED

FORECAST BASED FEASIBILITY STUDY IS CONDUCTED

OUTCOME

COMMUNITIES ARE BETTER PREPARED TO RESPOND TO DISASTERS

AREA OF FOCUS

HEALTH

Despite improvements in life expectancy, the health status of the Georgian population continues to be among the worst in Europe. While access of the population to basic healthcare services has improved, there are still health challenges such as communicable and non-communicable diseases, road safety and insufficient number of non-remunerated (free) blood donations. Georgia Red Cross is actively involved in healthcare activities, aiming to improve the health, psychological status and social welfare of the most vulnerable groups.



Non-communicable diseases such as diabetes, cardiovascular disease and cancer account for approximately 93 per cent of all deaths in country. Despite government efforts to meet the emerging needs of older people, there remains a significant gap in professional home care services. In 2020, IFRC will support Georgia Red Cross to deliver home care services for older people in Tbilisi and Rustavi to help people to stay in their homes with assistance provided based on individual needs.

Road safety is a significant concern, with over 6,000 traffic accidents in 2017, and there are insufficient free blood donations. With support from IFRC, Georgia Red Cross will advocate to address weaknesses in the state healthcare system and to improve country's road safety strategies, regulations and legislation in close cooperation with the Georgian Alliance for Safe Roads.

Disasters, crises and other emergencies result in significant impacts on people's health, including loss of lives, injuries, diseases, disability and psychosocial issues. At present, the health element in disaster preparedness and disaster management planning represents a glaring gap, leaving communities vulnerable. In 2020, IFRC will implement a project with Georgia Red Cross and the other two South Caucasus National Societies to strengthen the resilience of local communities to health in emergencies.



Key activities:

-  Deliver thematic training for home care staff in Tbilisi and Rustavi
-  Promote Georgia Red Cross as home care service provider
-  Provide professional home care services to vulnerable people in Tbilisi and set up structures in Rustavi for home care service provision
-  Develop a concept for a home care training centre with input from Movement experts and local stakeholders
-  Conduct trainings for Georgia Red Cross staff and volunteers to strengthen health response in emergencies
-  Conduct cascade community-based capacity building actions, interventions, and awareness sessions
-  Improve Georgia Red Cross capacity in disease surveillance at a community level
-  Establish health in emergencies stocks
-  Develop new and adapt existing plans, protocols and procedures for preparedness and response to health emergencies
-  Conduct policy level and advocacy actions
-  Deliver training in first aid, psychological first aid and response to mass casualty events

NUMBER OF PEOPLE REACHED WITH HEALTH SERVICES AND PROGRAMMES

300,000

OUTCOME

COMMUNITIES STRENGTHEN RESILIENCE TO PREVENTABLE DISEASES

OUTCOME

COMMUNITIES ARE SUPPORTED BY THE GEORGIA RED CROSS TO EFFECTIVELY DETECT AND RESPOND TO INFECTIOUS DISEASE OUTBREAKS AND TO HEALTH AND PSYCHOLOGICAL NEEDS DURING EMERGENCIES

AREA OF FOCUS

WATER, SANITATION AND HYGIENE

Access to sufficient high quality water is a major problem for Georgian people, particularly in rural areas. Many water pipes and distribution systems are in a state of disrepair, drinking water quality is not constantly monitored, and samples in some areas show high levels of bacteria, increasing the risk of waterborne infections. Absence of safe water sources propagates improper hygienic and sanitary habits.

IFRC will support Georgia Red Cross to build on its existing capacities and expertise to further focus on the empowerment of the population through awareness raising, as well as to improve WASH response in the aftermath of emergencies.

Key activities:

- Organize Training of Trainers on WASH for Georgia Red Cross staff and volunteers (conducted by an external expert)
- Deliver trainings for Georgia Red Cross volunteers and peer-educators at local levels
- Conduct seminars and educational sessions for general public (children, students, displaced people etc.)
- Conduct Vulnerability and Needs Capacity Assessment
- Develop and purchase hygiene parcels for different gender and age groups
- Develop, print and distribute information and educational materials on WASH
- Organize information sessions, street events, campaigns and materials
- Organize campaigns to clean public places
- Advocate for improvement of the WASH strategic documents and proper implementation of existing regulations and standards



NUMBER OF HOUSEHOLDS REACHED WITH KEY MESSAGES TO PROMOTE PERSONAL AND COMMUNITY HYGIENE

6,000

OUTCOME

TARGETED COMMUNITIES DEMONSTRATE POSITIVE BEHAVIOUR CHANGE IN RELATION TO PERSONAL AND COMMUNITY HYGIENE

AREA OF FOCUS

PROTECTION, GENDER AND INCLUSION

Like many countries in the Europe region, demographics in Georgia are characterized by a growing ageing population and a declining birth rate. The population aged over 65 has increased from 9 per cent to nearly 15 per cent in the last 30 years. Georgia has typically been considered as a country with special family traditions where older people were taken care of by relatives. However, now older people are increasingly facing discrimination and can be portrayed as a drain on the economy due to their escalating need for the health and social services.

In 2020, IFRC will seek funding to implement a programme targeting older people living alone without family support, reliant on state pension and below the poverty line. The goal is to improve health and social conditions of vulnerable older people through participation in decision making processes and taking an active role in public life. The approach aims to increase promotion of rights of older people regarding access to health and social services including long term care. The key components include strengthening partnerships, community mobilization, awareness raising and skills-building of community leaders and Georgian Red Cross volunteers. Activities planned include trainings, socialization activities, information provision and advocacy.

IFRC considers protection to be a cross-cutting issue and proposed actions are based on protection and 'do no harm' principle, prioritizing safety and dignity, ensuring meaningful access, ensuring accountability, participation and empowerment.



PERCENTAGE OF GEORGIA RED CROSS STAFF, COMMUNITY VOLUNTEERS AND LEADERS APPLY THE SKILLS TO DEVELOP ADVOCACY INITIATIVES IN THEIR COMMUNITIES

80%

OUTCOME

VULNERABLE OLDER PEOPLE HAVE IMPROVED HEALTH AND SOCIAL CONDITIONS THROUGH HOME-BASED CARE ACTIVITIES AND THE WORK OF THE SOCIAL CENTRES

STRATEGY FOR IMPLEMENTATION

STRENGTHEN NATIONAL SOCIETY CAPACITIES

The headquarters building of the Georgia Red Cross is unsuitable and unsafe for staff and volunteers. IFRC will continue in 2020 to advocate for and secure a new building with support of the respective state authorities and Movement partners.

Over recent years, implementation of the Georgia Red Cross Strategy 2017–2020 has been successfully translated into programmes and services delivered to people in need, based on regular local assessments and analysis of global trends. In 2020, IFRC will work with Georgia Red Cross to conduct a final review of the strategy and develop key recommendations for the next five years. One of the main priorities will remain branch development and IFRC will support Georgia Red Cross to organize Branch Organizational Capacity Assessment (BOCA) in two locations. Georgia Red Cross has a well-established reputation as an emergency response organization, with a strong disaster management structure at branch level. Georgia Red Cross volunteers in the disaster response teams are particularly valued and appreciated by the State Emergency Management Service as a reliable resource of well prepared and trained volunteers. Some additional support is required to reinforce the disaster management structural capacity at headquarters. The Georgia Civil Safety National Plan developed and adopted by the Emergency Management Service under the Ministry of Interior identifies 17 emergency assistance functions in the provision of prevention, mitigation, response and recovery works. The Plan focuses on the role and functions of key ministries and departments. The Georgia Red Cross is the only civil society organisation included in the plan along with relevant Ministries in the following functions: coordination of response activities; medical support; and food and water supply. Following development of a Movement contingency plan with support of IFRC and with participation of all in-country Movement partners, in 2020 a follow-up meeting will be held for Preparedness for Emergency Response (PER) and further support provided in disaster preparedness capacity with a focus on WASH. A key prioritized area for Georgia Red Cross is logistics, and IFRC will support the National Society to conduct a logistics capacity assessment and develop a plan of action.

OUTCOME

THE NATIONAL SOCIETY HAS THE NECESSARY SYSTEMS, STRUCTURES AND COMPETENCIES TO EFFECTIVELY PERFORM

OUTCOME

IMPROVED EFFECTIVENESS AND SCALE AT BRANCH LEVEL THROUGH BRANCH DEVELOPMENT SUPPORT

OUTCOME

THE NATIONAL SOCIETY'S DISASTER RESPONSE CAPACITY IS FURTHER STRENGTHENED THROUGH ENHANCING MOVEMENT CONTINGENCY PLAN AND LOGISTICS DEVELOPMENT PLAN

STRATEGY FOR IMPLEMENTATION

ENSURE EFFECTIVE INTERNATIONAL DISASTER MANAGEMENT

The gap from the onset of a disaster and until help reaches people affected is often significant. Unless there is a system in place that predefines what gets done in what time and supported by which mechanism there is a risk of not acting early enough. The IFRC with support from the Red Cross Climate Reference Centre will work with the Georgia Red Cross to introduce a Forecast-based Financing approach. The first step in the approach is a thorough feasibility study that looks at risk analysis, historical impacts of past events, vulnerability data and threshold of the major level of a particular hazard that could be anticipated or predicted and that can cause a severe humanitarian impact. This leads to identifying triggers and selection of actions so that the decision could be taken as to when to act. The selection of actions is developed through the Theory of Change and is then accumulated into the development of Early Action Protocols. This approach enables access to humanitarian funding for early action based on in-depth forecast information and risk analysis. The goal of Forecast-based Financing is to anticipate disasters, prevent their impact, if possible, and reduce human suffering and losses. IFRC will conduct a tailor-made training for the Georgia Red Cross in Forecast-based Financing and develop a plan of action. In close collaboration with the Climate Change Reference Centre, IFRC and the Georgia Red Cross will conduct a feasibility study including intensive in-country consultations with stakeholders and develop early action protocols.



OUTCOME

FORECAST-BASED FINANCING FEASIBILITY STUDY AND EARLY ACTION PROTOCOLS ARE DEVELOPED

OUTCOME

THE NATIONAL SOCIETY IS BETTER PREPARED TO RESPOND TO DISASTERS

STRATEGY FOR IMPLEMENTATION

INFLUENCE OTHERS AS LEADING STRATEGIC PARTNERS

Georgia Red Cross with support from IFRC and Swiss Red Cross has strengthened its capacity in resource mobilization and communication to diversify and develop sustainable income streams. The National Society has created an enabling environment for development of local fundraising, especially in community and corporate fundraising. However, more investment is required to build on this and become market leader in the country. In 2020, IFRC and partners will support the National Society to update and implement its Resource Mobilization and Communications Strategies, develop a fundraising plan of action based on market analysis, establish cooperation with the local private and corporate sector, update community fundraising programmes, develop the Customer Relationship Management (CRM) database, conduct an audit to assess potential for an individual giving programme and to subsequently launch a programme of individual regular giving following the development of investment scenarios. To achieve this, IFRC will recruit a Cluster Fundraising Development Officer who will provide consistent advice, expertise and accompaniment to South Caucasus National Societies in close cooperation with the IFRC Regional Fundraising Development Delegate for Europe.

OUTCOME

REGULAR INDIVIDUAL GIVING PROGRAMME IS DEVELOPED TO SUPPORT FINANCIAL SUSTAINABILITY AND GROWTH OF THE GEORGIA RED CROSS

OUTCOME

THE NATIONAL SOCIETY IS VISIBLE, TRUSTED AND EFFECTIVE ADVOCATE ON KEY HUMANITARIAN ISSUES

OUTCOME

THE NATIONAL SOCIETY HAS IMPROVED COMMUNICATIONS AND RESOURCE MOBILIZATION CAPACITIES



Contact information of the IFRC Country office, for partners who wish to find out more

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