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# Annual report 2011

## Principles and Values Department

 International Federation  
of Red Cross and Red Crescent Societies

MAA00005  
31/July/2012

This report covers the  
period 01/January/2011  
to 31/December/2011.

Photo: Brian Powell/IStock



### In brief

#### Programme outcome

The Principles and values programme contributes to the implementation of Strategy 2020, Strategic Aim 3, *Promote social inclusion and a culture of non-violence and peace*. Our work aims to provide global support to further translate Principles and values into action and to foster mindset, attitude and behavioural change towards respect for diversity, gender equality and non-violence in the communities where we work.

#### Programme summary

Principles and values activities are aimed at supporting Red Cross Red Crescent National Societies to: (i) enhance their understanding of, and functioning, according to IFRC's Principles and values; (ii) prevent and tackle discrimination and stigma; (iii) prevent and mitigate violence; and (iv) promote transformation of mindset, attitudes and behaviour in their community towards a culture of non-violence and social inclusion.

#### Financial situation

The total 2011 budget is CHF 262,416, of which CHF 234,684 (89 per cent) covered during the reporting period (including opening balance). Overall expenditure during the reporting period was CHF 234,684 (89 per cent) of the budget.

[Click here to go directly to the financial report.](#)

### No. of people we have reached

Through YABC the number of youth reached in 2011 is approximately 1300 at the international or regional level. This does not include all people reached at the national level.

### Our partners

In 2011, Principles and Values department has partnered with the International Committee of the Red Cross (ICRC), the World Health Organisation (WHO), the British Council (Global Changemakers), and the International Olympic Committee (IOC). As of May 2011, the IFRC is an official member of the WHO's Violence Prevention Alliance. The Principles and Values department works with several networks of National Societies: YABC network: 75 National Societies, Violence prevention network: 25 National Societies, Gender network: 29 National Societies (see also section *working in partnerships*).

### Context

**Violence** is a universal phenomenon that touches every country in the world. While violence is widespread and often seems endemic, it is not inevitable - behavioural approaches have proven to reduce its incidence. The IFRC has now adopted a strategy on violence prevention, mitigation and response focusing on self-directed and interpersonal violence. **Discrimination** takes on many forms. Whatever its form, it impoverishes social capital and lessens the resilience of communities. **Gender inequality** is a major discrimination issue that affects more than 50 per cent of the human population worldwide and often a root cause of gender-based violence. The **Youth as Agents of behavioural Change (YABC) initiative**, created by the P&V department in 2008, is a skills-based approach to living our Fundamental Principles. It empowers youth to become leaders in their community towards building respect for diversity, mutual understanding; dialogue and solving tensions and problems in a nonviolent manner.

In 2011, a number of **Red Cross Red Crescent statutory meetings** took place in Geneva: the General Assembly, the Council of Delegates, and the International Conference, which brings together all the components of the Red Cross and Red Crescent Movement with states that are party to the Geneva Conventions (23 November to 1 December 2011). For participation of the Principles and Values department in these meetings see below.

### Representation and advocacy

- Principles and Values co-organised a side-event at the 31st International Conference of the Red Cross Red Crescent on "Youth as drivers of a culture of non-violence and peace: the power of sports, arts and creativity". Find the [side-event report](#) and the [video](#) on the public website. Co-organised with IOC and British Council and YAVD department.
- Principles and Values co organised a workshop at the General Assembly on "Promoting Gender Equality and a Culture of Non-Violence and Peace". Please find the work shop report [here](#).
- Principles and Values produced the position paper [The Red Cross Red Crescent approach to promoting a culture of non-violence and peace](#).
- Submission of the [Skills and values based education pledge](#) to the 31<sup>st</sup> International Conference of the Red Cross and Red Crescent
- Submission of the [Violence prevention pledge](#) to the 31<sup>st</sup> International Conference of the Red Cross and Red Crescent

- Submission of the [Gender pledge](#) to the 31<sup>st</sup> International Conference of the Red Cross and Red Crescent
- Input to the [Resolution on Migration: Ensuring Access, Dignity, Respect for Diversity and Social Inclusion](#), passed at the 31<sup>st</sup> International Conference of the Red Cross and Red Crescent, (mentions the importance of skills and values based education to promote respect for diversity, non-violence and social inclusion for all migrants in operational paragraph 3).
- Inputs to the statement on the Agenda item 15: Culture of Peace at the plenary session of the UN General Assembly "[The role of values and skills-based education, engaging youth, and the promotion of non-violence within the culture of peace](#)" and on Agenda item 28: Advancement of Women at the Third Committee of UN General Assembly "[Advancement of Women: investing in rural women and addressing gender based violence](#)"
- P&V coordinated the IFRC participation at the WHO 5th Milestones campaigns in September where the role of NS as key partners to Governments on preventing violence was highlighted.
- Further, P&V delivered or provided inputs to the following statements:
  - [Gender in emergencies: Why Gender Matters](#)
  - [IFRC and its role in promoting diversity, equality and integration](#)
  - [Values-based and skills-based education as a way forward](#)
  - [RedTalk on "Youth as Agents of Behavioural Change, Building a culture of non-violence and peace"](#)
  - [Racism and discrimination: promotion of a culture of nonviolence and peace](#)
  - [The Right to Education: promotion of a culture of non-violence and peace](#)
  - [Increasing women's participation and addressing intersectional vulnerabilities](#)

## Progress towards outcomes

### Outcome(s)

#### 1. Programme component: Violence Prevention, Mitigation and Response, including gender based violence

1.1. The International Federation global strategy on violence prevention, mitigation and response (SoV) is finalised and widely disseminated – programme guidance is developed.

#### Outcome achieved

#### Major achievements

- [IFRC Strategy on violence prevention, mitigation and response](#) was adopted by the **Governing Board in April**, produced in four official languages and launched at the General Assembly. Strong appreciation was expressed for bottom up development approach, closely involving 24 National Societies and substantive quality and depth based on Red Cross Red Crescent experience and activities.
- Following up on the Governing Board's request to further map National Societies' programmes, projects and activities on violence prevention, mitigation and response, a baseline survey on violence prevention was conducted in July-August. The findings were presented at the GA workshop on **Promoting gender equality and a culture of non-violence** and will inform global and regional implementation plans. Find a [Fact sheet on the baseline study on FedNet](#).
- Draft Implementation guidelines were developed and shared with Directors of Zones in July for feedback and comments. A **first draft of Programme guidance on violence and youth was developed**.
- Fact sheets produced: [Summary fact sheet](#), [Questions & Answers](#).

## 1.2. International Federation gender based violence (GBV) strategy developed.

Outcome: not achieved and cancelled, as it was decided that GBV is covered under the SOV as a type of inter-personal violence, and also link to the Gender strategy as a concrete manifestation of gender inequality.

## 1.3. National Societies have appropriate platforms to share experiences and knowledge.

Outcome: not yet achieved, the development of a Strategic Aim 3 community of practitioners was put on hold until FedNet structure was in place.

### Major achievements

- Violence Prevention bulletin #1, including violence-prevention related news, funding opportunities, external trainings, and campaigns sent to the VP network members and VP focal points (41 National Societies).
- Active participation in the Second Regional Forum on Violence Prevention co-organized by the Norwegian, Canadian and Spanish RC in Panama.

## 1.4. Technical support to Zones and governance

Outcome: achieved

### Major achievements

Inputs and technical support provided to the **Community Preparedness and Risk Reduction** department in relation to VCA review report, including recommendations on gender and violence prevention issues as well as to **Shelter and Settlements** on the integration of violence prevention / gender in the (Re)settlement guidelines.

## 1.5. Building of an organisational culture in which diversity, equality and non-violence are embedded

The Canadian Red Cross in collaboration with IFRC developed a new **tool “Ten Steps to Creating Safe Environments” to create safe working environments**. The tool initially targeted child and youth protection. With the financial assistance made available through Irish Red Cross/Irish Aid, two additional modules were added to the training package to also cover gender-based violence and prevention of sexual exploitation and abuse (PSEXA). The tool has been translated and is available in all the working languages of the IFRC.

The P&V department, together with the Africa zone (West and Central Africa Regional Office) and Canadian Red Cross, organised a **PSEXA workshop in Dakar**, Senegal, June 2011, funded by Irish Red Cross/Aid. Senior leadership and technical leads from six National Societies (Cameroon, Gambia, Liberia, Sierra Leone, South Africa, and Uganda) IFRC representatives and ICRC took part. The workshop was facilitated by *Ten Steps trainers* from the Canadian Red Cross.

## 2. Programme component - Discrimination, including gender discrimination

### Outcomes and Achievements:

#### 1.1. IFRC's revised Gender Policy 2010-2020 developed

Outcome: almost achieved.

Major achievements:

The Gender Strategy development progressed as follows:

- (i) first draft in June shared with gender network of over 40 National Societies,
- (ii) end of August: version 2: revised draft including feedback from gender network and IFRC technical departments (Health, DM, PMER, Legal, YAVD, CPPR, and Governance),
- (iii) October, [3rd version of the Gender Strategy](#) presented to the Humanitarian Principles and Diplomacy Advisory Body, submitted by IFRC Secretary General to all RCRC Secretary Generals for federation-wide consultation and feedback, presented to General Assembly in workshop on promoting gender equality and a culture of nonviolence and peace.

#### 1.2. Capacity of National Societies developed

Outcome: development of a training pack (i.e. revision of 2003 version) postponed till 2012 after finalisation of the Gender strategy.

Major achievements: Technical support in

- 3 day *training on gender mainstreaming* in Beirut, May, for MENA, co-organised by the MENA zone and the Norwegian Red Cross and funded by the Norwegian Red Cross, 25 participants, 33% male, from Lebanon, Jordan, Iran, Iraq, Palestine, Yemen, Morocco, Egypt as well as IFRC.
- 4 day workshop in Panama (May) for the *Americas Region*, organised by the Americas zone and funded by Irish Red Cross/Irish Aid. 35 participants from 16 National Societies from the region and 4 Partner National Societies. Focus was on gender mainstreaming in all areas of RC/RC work and dedicated a session to violence prevention and PSEXA.

#### 1.3. Contribution to the change of mindset within the organization vis-à-vis PLHIV and supporting the RCRC+

Major achievements: Substantive input into the Training Pack for HIV/AIDS Community Volunteers: collaboration on the review of the Gender module.

### 3. Programme component – Youth as Agents of Behavioural Change (YABC)

#### 3.1. 160 youth leaders from RCRC worldwide are able to support zonal and NS field testing of the draft YABC toolkit

Planned outcome, achieved - 2011 target exceeded by over 200%.

Main achievements:

- **# peer educators: 330** (instead of planned 160 by end 2011). The current network of YABC peer educators trained by the P&V department now reaches 330 (220 end 2010, already reaching 2011 target).

Peer educators trainings	# peer educators trained	# National Societies	Organisers
European, African & Mediterranean YABC summit on culture of nonviolence and peace, Sept 2011, Jesolo, Italy	35	26	Italian Red Cross P&V department CCM Africa & Europe zones
Pacific YABC summit, April 2011, Papua New Guinea	22	4	PNG Red Cross Pacific Delegation Asia-Pacific zone P&V department
South Asia YABC training, December 2011, Bangladesh	30	4	Bangladesh RC South Asia Reg Del Asia-Pacific zone P&V department
YABC training, France (including DOM/TOM) & Monaco, April 2011	22	2	French Red Cross P&V department

- **# trainers of YABC peer educators: 16** (11 end 2010 - 5 additional trainers in 2011, through coaching and mentoring system)

#### 3. 2. YABC toolkit is finalized and available online

Planned outcome: not achieved, finalization ongoing and planned for end 2012. Delay created by sharply increased solicited technical support from HQ by zones, delegations and NS (project proposal feedback, setting of training agendas, and liaison with peer educators network).

Main achievements

<u>Content YABC Toolkit</u>	Development	Status
<b>Thematic issues</b>	Reviewed & edited	To be finalized 2012
Fundamental Principles	Translation into English by Sri Lanka Country Delegation	Done
New section on IHL	Initiated by Danish RC, in collaboration with P&V and ICRC	Field-testing
<b>Interpersonal skills</b>	Reviewed & edited	To be finalized 2012

<b>Peer educators manual</b>	Developed by North Africa Regional delegation, with support from P&V	To be finalized 2012
<b>Community engagement guidelines</b>	Idem	To be finalized 2012

Toolkit will comprise of 76 non-cognitive exercises, 19 concept papers, 1 peer educator's manual, 1 community engagement guidelines and 1 Qi-Gong manual & video.

### 3.3. Increased number of Red Cross Red Crescent National Societies actively using the YABC toolkit, as well as increasing the external recognition of IFRC's YABC initiative

#### Outcome achieved

- **# Youth, volunteers familiarized** with YABC toolkit and methodology (but not trained as peer educators): **increase by 1 300** during 2011, **with a total standing at 2 500 youth**: CCM international youth camp Atlantis VII, Egyptian Red Crescent orientation and first aid courses, Lebanese Red Cross within HVP/DNH program, Pakistan Red Crescent youth camp, Danish Red Cross Youth Leadership Academy, Danish Red Cross and Jordan Red Crescent joint regional youth gathering, Sri Lanka Red Cross within the Post-Conflict Recovery Program, etc.
- **# Red Cross Red Crescent National Societies familiarized with** YABC initiative since its initiation in 2008: **140 NS**. The following 14 are frontrunners (Algeria, Colombia, Denmark, Egypt, France, Italy, Jordan, Lebanon, Libya, Macedonia, Morocco, Pakistan, Sri Lanka, and Tunisia) and the CCM.

#### Main achievements

Events profiling YABC as an IFRC flagship initiative on the promotion of a CNV+P empowering youth to take up ethical leadership:



- RedTalk by Katrien Beeckman, Head P&V and founder of YABC, 07 07 2011, online audience record. You may find here the [script](#) and link to [video](#).
- 31 International Conference, side-event "*Youth as drivers of a culture of nonviolence and peace: the power of sports, arts and creativity*", co-organised with IOC and British Council and YAVD department, November 2011. Find the [side-event report](#) and the [video](#) on the public website.
- UN High-Level Meeting on Youth, N.Y., July 2011, workshop with United Network of Young Peacebuilders
- 31 IC [pledge on skills-based and values-based education](#), signed by the IOC, the British Council and over 58 National Societies.
- [YABC brochure](#), submitted for 2011 statutory meetings.

#### **Constraints or Challenges**

Providing technical support to National Societies worldwide to effectively roll out YABC is sometimes challenging due to the limited human resources dedicated to the initiative (1 officer at HQ, 2 officers in the North Africa Delegation). Limited financial resources at HQ level has not been an impediment, as funding has been secured by National Societies and IFRC field structures calling upon the Department for a YABC training.

## Working in partnership

The P&V department's activities are conducted in close collaboration with 3 networks of National Societies:

P&V programme	Total # NS					
<b>Violence</b>	<b>26</b>	6	7	6	7	0
<b>Gender</b>	<b>29</b>	5	7	2	11	4
<b>YABC</b> (with trained peer educators)	<b>75</b>	15	5	23	19	14

In addition, YABC partnered with the Centre for the Cooperation in the Mediterranean (CCM), IFRC MENA zone and regional delegations, IFRC Asia-Pacific zone and regional delegations, IFRC Europe zone, Youth Commission through National Society Development department, YMCA, YWCA, British Council, International Olympic Committee, and United Network of Young Peacebuilders.

Partnerships for violence prevention include the World Health Organisation and the Violence Prevention Alliance (VPA). In addition to the formal network members mentioned above, there are violence prevention focal points in 4 additional National Societies in the Americas, 4 in Asia-Pacific, 5 in Europe, and 2 in MENA.

## Contributing to longer-term impact

Principles and values activities are in line with IFRC's Strategic Aim 3, and encompass the promotion of gender equality. Principles and values activities with National Societies are aimed at empowering communities. They contribute to mainstreaming qualitative and ethical standards, which find their basis in the Movement's fundamental principles and underpinning humanitarian values.

## Looking ahead

As reflected in the Principles and Values Plan of Action for 2012, and as a continuation of Principles and values activities initiated, priorities for 2012 include:

- Conduct a YABC impact study (2012)
- Finalisation of the Gender strategy (2012)
- Culture of non-violence and peace global campaign (2012)
- Do one thing for diversity campaign in collaboration with UNAOC
- Skills and values based education: profiling of the Red Cross Red Crescent as an actor in non-formal education towards a change in mind-sets, attitudes and behaviour in order to foster a culture of non-violence and peace.

## 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.

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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](http://www.ifrc.org)

## Contact information

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