China has a population of approximate 1.4 billion and is the second-largest economy in the world. It is embarking on increased geopolitical influence across Asia, Africa, Europe, the Americas and Oceania. China’s Belt and Road Initiative (BRI) is a global development strategy aimed at linking over 100 participating countries and international organisations through major infrastructure, trade and development, and has opened new pathways for bilateral and multilateral collaboration with a potential large impact on the humanitarian and development landscape at country, regional and global levels.

Nevertheless, this fast-growing mega economy is not without its social and own development challenges. Although China is aiming to eliminate national poverty by 2020 and has achieved marked progress, at least 16.6 million of China’s rural population still live under the national poverty line. Noncommunicable
diseases (NCDs) are causing a major negative impact on the health of China’s ageing population. China is also a highly disaster-prone country. More than half of China’s population is estimated to live in areas vulnerable to floods, tropical cyclones, earthquakes and drought. This includes over 70% of China’s densely populated cities. In 2020, the emergence of novel coronavirus poses new and uncertain challenges.

National Society Profile

Red Cross Society of China (RCSC) has 33 branches and over 90,000 grassroots units stretching across mainland China, Hong Kong and Macau. It has the largest volunteer base worldwide and is an active contributor to other national societies on emergency response and development. Well recognised by the Chinese government, it is a major player in the Winter Olympic Games 2022. It is also the first National Society worldwide to be internationally certified on First Aid. Jointly with IFRC and Soochow University, it has established the International Academy of the Red Cross Red Crescent to pilot humanitarian education in the world.

RCSC also offers unique and unprecedented high impact scalability across its programmes, with a significant return on investment and a high potential for cross-learning opportunities. The contribution of China to technology scalability is a crucial learning journey for developing innovative use and application of technology solutions at large.

RCSC has an opportunity to position itself as a strategic leader in humanitarian diplomacy through the Belt Road Initiative and beyond. With its connections to resources and supporters from the corporate philanthropy and government agencies in China, RCSC has the potential to use its influence and capabilities to promote greater mobilisation of resources and knowledge for the benefit of other National Societies across the Red Cross Red Crescent Movement.

Role of the Country office

IFRC has always dedicated itself to the development of RCSC. Led by the Sustainable Development Goals, Manila Call for Actions and other global or regional initiatives, we actively share our expertise, knowledge, experience and best practice on humanitarian work with RCSC and position ourselves as their asset and resource. We embed our staff into RCSC to strengthen their team and send technical experts to provide on-site consultation on their programmes. We provide funding to their projects and also help them explore and expand funding channels. We connect them with other national societies, government agencies, academia and private sector partners to obtain more resources and increase their visibility and influence. Thanks to our global presence, international network and diplomacy, we will play a major role as a contributor in their strategic development to be a leading actor in the global humanitarian stage. Over the next years, IFRC will seek partners and facilitate collaboration to enable RCSC to maximise its potential access and capabilities to become a leading partner of choice in Asia and strengthen their influence in the world, and beyond while addressing persisting vulnerabilities, disaster risks, and development gaps through intensified and targeted resilience-building interventions.
AREAS OF FOCUS

70,000
PEOPLE TO BE MADE RESILIENT AGAINST DISASTERS.

1,000,000
PEOPLE WILL BENEFIT FROM HEALTH SUPPORT.

STRATEGIES FOR IMPLEMENTATION

- STRENGTHEN NATIONAL SOCIETY CAPACITIES
- ENSURE EFFECTIVE INTERNATIONAL DISASTER MANAGEMENT
- INFLUENCE OTHERS AS LEADING STRATEGIC PARTNERS
- ENSURE A STRONG IFRC
China is situated in a part of the world highly prone to meteorological, geological, and marine disasters. More than two-thirds of China’s landmass is at risk of floods. Tropical cyclones frequently batter the eastern and southern coastline. Destructive earthquakes measuring a Richter scale magnitude of 5 or more have struck all provinces of China including autonomous regions and municipalities. Droughts cause major damage in the north, north-east, and north-west of the country. China’s mountainous and plateau areas, covering almost 70% of China’s total landmass, are at risk of landslides, mudflows and cliff collapse. Forest fires, insect plagues, extreme weather events, and now novel coronavirus also have the potential to cause significant damages.

China has made significant progress in establishing an infrastructure for disaster response, preparedness and recovery. However, due to its large population, frequency, and diversity of disasters and its damage to livelihoods, community-based resilience and disaster preparedness still lay at the core of the RCSC’s programme work and IFRC’s priority list for China. In response to the World Disaster 2018 report, IFRC will keep its momentum in assisting RCSC on their capacity building in risk reduction and preparedness.
In the meantime, as the capacity of RCSC on disaster risk reduction strengthens, their willingness to engage in international disaster response expands. Leveraging its extensive connection, technical strength, and rich experience, IFRC will propel RCSC to quickly grow to play a leading role in international disaster preparedness and response.

1. For the Integrated Community Resilience and Development (ICRD) project conducted jointly by RCSC and IFRC, it will be expanded and further developed in Mianzhu in China’s southwest to boost community resilience in response to predominant meteorological and geological hazards.

2. IFRC will support RCSC to promote International Disaster Response Law (IDRL) in China and collaborate with the Ministry of Emergency Management of China on the legislative changes in disaster laws. We will also work to enhance RCSC’s engagement with universities and government for expanding knowledge, understanding, and practice of DRR while building the confidence and skills of its staff to use the Emergency Response Framework and IFRC Response System Tools.

3. IFRC will also facilitate the knowledge exchange of the Hong Kong and Macau branches of RCSC with other national societies in East Asia on disaster preparedness, by workshops, events, and training.

4. IFRC will support RCSC to strengthen institutional preparedness and keep building capacity in disaster response, especially in international response capacity, through financial and technical support to WatSan ERTs and Basecamp ERT, as well as tools such as pre-agreed DREF/EA pro-forma.

OUTCOME

PEOPLE TO BE MADE RESILIENT AGAINST DISASTERS

COMMUNITIES IN HIGH-RISK AREAS ARE PREPARED FOR AND ABLE TO RESPOND EFFECTIVELY TO DISASTERS

CHINA’S DISASTER LAW IS IMPROVED, ALIGNED WITH INTERNATIONAL DISASTER RESPONSE LAW

CHINA PLAYS A LEADING ROLE IN INTERNATIONAL DISASTER RESPONSE
China is in the crunch time of battling poverty. The government is committed to alleviating poverty by 2020. In the last phase of this ambitious plan, taking the impetus nationwide in poverty alleviation and importance attached by central and local governments, IFRC will ramp up its efforts in supporting RCSC on livelihood programmes to build community resilience against future disasters and crises, and subsequent poverty.

RCSC has been piloting conditional cash transfer programmes with some of the most vulnerable communities in China and encourages communities to manage their livelihoods and recovery needs instead of relying on the distribution of aid. IFRC will keep supporting RCSC to implement the livelihoods project in the province of Hubei to explore and develop a modality in cooperating with local government and the private sector to generate income in a sustainable manner. IFRC will play a major role in providing technical support to all the stakeholders, negotiating with partners from the private sector to maximise the interest for local beneficiaries, monitoring the project, and developing it into a modality which can be scaled up. Moreover, as part of this project, a training of trainers will be conducted for selected staff at headquarters and branch of the RCSC.

**OUTCOME**

COMMUNITIES KNOW HOW TO PROTECT AND STRENGTHEN THEIR LIVELIHOODS AND MANAGE THEIR OWN DISASTER RECOVERY NEEDS

**OUTCOME**

VULNERABLE COMMUNITIES CAN GENERATE INCOME IN A SUSTAINABLE MANNER

**OUTCOME**

AN INNOVATIVE CASHER TRANSFER MODALITY IS SET UP
AREA OF FOCUS

HEALTH

With novel coronavirus spread in the country, the RCSC will work with communities, health care workers, and government in preventive measures and assisting the overall health care system. The IFRC, along with the RCSC, have issued an emergency appeal for this situation. Requests for funding for services provided by RCSC will be requested separately from this funding request. The actual activities done by IFRC and RCSC will change and adapt as the situation evolves.

First-aid training is the flagship programme of RCSC. In 2019, IFRC has dedicated to RCSC’s improvement of their training capacity to meet the international accreditation standards and realised their aspiration to become the first national society to be internationally certified on first aid. Taking this momentum, IFRC will support RCSC to campaign for rapid and large-scale uptake of its first aid courses, enabling a higher number of people in China to have access to internationally recognised first aid certification.

MoU with the Boao Forum and partnership with the committee of Beijing Winter Olympic Games 2022 are undoubtedly two highlights for partnership development both for IFRC and RCSC. For the next step, we will step up on implementing and advancing the commitment of that partnership, and in the meantime, explore and develop more partners such as Chinese Centre for Disease Control and Prevention (CDC) and universities.

NCDs like diabetes, heart attacks, stroke, and cancer pose a greater risk in China than infectious diseases. China is confronted with a remarkably severe threat from NCDs. An estimated 82% of China’s disease burden is due to NCDs—a number that is expected to grow over time. IFRC will keep cooperating with RCSC to translate, contextualise and disseminate IFRC Noncommunicable Disease and Control Module across China.

1. As the situation of novel coronavirus evolves, the IFRC will mobilize its international network to provide the most relevant assistance to RCSC in its work to address the disease. This may include materials and goods, financial assistance, or technical assistance.

2. To provide technical support to RCSC in building the first aid hub for the Asia Pacific

3. Together with RCSC to conduct promotion and communication activities, implementing systems for long-distance First Aid education and using an improved application of new media and new technology in First Aid training

4. Provide technical support to RCSC on First Aid Train of Trainer Training for the Beijing Winter Olympic Games 2022 volunteers

5. To develop healthy ageing materials, promote resource mobilisation and advocacy for RCSC; To develop an integrated healthy ageing programme by working with RCSC headquarter and selected branches
6. To coordinate RCSC with local health authorities for scaling up NCD programme and development of NCD guidelines in selected branches

7. To provide technical support to RCSC’s health department for use of innovative mechanisms (peer to peer education, targeted social media, SMS etc.) in promoting a healthy lifestyle for behaviour change in selected branches and schools

8. To strengthen the partnership with WHO and government and develop the partnership with CDC and universities to have evidence-based research

9. Implementation of the MoU with the Boao Forum for Asia and strengthening cooperation

10. To develop healthy ageing materials, promote resource mobilisation and advocacy

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**OUTCOME**

- **VULNERABLE PEOPLE ARE PROVIDED WITH LONG-TERM HEALTHCARE**
- **FIRST AID HUB IS ESTABLISHED IN CHINA**
- **VOLUNTEERS POSSESS KNOWLEDGE AND SKILLS ON EPIDEMIC CONTROL**
- **IFRC HAS EXPANDED PARTNERSHIP NETWORK WITH GOVERNMENT AGENCY AND ACADEMIA**
- **VOLUNTEERS OF WINTER OLYMPIC GAMES 2022 ARE WELL-TRAIEND IN FIRST AID**

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**PEOPLE TO BE REACHED BY LONG-TERM HEALTHCARE SUPPORT**

1,000,000

**PEOPLE TO BE TRAINED BY NATIONAL SOCIETY ON FIRST AID**

3,000,000

**PEOPLE TO BE REACHED BY NATIONAL SOCIETY WITH SERVICES TO REDUCE RELEVANT HEALTH RISK FACTORS**

500,000
Protection, Gender and Inclusion (PGI) is an integral part of IFRC, which has prioritised its mission in 2018–2020 to fight against socio-economic, gender-based and diversity-driven inequalities. The focus of PGI in China is on Youth as Agents of Behavioural Change (YABC), which is IFRC’s flagship initiative on the promotion of a culture of nonviolence and peace and assimilated by RCSC and incorporated in their Youth Engagement Strategy under the guidance of IFRC.

The major objective of YABC is to engage youth in the propagation of humanitarian values, building a culture of nonviolence and peace through youth ethical leadership. YABC has obtained remarkable progress in China by the joint efforts of RCSC and IFRC since it started rolling out by holding training sessions for youth peer educator from across China. However, it is confronted with challenges to scale up. Together with RCSC, IFRC will:

1. Review and upgrade YABC’s model to tailor it for China and scale-up
2. Explore the possibility of setting up a YABC / humanitarian education hub with RCSC and its Hong Kong branch.
3. Support YABC peer educator training or other education program piloting in China with at least two branches of RCSC, including hiring an intern for coordination.

OUTCOME

CHINA HAS TAILORED AND UPDATED YABC MODEL

OUTCOME

HUMANITARIAN CULTURE IS ESTABLISHED AMONG YOUNG PEOPLE AND CONCEPTS ARE EXTENSIVELY SPREAD
STRATEGY FOR IMPLEMENTATION

STRENGTHEN NATIONAL SOCIETY CAPACITIES

The National Society is the backbone of humanitarian work, therefore capacity building and sustainable development of national society is always a primary focus of IFRC. Based on our National Society Development (NSD) support approach, IFRC is dedicated to providing consistent support to national societies to ensure they have strong effective leadership, their volunteers are motivated and well-protected, they have a strong youth voice and engagement, and their corporate infrastructure and systems are sound and solid. RCSC has elected its new leadership on its 10th National Assembly in 2019. The new leadership along with China’s Belt and Road Initiative brings RCSC more opportunities to extend their influence both domestically and internationally. Leveraging our extensive global network, a wealth of experience and technical expertise, IFRC will provide strong support to RCSC’s growth and development into a leading actor in the global humanitarian enterprise by expanding their presence in international humanitarian work and education and advancing their partnership with government, other organisations and private sector.

Key initiatives in 2018:

1. Jointly with RCSC, expanding the influence of International Academy of Red Cross Red Crescent worldwide by developing more Red Cross disciplines and curriculum and training more talents for the humanitarian sector.

2. Supporting RCSC to scale up the Volunteers on Wheels project, equipping more volunteers worldwide with bicycles to reach more population.
Facilitating and enhancing RCSC’s partnership with the Committee of 2020 Beijing Winter Olympic Games. The event with global significance builds a stage for RCSC to promote its volunteers and a bridge to connect with the world.

Applying the auxiliary mapping pilot project 2019 to develop advocacy strategies for RCSC to further strengthen its auxiliary role based on its knowledge, experience, mission and priorities, with the support of IFRC and other partners.

Training to RCSC aimed to enhance its capacity building on financial sustainability and fundraising.

International Academy of Red Cross Red Crescent is jointly established by RCSC, IFRC, and Soochow University of China. It positions itself as the cradle of humanitarian talents and the home of humanitarian innovation and learning. It aspires to become the global focal point for humanitarian research, policy, and education and a think tank for policymakers.

Volunteers on Wheels is a project in support of the One Billion Coalition for Resilience. Its objective is to equip one million volunteers across the globe with bicycles, flexible and green transportation tools, and enable them to reach more isolated and vulnerable population.
STRATEGY FOR IMPLEMENTATION

INFLUENCE OTHERS AS LEADING STRATEGIC PARTNERS

RCSC has a strong ambition to play as an active humanitarian actor both at home and abroad. Especially when China’s influence is undoubtedly rising and its role in supporting other countries with aid and regional development is strengthening by the Belt and Road Initiative, RCSC is positioned to play a more prominent role in humanitarian diplomacy and partnership development. As a strong and dedicated supporter to RCSC, now more than ever, IFRC needs to demonstrate to the Chinese government the value of cooperating with IFRC and RCSC and to foster a collaboration ‘platform’ for South-South cooperation and expanded principled humanitarian action. This collaboration platform, led by the IFRC, will leverage the One Billion Coalition for Resilience as a strategic vehicle to connect RCSC and other Movement partners on priority initiatives including the International Academy of Red Cross Red Crescent, VOW and International Disaster Law.

1. Trusted advocates of Government.
To ensure that IFRC and RCSC are trusted and effective advocates, we will support efforts to enhance advocacy efforts on the auxiliary role. We will support RCSC in assisting and advising the Ministry of Emergency Management of the People’s Republic of China on the drafting, revising, implementation and promotion of disaster laws.

2. Communications
We will put more efforts on developing an integrated approach to communications, expanding the ‘digital footprint’ of IFRC and RCSC, building followers on Chinese social media and online platforms including WeChat and Weibo, and developing and maintaining key contacts in traditional media such as Xinhua News Agency and China Daily to ensure IFRC and RCSC are the major communication resources of humanitarian work in China.
3. **Sharing of expertise and experience**

IFRC will back RCSC in asserting and sharing its expertise on humanitarian and development issues, including emergency response, resilience programming and International Disaster Response Law and forging multilateral strategic partnerships with the Ministry of Foreign Affairs and the Emergency Management Ministry. Additionally, IFRC will facilitate the knowledge exchange of the Hong Kong and Macau branches of RCSC with other national societies in East Asia.

4. **Partnership and diplomacy**

IFRC will also work as a bridge to enable RCSC to play a potentially pivotal role in supporting other National Societies, to facilitate access to support from China’s corporate and philanthropy sectors and to provide strategic links and mobilisation of resources through the China South-South Cooperation Assistance Fund (SSCAF) and Belt and Road Initiative.

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**OUTCOME**

BOTH IFRC AND RCSC HAVE GREATER VISIBILITY IN PUBLIC

**OUTCOME**

RCSC IS A TRUSTED AND EFFECTIVE ADVOCATE OF THE CHINESE GOVERNMENT ON HUMANITARIAN ISSUES

**OUTCOME**

IFRC POLICIES ARE WIDELY ACCEPTED AND ADAPTED

**OUTCOME**

IFRC INFLUENCES THE OUTCOMES OF INTERGOVERNMENTAL, INTER-AGENCY, AND ACADEMIC FORUMS
STRATEGY FOR IMPLEMENTATION

ENSURE A STRONG IFRC

Engagement with the context as complex as China requires a higher level of investments to support the strategic ambitions of the IFRC in support of the RCSC and ensuring strong organisational structure to uphold the IFRC functions in programming, representation and humanitarian diplomacy.

IFRC will reinforce its institutional commitment to:

1. Good level of staff performance. Everyone is set up with clear objectives, which are measured by key management performance indicators, a results-based approach for all work outlined in long-term plans and emergency operations. All activities via IFRC are monitored through a detailed measurement system with indicators at different levels to track performance.

2. Motivation for staff engagement and growth. Abundant training opportunities will be provided either by an online platform or face-to-face ways to ensure all the staff equipped with the updated tools and knowledge of IFRC and the Movement.
Prioritisation of staff security. An office security officer is designated to monitor and ensure all the activities conducted in or outside the office are highly compliant with IFRC standard, and every staff and their family are safe in or outside the office and well-prepared for an emergency.

Effective human resource management towards greater diversity and gender equality. More recruiting resources will be explored and developed to expand the exposure of our job opportunities to a wider population group. The internship programme will be kept prompting to attract more young talents to the humanitarian sector and on the other hand, inject fresh blood to the office.

Compliance with highest accountability standards to all relevant stakeholders through a wide-scoped framework and tools that include code of conduct, principle and rules for humanitarian assistance, audited reports of expenditures, and wide-ranging monitoring and evaluation methodologies.

Full adherence to IFRC’s Fraud and Corruption Prevention and Control policy and facilitate effective risk management and the development of a culture of transparency as part of a robust framework that contributes to sound management practices.

Strict concession to IFRC’s Prevention of Sexual Exploitation and Abuse policy that ensures every necessary step is taken to prevent sexual exploitation and abuse by IFRC Personnel and to respond adequately to those incidents it cannot prevent.

**OUTCOME**

IFRC STAFF SHOW GOOD LEVEL OF ENGAGEMENT

**OUTCOME**

PERFORMANCE OF IFRC STAFF IS IMPROVED

**OUTCOME**

IFRC STAFF DEMONSTRATE FULL UNDERSTANDING OF IFRC SECURITY REQUIREMENTS
Contact information of the IFRC Country office, for partners who wish to find out more

Head of Country Cluster Support Team—Beijing
Gwendolyn Pang
gwendolyn.pang@ifrc.org

International Federation of Red Cross and Red Crescent Societies
4-1-131,133,
Jian Guo Men Wai Diplomatic Compound
Beijing 100600
Tel. +86 10 653 27162
Fax. +86 10 653 27166