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Europe Zone Annual Report 2012

 International Federation
of Red Cross and Red Crescent Societies

MAA65001

30 April 2013

**This report covers
the period
from 01 January
2012
to 31 December
2012.**

2012 annual meeting of
Finnish Red Cross youth
in Oulu, Finland

Photo:
Alejandro Lorenzo,
Finnish Red Cross



Overview

With faint hopes for some recovery and a few positive macroeconomic signals at the beginning of in 2013, Europe was dominated during 2012 by the economic recession in many spheres of life. National Societies in Europe depending on international assistance were effected directly by the financial problems of their traditional supporters and donors. Humanitarian assistance programmes and operations supported for many years through the International Federation in the countries of the former Soviet Union, as well as in Central Europe, were severely affected by the downsizing trends in the European economies and subsequent changes in the traditional donor national societies' priorities which were forced to focus on their domestic humanitarian requirements.

There is a wide understanding by states and authorities in most of Europe of the importance of strengthening the National Societies in their respective countries as their auxiliary agents in the global humanitarian aid sector. Despite the general awareness, many European National Societies are faced with economic constraints demanding reprioritization of activities domestically and abroad. However, the crisis has also sparked a growth in solidarity and willingness also in some places to donate money or time, which also presents some opportunity to tap into those resources and engage new groups of volunteers in meaningful activities.

Migration and its humanitarian aspects continued to be within the scope of attention of many governments and humanitarian agencies. In Russia alone, there were 10-12 million labour migrants from the neighbouring countries, mainly Tajikistan, Kyrgyzstan, Uzbekistan, Azerbaijan, Moldova, and Ukraine. In addition to the problems of an uncontrolled and often illegal labour migration from the Middle East and elsewhere, Europe had to deal with the consequences of a massive forced migration of Syrian nationals, the majority of them, an estimated 150 thousand, finding temporary refuge in Turkey.

The exceptionally harsh winter in many parts of Europe was but a recurring reminder of climate change and the importance of disaster management. There is an obvious need for coordinated and geographically consistent investment in disaster risk reduction and disaster preparedness for response to address the trends. Those actions need to address the issues of urbanization and

disaster response, climate change adaptation and technological disasters. The total number of DREF supported operations in 2012 in Europe and Central Asia reached 26 with a total allocation of CHF 4,137,000.

Public health and life expectancy in Europe was improving in general terms (75 years in 2010, 81 years expected in 2050). *Ageing* presents both challenges and opportunities. It will strain health and social-security systems. However, older people can also be a wonderful resource for their families, communities and in the formal or informal workforce like volunteering, and the changed demographic pattern in Europe necessitates a change of mentality. Meanwhile HIV and TB epidemics in Europe are escalating among the most-at-risk and highly stigmatized population such as drug users, prisoners and migrants, living outside of the system, most often without registration papers and therefore with restricted access to health services. The uptake of HIV testing in these marginalized groups is insufficient, and so is their access to antiretroviral therapy.

Working in partnership

The key stakeholders for the IFRC Europe Zone comprise the beneficiaries of the health and care and other long term programmes as well as communities affected by, or at risk from, natural and man-made disasters; Red Cross / Red Crescent Movement partners representing the European National Societies and other participating National Societies working internationally in Europe and the International Committee of the Red Cross (ICRC). Other partner organizations include governments in Europe and overseas; multilateral international institutions; humanitarian community actors including the UN and INGOs and private sector organisations engaging in corporate social investments.

The following major Movement partners are contributing to the Europe Zone projects and programmes either on a bilateral basis or through the regional and country offices of the International Federation of Red Cross / Red Crescent Societies (IFRC): American RC, Belgian RC (Flanders), British RC, Danish RC, Finnish RC, German RC, Icelandic RC, Italian RC, Irish RC, Japanese RC, Netherlands RC, Norwegian RC, Spanish RC, Swedish RC. Significant support is coming from external partners and donors such as the European Commission, the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA), the UNFPA, the World Health Organization (WHO), the Global Fund to Fight AIDS, Tuberculosis and Malaria (the Global Fund), Deutsche Gesellschaft fuer Internationale Zusammenarbeit, DFID, USAID / OFDA, and corporate organizations such as the Coca Cola Company, the Eli Lilly Foundation, the Lebara Foundation and the Velux Foundation.

In addition to networks such as ERNA and ENDOV, further partners are listed in the respective country level annual reports on the implementation of the IFRC Long Term Planning Framework. On behalf of the National Societies assisted and the beneficiaries reached, the IFRC Europe Zone Office would like to thank all its partners for their generous support and constructive cooperation.

Progress towards outcomes

Business line 1: “To raise humanitarian standards”

Outcome: Uplifted thinking that inspires and underpins our services to maintain their relevance in a changing world, along with increased magnitude, quality, and impact.

Europe Zone Outputs:

1.1 Promotion and engaging of NSs in the revised commentary on the Fundamental Principles by organizing relevant discussion platform.
1.2 National Societies across Europe enrol in the databank and are assisted by the EZ technical team upon request.
1.3 National Societies pilot and participate in the Organisational Capacity Assessment and Certification (OCAC) mechanism
1.4a Support is provided to National Societies in order to facilitate establishment of learning and research partnerships and contribute to build an international academic network for education, training, knowledge-

sharing, and research based on accumulated Red Cross Red Crescent experience.
1.4b IFRC online learning platform is promoted. IFRC and NS staff are encouraged to attend relevant courses, which can contribute to enhance their professional mastery and personal development.
1.4e Wider EZ and NS staff participating in Red Talks.

Measurement			
Indicators	Baseline (BL)	Annual Target ^[1]	Year to Date Actual
1.1a # NS the revised commentary is shared with	N/A	6	Subject to progress in the revision of the Fundamental Principles.
1.1b # of trainings and thematic sessions through which the dialogue is facilitated	N/A	4 trainings in NS	Subject to progress in the revision of the Fundamental Principles.
1.2a # NS that provide the minimum set of information (audited annual reports & strategic plans).	34	40	45
1.3a # NS participated in OCAC self assessment.	6	10	16
1.3b # NS participated in OCAC peer review.	0	4	Methodology under development.
1.4a # new collaborations with academic partners.	0	1	3
1.4b # users (self-registered & licensed) of the IFRC learning platform / learning passport.	600	800	1,072
1.4c % completion rate of Red Cross Essentials course.	30%	35%	58%
1.4e # Red Talks with attendance over 20 people (live/online).	10	20	1
Comments on progress towards outcomes			
<p>Ten National Societies: those in Belarus, Slovenia, Poland, Romania, Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan, Ukraine, and three regional branches in Russia (Saint Petersburg, Kostroma, and Ufa) did their self-assessments in 2012, and it is to be expected that tailored support will be needed based on the Plans of Action. A new group of 10 facilitators from different RC National Societies have been trained for future deployment in other NSs in Europe during an OCAC Training of Trainers session organized at the Europe Zone Office. The National Societies of Georgia and Kazakhstan, respectively, were supported with follow-up workshops involving local branches.</p> <p>Six National Societies (Georgia, Turkmenistan, Macedonia, Lithuania, Ireland and Italy) which had participated in 2011 in piloting self-assessment within a broader OCAC approach developed their Plans of Actions based on findings and recommendations deriving from OCAC self-assessment or based on broader change processes. Significant changes are already taking place in Ireland, Italy and in four other countries where NSs have been assisted and accompanied by relevant and timely advice either by preparing Plans of Action or in starting strategic planning processes.</p> <p>In-country assessments and development of project proposals within the Bridging the Digital Divide initiative were completed with National Societies of Kyrgyzstan, Tajikistan and Uzbekistan. MoUs on start of project implementation have been signed with each of the NSs.</p> <p>Awareness regarding the IFRC learning platform was increased among National Societies and within the Youth network in EZ, by introducing the learning platform during the 20th European Youth Cooperation Meeting (EYCM) to participating youth representative coming from 41 NSs as well as to the current European Youth Coordination Committee (steering group of the RCRC European Youth Network). Europe Zone is continuously promoting Learning platform by using different fora, platforms and networks (ENDOV, ERNA, Health and care managers group, European funding practitioners group, etc.) as unique opportunity to increase outreach and</p>			

[1] Please note that targets in red are cumulative.

the number of self-registered users from National Societies.

“Red Talks”, in-house academic lectures, sort of, were widely promoted among National Societies in Europe, and within different networks (ENDOV, ERNA, EFIG, youth focal points, EYCM participants, European Youth Coordination Committee) by introducing them during the networks meetings as an agenda item.

Business Line 2: “To grow Red Cross Red Crescent services for vulnerable people”

Outcome: Increased share of consistent and reliable Red Cross Red Crescent action in support of communities affected by disasters and crises.

Europe Zone Outputs:

2.1a EZ reviewing and addressing development needs in regard to the NS level of preparedness and readiness for contingent deployment to respond to disasters
2.1b Number of qualified RDRT members increased, network and roster developed and maintained. RDRT members are trained and have refreshed their knowledge.
2.1d NSs assisted in exploring possibilities and advocating for partnership with relevant partners, ministries, civil defence, and private sector.
2.1e National DP/DR and contingency plans are prepared, updated and support for contingency planning and preparedness is provided
2.1f Cooperation to promote IDRL; dissemination of laws, rules and principles is strengthened, knowledge of, and legal preparedness for, disasters is improved.
2.1g Beneficiary participation during the assessment phase and inclusion of beneficiary satisfaction surveys as an integral part of all operations is increased.
2.1h Support provided to NSs through regular programming and upon request, based on own developed DR/DP plans.
2.1i The response activities of NSs in the Europe Zone better meet older people`s needs when a disaster strikes
2.1j Disaster management database is regularly updated by National Societies
2.2a EZ NSs more familiar with DREF mechanism, and supported adequately in the process.
2.2b Emergency appeal coverage includes wide Federation contributions
2.2f RDRT are more involved and deployed in disasters as first support.
2.2g Implement Federation-wide reporting, where applicable.
2.2h Promotion and wide usage of the revised Principles and Rules for Disaster Relief
2.2i National Societies have developed their own Code of Conduct re security management
2.2j Climate change adaptation practices are being disseminated. NS encouraged participating in the programme. Pilot programmes are further rolled out.
2.2k Budgeting and implementing international disaster operations with an HD component

Measurement			
Indicators	BL	Annual Target	Year to Date Actual
2.1a % of NS with national disaster response assets meeting minimum standards which are available and deployed	60%	70%	65%
2.1b % of NS using standardised regional response assets	75%	80%	80%
2.1c % of NS meeting criteria for good staff and volunteer response capacity	51%	60%	65%
2.1d # partnerships with external actors which support increased share of RC/RC action in disaster management.	N/A	35	7
2.1e # NS with contingency plans in place.	10	11	15
2.1f % of new disaster management projects of NSs in compliance with IDRL	40%	50%	

2.1g % emergency operations with beneficiary participation/communications built in programmes and services.	N/A	50%	45%
2.1h % of NSs that receive the needed technical support	N/A	50%	50%
2.1i % of satisfaction rate in beneficiary surveys among older people	N/A	60%	40%
2.2a % of NS using regional / intl. / national disaster response tools	65%	70%	70%
2.2c Amount in CHF of Emergency Appeal & DREF operations combined	3.5 m CHF	No Target	4.5 m CHF within DREF + 32 m CHF under Turkey EA
2.2di % CHF growth of DREF allocations	29%	No Target	No Target
2.2dii # of operations supported by DREF	17	No Target	29
2.2f # of Notified Events where RDRT resources were used.	3	3	3
2.2j # of NSs adapting climate change practices	13	15	15

Comments on progress towards outcomes

The annual meeting of the DREF Advisory Group was hosted by the Europe Zone Office in Budapest in April 2012. The objective of this meeting was to review the use of DREF in 2011, discuss successes and challenges and draw lessons learned for 2012. In the reporting period the DM Coordinator from the Europe Zone represented the European perspective at several meetings, being also part of the DM global team.

A global climate change capacity building training course was hosted by Europe Zone office in September 2012. The course aimed at providing a better understanding of the causes and impacts of climate change and their implications to work being carried out by the Red Cross Red Crescent.

On 9 November 2012 the Europe Zone Office launched an individual emergency appeal, the biggest for the last 10 years, on behalf of the Turkish RC. The emergency assistance programme with the total budget of 32 million CHF was to provide urgent winterisation support and food aid to approximately 100,000 Syrian refugees staying in the camps in Southern Turkey. The Emergency Appeal also included the provision of contingency stocks for an additional 50,000 people for the period of 6 months. By the end of December the coverage of the appeal reached the level of 20 %.

DM-related beneficiary satisfaction surveys were conducted in Kosovo, Moldova, Belarus, Azerbaijan, Kazakhstan, Tajikistan, the Former Yugoslav Republic of Macedonia and Montenegro. The greatest value of conducting the surveys was that it shifted the emphasis of the analysis from output or outcome level indicators to hear the voices of the people assisted and managed to emphasize the very essence of the Red Cross work which is improving the lives of individuals. Those new tools will be part of the mandatory requirements for the upcoming DREF allocations. The IFRC Zone Office is leading the beneficiary satisfaction survey process around the world in coordination with DCM Department in Geneva.

In response to the growing need for high-quality communications products in times of disasters, as well as for the stronger links between communications and DRR (disaster risk reduction) and DCM (disaster crises management), the EZO organised in November 2012 in Montenegro a training workshop for European NSs staff in communication for disaster risk reduction and disaster crisis management. 21 communications/DM staff and/or volunteers from 16 NSs) participated in this workshop.

Business Line 3: “To strengthen the specific Red Cross Red Crescent contribution to development”

Outcome: Appropriate capacities built to address the upheavals created by global economic, social, and demographic transitions that create gaps and vulnerabilities, and challenge the values of our common humanity.

Europe Zone Outputs:

3.1a	Prepare and update trends reports
3.1b	Support country vulnerability mapping and risk assessments for NSs in disaster prone countries
3.1c	NSs are supported to develop a holistic health and resilience approach, based on their experiences
3.1d	Support of TB and MDR-TB affected people through treatment adherence, provision of psychosocial support and conduction of advocacy activities is raised.
3.1e	Establishment of national/community level project/campaigns as part of the global strategy on violence prevention, mitigation and response
3.1f	Vulnerable people, especially children and youth, are given psychosocial support, and receive enhanced social protection.
3.2.a	Effective anti-trafficking programmes are implemented and disseminated, and the work of the European RCRC Anti-Trafficking Network is supported
3.2.b	Youth acts as agents of behavioural change.
3.2c	Using the implementation of the Vienna Commitments with the electronic survey as a tool
3.3a	Tailored OD support is provided to National Societies – also based on OCAC
3.3b	Innovation, quality and learning are promoted and supported effectively
3.3c	NS leadership capacities have raised
3.4a	National Societies have received assistance in building effective governance and management structures; regional and local branches are strengthened through technical support provided to NSs
3.4b	Establish a framework for peer support and capacity building
3.4c	Better integration of Federation Secretariat structures into the National Societies is ensured
3.5a	Social mobilization strengthened (communication clubs for ageing population, home care)through the involvement of more volunteers
3.5c	Volunteer capacities have risen.
3.6	Support for European RC Youth programmes has been scaled up.

Measurement			
Indicators	BL	Annual Target ^[1]	Year to Date Actual
3.1a # reports completed on trends of humanitarian and development issues.	DM, H&C, Ageing	published	Advocacy report completed with technical consultation and editing. Printing in progress. The technical consultation on “Home care for older people - guide for Red Cross Red Crescent volunteers” has been completed; will be published in 2013.
3.1b # new NS with community based risk reduction			

[1] Please note that targets in red are cumulative.

programmes in high risk communities.			
3.1c # NS with a holistic health and resilience approach (linking community based health and first aid to vertical programmes)	N/A	4	4 (Central Asia)
3.1d # projects aiming the improved well-being of TB and MDR-TB affected people treatment adherence, provision of psychological support and conduction of advocacy activities	N/A	11	20 different projects are implemented by the National Societies across Europe
3.1e # of projects implementing Drug Related Harm Reduction and improving the well-being of PLWH	N/A	11	(8) 70%
3.1f # NS implementing emergency health and PSS activities	N/A	5 NS	100% (PSS)
3.2a # Effective anti-trafficking and migration programmes implemented and disseminated	N/A	2	2 National Societies are implementing at the moment. A regional proposal approved by EU in 4 countries in Central Asia: will start implementation in 2013.
3.2.b # projects where Youth acts as agents of behavioural change	3	6	6 projects in Harm Reduction
3.2c # NS activities on ageing are scaled up	3 NSs implement advocacy activities	6NSs implement advocacy activities; 3 guidelines are prepared to support NS	At least 23 NSs implementing programmes in Ageing and Intercultural Dialogue
3.3a # NS receiving technical support to formulate and implement their self-development plans	7 NS	10 NS	10 NS (in HR, TB, Ageing) + ERNA Secretariat, European First Aid Network, European Psychosocial Network
3.3b # learning platform courses completed by NS staff/ volunteers	850	950	1,333
3.3c # senior NS staff completing leadership/ management learning.	0	10	N/A
3.4a # NS assisted by the National Society Development Facility (NSDF) ¹	7 CBF	6	2
3.4b # subscribers to the National Society development community of practice (COP).		40	In the next reporting period.
3.4c % heads of IFRC regional and country offices trained in	0	25	In the next

¹ Successor to the Capacity Building Fund.

advanced NS development principles, approaches and methods.			reporting period.
3.5a # people volunteering more than 4 hours a year in National Societies.	N/A ²	TBD	1,332,250 ³
3.5b # NS with <i>effective</i> volunteer management systems in place.	10	14	In the next reporting period.
3.5c # Volunteers participating in activities of the reference centre once established	N/A ⁴	TBD	In the next reporting period.
3.6a # users to online youth community of exchange	100	500	The alpha phase will be launched after the summer of 2013.
3.6b # contribution to EZ newsletter	5	30	24

Comments on progress towards outcomes

National Societies in the Europe Zone individually and as ERNA (European Network to Fight TB and HIV) continue to keep up the sense of urgency together with other partners. RC / RC National Societies reached over 2 million people with messages on HIV prevention, and worked closely with 40,000 most-at-risk population. They were addressing key health challenges in the region related to communicable and non communicable diseases. They have reached more than two million people with prevention messages on HIV, and worked closely with a most-at-risk population of 40,000. Over a one year period, National Societies reached in average 5,000 drug users with regular support and care, trained more than 120 peer educators and reached around 200,000 community members.

In the Zone 14 National Societies have been implementing TB programmes with around 22 % of the total number of cases recorded by the WHO. In the reporting period, the IFRC Global Health Team based in Geneva and the Europe Zone Office rendered the following support to the National Societies in the field of health and care: technical input in TB and Harm Reduction proposal development in Central Asia, & Caucasus; resources mobilised for harm reduction activities in Georgia, Azerbaijan, Tajikistan, Kazakhstan; resources mobilised for MDR TB projects for 2012 /2014 for Georgia, Armenia, Azerbaijan, Kazakhstan through global project from the Eli Lilly Foundation (from end 2012); Zone support for the ageing projects with DFID funding in Tajikistan, Bosnia/Herzegovina, Kosovo and Albania; support provided to Latvian Red Cross to organise a conference May 25 - 26 on active ageing together with seven Baltic and Nordic National Societies. Technical support is also provided to the task force in development of minimum standards in volunteering in elderly programmes. The Zone communications team developed and implemented a communications plan in connection with the 2012 European Year of Active Ageing and Intergenerational Solidarity, which included support to the writing of two reports, which were finalized in early 2013.

The Communities of Practice (CoP) were introduced to the EYCM participants and to the EYCC as a tool for further sharing of information and good practices sharing. The EYCC, with the technical support of EZO, has finalized the ToR for establishing a CoP for the RCRC European Youth Network. The alpha phase will be launched after the summer. The establishment of the CoP is part of a broader communication strategy for 2012-2014 developed by the EYCC with the support of the EZ communications unit.

The RCRC European Youth Network was re-launched with a stronger engagement of NSs in the Network: 41 NSs participated in the European Youth Cooperation Meeting (EYCM), the European Youth Coordination Committee (EYCC) for 2012 – 2014 was elected and priorities for an effective implementation of the Youth Policy were identified. A Plan of Action of the EYCC, in line with the priorities identified during the EYCM was finalized in June 2012. Two projects, one in the Polish RC and another in the Romanian RC, on Child and Youth Education to Advance Behavioural Change in Communities were successfully finalized.

In the framework of the on-going tailored OD support that has been ensured to Italian RC, EZ was directly involved in the design and delivery of two editions of "Italian Red Cross 2020 Strategic Aims Facilitator" workshop (February and December 2012), which were aimed at establishing a nationwide network of facilitators who will provide systematic support to the branches in internalizing the National Society Strategic Aims as well as in their related roll-out actions. 140 volunteers and staff members, coming from provincial and

² Not yet available, this data is based on the FWRS-Databank

³ From 38 National Societies

⁴ Not yet available

local branches were trained.

A training session on Youth Development was organized in Budapest in November 2012. This capacity-building initiative was aimed to contribute to build a stronger culture of a holistic approach to National Societies' development in which investing on youth structures and programmes development, through organisational development and capacity building tools, is a key factor. 17 key youth staff members and volunteers from 13 National Societies plus the Red Cross Organization of Kosovo participated in the training.

The number of volunteers (1,191,682) stated in the above table is a calculation based on the Federation Databank and Reporting System for 19 NSs (200,773 people) combined with the figures collected from another 19 European National Societies (990,909 people).

Business Line 4: "To Heighten Red Cross Red Crescent influence and support for our work"

Outcome: Evidence-based humanitarian diplomacy conducted to draw attention to the causes and consequences of vulnerability, giving voice to vulnerable people, and demonstrating the value of Red Cross Red Crescent humanitarian work and leadership

Europe Zone Outputs:

4.1a Strengthen IFRC and NS visibility in Europe and Central Asia
4.1 d Enhance capacity of NS communication focal points to deliver timely and accurate information on activities/ and impact
4.2a Opportunities for National Societies to develop their auxiliary role to public authorities and improve the legal basis for their existence and activities are identified
4.2b Tailor-made support for individual National Societies that wish to enhance their auxiliary role and / or improve the legal basis for their existence and activities is provided
4.3a Dependence on single partners is reduced while maintaining and expanding existing partnerships and establishing new and innovative partnerships is ensured
4.3b Best practices developed/shared in resource mobilisation among NSs in EZ.
4.3c Resource mobilisation capacity has been developed, leading to an overall increase of funding and support both in emergency and non-emergency funding
4.3e NSs willing to improve their Fundraising capacities received the needed support through Federation or through experienced NSs willing to contribute by "coaching"

Measurement			
Indicators	BL	Annual Target ^[1]	Year to Date Actual
4.1a # of stories published on ifrc.org	53	60	22
4.1b # of mentions of NS in electronic newsletter	104	120	103
4.1c # of mentions of NS in social media (IFRC-managed platforms)	N/A	TBD	128
4.1 d # trainings, learning opportunities, and other types of technical support ⁵ provided	N/A	4	1
4.2a # of project proposals reflecting auxiliary partnership roles	0	6	4
4.2b % NS participating in OCAC offered assistance if needed on auxiliary role	0	80%	80%
4.2 c # EZ NS receiving support from EZ technical team			
4.3a # new external partnerships entered annually.	0	1	1

[1] Please note that targets in red are cumulative.

⁵ Face-to-face trainings, online platforms, courses, support in emergency communication.

4.3b # best practices developed/shared in resource mobilisation among NSs in EZ.	0	5	4
4.3c % annual growth of income for non-emergency programmes.	N/A	2%	-29.2 %
4.3 d % funding against budget for secretariat long-term development programmes	90%	95%	89 %
4.3e # of NS with focused RM support		2	5

Comments on progress towards outcomes

The majority of the National Societies in Europe have the objective to strengthen Humanitarian Diplomacy (HD) in their own contexts. National Societies as auxiliaries to their governments in humanitarian affairs request frequently EZ assistance in the dialogue leading to optimizing and further developing such relations. The visit by the IFRC President to Italy and the meeting with the Italian state authorities in support of the excellent work done by the Italian RC and to help renew its legal base through a reform package was appreciated by the NS as a support from the international part of the Movement. The Secretary General's (SG's) signing of the Memorandum of Understanding (MOU) with the Commonwealth of Independent States (CIS) Parliament in St Petersburg and opening up the joint legal framework development for a RC law text, for IDRL and further legal improvements are highly valued and welcomed by state authorities and NS leadership alike. The continued HD work demonstrated at the Latvia meeting with the authorities will, according to the NS, not only bring results in Latvia but moreover set an example for other Red Cross Societies in the region.

The year 2012 saw a consolidation in terms of Communications activities towards a better profiling of National Society and Federation work across the Zone, in line with Strategy 2020. A systematic communications effort has underpinned better quality programme delivery, and contributed to more efficient advocacy and humanitarian diplomacy. National Societies' action in times of emergency and in development programmes has been successfully publicized through various IFRC communications channels, including the Europe Zone (EZ) newsletter, web stories, blog posts and social media. Constant communications support was also provided to the Red Cross Red Crescent (RCRC) European Youth Network (EYN) through the development of a communication strategy feeding into the plan of action of the European Youth Coordination Committee (EYCC) for 2012-14. Following the strategic planning session within the Senior Management Team (SMT) in October 2012, a Humanitarian Diplomacy Unit (HDU), which included Communications, Strategic Partnerships and International Relations as well as Resource Mobilization, was set up towards the end of 2012 within the office of the Director of the Zone (DoZ).

In the period between March and October 2012, the originally two-member Communications unit was staffed only by the Communications delegate. That had a significant impact on the overall volume of communications materials produced (web stories, press releases, etc.).

Partnership had been established between the EZ and the Innsbruck 2012 Youth Olympic Games Organising Committee for the participation of the IFRC to the Culture and Education Program (CEP) of the Winter Youth Olympic Games (Innsbruck, 14th – 22nd January). Activities were delivered together with Austrian RC.

Special efforts were made in terms of communications support to strengthen the visibility of the RCRC European Youth network, with a view to increasing youth engagement and facilitating the exchange of practices and information among youth in the EZ.

The production of the bi-monthly newsletter of the EZ has been taking place regularly, this year with a higher number of contributions from EZ NSs, due both to the increased engagement of National Societies (i.e. youth feature) and the occurrence of a number of events with a geographically wide-stretching humanitarian impact.

The National Societies in Europe did a significant job in improving their Statutes, and many of them did manage to amend old, or adopt new, Statutes that are in full compliance with the Movement guidance document. Latest examples are Russia, Iceland, and Ireland, and these Statutes can be used as a good example for other National Societies.

Cooperation has been in place for more than two years with the "VELUX" Foundation. A four-year funding for the project "Social Programme for Children and Young People" in Bulgaria is secured and we are now in the second year of the implementation.

Many National Societies in Europe have improved their resource mobilization capacities, and they have access to domestic funding (Government, corporate funding, international funding available in the country, etc.). Best examples are Azerbaijan, Georgia, several National Societies in the Balkan sub-region (Serbian Red Cross in partnership with the Serbian Government and with the Swiss Development Cooperation Agency, Montenegro

Red Cross in partnership with the Montenegrin Government and with the European Commission Office in the country, cooperation with Embassies, etc.). All of these have decreased dependency on external funding or funding through traditional Red Cross and Red Crescent donors. Moreover, the incomes that some of the Societies are able to mobilize in the country in the case of big international operations and emergencies have increased significantly, which is the evidence of relevance of the organisation in the national context and a visible evidence of their good image.

In close and continuous cooperation with the EZ DCM unit, prompt and ad hoc communications and media support was provided to EZ National Societies in profiling their leading role in managing disasters and crises both within the IFRC and with the media. Strong communications work was provided during the **cold snap** (February 2012) and the related launch of a high number of DREFs, when the EZ communications unit worked on profiling NSs action with international media (i.e. CNN, BBC), dedicated the 1st issue for 2012 of the EZ newsletter to NSs' response to the extreme weather conditions (<http://tiny.cc/vo7igw>) and highlighted the response operations on the IFRC public website (web stories and press releases).

Business Line 5: “To deepen our tradition of togetherness through joint working and accountability”

Outcome: More effective working among National Societies through modernised cooperation mechanisms and tools, and a greater sense of belonging, ownership, and trust in our International Federation.

Europe Zone Outputs:

5.1a EZ actively promote and share humanitarian activity experience and contribute to learning exchange.
5.1b Customer relations management system created and maintained at National Societies with employed staff over 100.
5.1c Applying the Federation-wide communication strategy
5.1d Disseminating the IFRC gender strategy training pack
5.2a Cooperation, coordination and dialogue are enhanced through regular Europe Zone National Society leadership meetings, dialogue platform meetings, Red Cross Red Crescent E.U. Office coordination group, Russian speaking networks, Mediterranean network, Balkan network and other National Society groupings (PERCO, ERNA, EPSG, ENY), with an aim of optimising communication and dialogue between members and their Secretariat.
5.2b Partnerships with EU, UN agencies, other external multilateral organizations and the private sector regarding our main areas of focus (Aging at the European level; TB and HIV (WHO, UNFPA), disaster risk reduction, climate change, migration and anti-trafficking) are developed
5.3 NSs are supported to implement the Bridging the Digital Divide project.
5.4a Continue assisting the NS in developing their strategic plans and adapting them to S2020 while using the trained facilitators.
5.4b National Societies providing data on the seven FWRS indicators
5.5 The use of and adherence to IFRC Framework for Evaluations is promoted and supported
5.6a Assistance to National Society human resources development (training, guidelines and examples of good practices) is provided
5.6d Secretariat budgets are carefully monitored against implemented activities. Revision is made where necessary.

Measurement			
Indicators	BL	Annual Target ^[1]	Year to Date Actual
5.1a # subscribers to online humanitarian diplomacy Community of Practice	0	40	33
5.1b # of registered calls and emails per year	0	TBD	In the next reporting period.
5.1c # of NS participating in the Federation-wide communication strategy	0	5	In the next reporting period.
5.1d # NS using the IFRC gender strategy training pack	N/A	8	In the next reporting period.
5.2a # of new Movement alliances or partnerships.	N/A	5	2
5.2b # of joint initiatives, statements and positions developed with ICRC	N/A	5	In the next reporting period.
5.3a # NS with action plans in place to "cross the digital divide".	3	6	See details in the comments.
5.3b # NS benefitting from the new ICT catalogue	0	-	In the next reporting period.
5.4a # NS with a strategic plan in line with <i>Strategy 2020</i> .	13	25	32
5.4b # NS providing data on all seven FWRS indicators.	24	30	21
5.4c # NS providing data on one or more FWRS indicator.	27	35	39
5.5a # project evaluations carried out.	3	5	6
5.5b % of disaster operations which meet the criteria where an RTE was carried out.	100%	100%	There were no such big scale emergency operations that meet this criteria
5.6a # actions conducted to assist EZ NSs	2	4	In the next reporting period.
5.6b responses in Governance satisfaction survey.	0	TBD	In the next reporting period.
5.6c responses in NS satisfaction survey.	0	TBD	In the next reporting period.
5.6d % expenditure against budget of secretariat long term plans	90%	95%	90%
Comments on progress towards outcomes			
<p>Both in the strategic planning process and the OCAC initiative, the Europe Zone Office has played the role of a consultant and organized the needed human resources / facilitators from other National Societies to help those who were developing their Plans of Action. A facilitator from the Netherlands Red Cross provided support to the Irish Red Cross to kick off the latter's strategic planning process, and a facilitator from Romania was helping the Lithuanian Red Cross in strategic planning.</p> <p>The newly-established community of practice on Humanitarian Diplomacy (HD) was registering good results in terms of subscriptions, and it has achieved the target set for 2012. The overall goal is of course not just to ensure a high number of participants but particularly to engage them in active dialogue on humanitarian diplomacy issues, stimulating the discussion and encouraging the exchange of good practices.</p> <p>In 2012, the Europe Zone Office was using different fora, platforms, networks, and sub-regional groupings in</p>			

[1] Please note that targets in red are cumulative.

order to increase dialogue with member National Societies. The Europe Zone Office is frequently invited to different meetings and networks (ENDOV, ERNA, PERCO, EPSG, EFPG, European Youth Network, etc.) and inputs are requested by member Societies. IFRC interaction with all networks is increasing. Leadership meetings of different sub-regions are usually organized either regularly or on ad-hoc basis. Some of the National Societies that are part of a specific sub-region are taking lead (Balkan Conference, Baltic NSs' annual thematic gatherings) and in some other cases the role of the IFRC is more demanding.

IFRC interaction with ICRC in Europe is very fruitful and is based on common understanding, information sharing and regular meetings.. Red Cross and Red Crescent Movement Coordination Agreements have been signed in ten countries in Europe, i.e. tripartite agreements signed by the NSs, the ICRC and the IFRC).

"Bridging the Digital Divide" projects were successfully completed last year in three National Societies (Romania, Moldova, and Turkmenistan). Follow-up actions and satisfaction surveys are done. A new round of IT development projects is underway. In the reporting period, the National Societies of Kyrgyzstan, Tajikistan and Uzbekistan were selected for support. Practical work has already started with them.

Until the end of the reporting period a total of 22 National Societies completed their strategic planning process and adopted their Strategy that is aligned to the IFRC's Strategy 2020. Georgia, Poland, Armenia, Belarus, Finland, Kazakhstan, Luxemburg, Russia adopted their NS Strategic Plans in 2012. Most of the National Societies working on their new strategic plans are also involved in the OCAC process that supports this activity as well.

The number of National Societies reporting on all seven indicators⁶ is 24 NS (45%), including those NS contributing through data collection for the DFID partnership. The consolidated total of countries providing data on one or more indicator is 30 (57%). The response rate against each indicator for the 30 participating NS varies between 56% and 100%. The lowest response rate is for the indicator "Number of people donating blood", as this is not always a standard activity of the National Society.

During the reporting period an additional 5 NSs signed up and made use of the Federation Databank and Reporting System (FDRS) platform by providing information on the seven key proxy indicators.

Stakeholder participation and feedback

Judging by formal and informal feedback, the technical and advisory support by the IFRC Secretariat's Europe Zone Office in Budapest is recognized as valuable despite the fact that this support is quite stretched by the large geographical area and the great number of stakeholders.

Europe Zone Office engagement with ENDOV is appreciated and requested by the NSs members of the network. Also constant technical support was provided to the European Youth Coordination Committee in organizing the 20th European Youth Cooperation Meeting, "EYCM" in short (Bulgaria 18th – 20th April 2012). The Final Report of the EYCM was widely disseminated to Participants, Youth focal points/coordinators, NSs' Presidents/Secretaries General, ENDOV and ERNA. An evaluation survey for the EYCM was launched by the EYCC and findings were shared with EYCM participants.

Feedbacks from youth beneficiaries of the two Lebara projects implemented by Romanian RC and Polish RC have been collected during the project activities. Feedbacks from Romanian RC volunteers involved in the project were collected during the IFRC monitoring visit and these feedbacks have allowed the NS to plan actions in order to better address the needs highlighted. Feedback from external partners like "VELUX Foundation" are very positive and they really appreciate the work done by the Bulgarian Red Cross and IFRC along the implementation of "Social Programme for Children and Young People".

Constant technical support was rendered to several NSs in developing their DM strategy in line with the 2020 Strategies and in the related actions. The DM team and the NSs have applied integrated approaches to disaster management and risk reduction by linking strategies and activities for disaster preparedness (community based and institutional) with disaster response and recovery.

⁶ Any of the three people reached indicators) and the 5 other indicators (not including people donating blood)

Key Risks or Positive Factors

Key Risks or Positive Factors	Priority High Medium Low	Recommended Action
Positive: the high rate of NSs' participation in the European Youth Cooperation Meeting (Bulgaria, 18 – 22 April 2012), 41 participating NSs. This is expected to positively affect networking among Youth within the EZ.	M	In order to further increase NS engagement in the RCRC European Youth Network as well as to further strengthen Youth engagement in regional and global initiatives.
Positive: Committed and skilled European Youth Coordination Committee (EYCC) for 2012 – 2014 and regular contacts between the EYCC and the Youth Commission. This is affecting positively the RCRC European Youth Network.	M	Plan of Action finalized in line with priorities identified during the EYCM, Monitoring and evaluation plan for the network needs to be finalized and adopted,
Risk: The overall long term objectives set in the LTPF can only be pursued subject to the strengthening of the DM Unit, now composed of only two people covering the whole Zone.	H	Reinforce the DM team.
Positive: Represent Europe Zone in Shelter global team.	L	Continuously representing the Europe Zone in this meeting.
Risk: The current financial situation hampers the full implementation of the planned actions, particularly when it comes to the communications Capacity Building initiatives for NSs, which makes the currently listed target of four capacity building training courses per year unachievable.	H	Develop a communications strategy and a related annual operational plan for communications activities in the Europe Zone, so as to clearly identify the financial resources needed for the implementation. Based on existing resources, it is advisable to revise the target of four CB training per year to one.
Positive: Communications work undertaken in the reporting period has produced tangible results in terms of strengthening the EZ communications network and the RCRC European Youth Network, which are increasingly contributing stories and inputs to the Communications Unit and proactively contacting us to ask for support.	H	Maintaining and possibly improving current trends by guaranteeing the quality and consistency of service delivery to NSs relevant focal point for communications and youth.
Risk: Inadequate funds to support DM positions and key programme priorities.	H	Develop proposals to donors for unrestricted (non-earmarked) funding in conjunction with resource mobilisation department
Risk: DREF and Emergency Appeal quality and timeliness do not meet expectations of donors.	M	Provide timely feedback and technical support to NSs (including training and back-stopping functions) to meet minimum global standards
Positive: For disaster response coordination, we have improved planning, performance management and accountability.	M	Continuous support to NSs in strengthening performance and accountability
Risk: Our ability to offer close, tailored and consistent support to European and Central Asian National Societies is an on-going challenge due to the significant number of members supported by the Zone and the large geographical area covered.	H	Develop an operational plan for DM activities for Europe Zone

Lessons learned and looking ahead

The major external trends in Europe and Central Asia have linkages to the financial and economic crisis. It was visible that the European National Societies were coping differently with the impact of socio-economic crisis. The Europe Zone Office has strengthened its focus on advocacy and humanitarian diplomacy, particularly with the launch of the economic crisis review project in January 2013, the preparations of which had been undertaken already in the last months of 2012. Quite a few National Societies are still heavily dependent on external funding, primarily from traditional Red Cross channels. This is posing an immediate threat to these NS's as many traditional Red Cross donors are either withdrawing from some sub-regions or completely stopping international development assistance.

In the area of disaster and crisis management, the priority investment in the RDRT tool will continue with a focus on updating RDRT SOPs, planning for the maintain the RDRT roster and mentoring system and disseminating information on the global disaster response tools NSs colleagues. Relationships with key external partners will be strengthened through disseminating a clear IFRC position and signing MOUs and agreements where appropriate. In 2013 priority will also be given to the support of global response preparedness, response and recovery – including reviewing the global RDRT/RIT system, support to follow up on the contingency planning guidelines and the roll out of standard approaches to simulation exercises, the development of Movement guidance on camp and collective centre management, operational guidance for needs assessment.

Many of the National Societies in Europe Zone that have been involved in the OCAC self-assessment exercise have mentioned communications (particularly internal communications) among their weaknesses. This is a clear signal of the need to invest more time and resources on communications capacity building already in 2013.

Financial situation

Click here to go directly to the financial report.

[http://www.ifrc.org/docs/LTPF Process/LTPF/2012/SP5LTPF_12arf.pdf](http://www.ifrc.org/docs/LTPF%20Process/LTPF/2012/SP5LTPF_12arf.pdf)

How we work

All IFRC assistance seeks to adhere to the [Code of Conduct for the International Red Cross and Red Crescent Movement and Non-Governmental Organizations](#) (NGO's) in Disaster Relief and the [Humanitarian Charter and Minimum Standards in Disaster Response \(Sphere\)](#) in delivering assistance to the most vulnerable.

The IFRC's vision is to 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.

www.ifrc.org
Saving lives, changing minds.



The IFRC's work is guided by Strategy 2020 which puts forward three strategic aims:

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 nonviolence and peace.

Find out more on www.ifrc.org

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