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# Georgia

## Annual Report 2014

 International Federation  
of Red Cross and Red Crescent Societies

**MAAGE002**

**30 April 2015**

**This report covers  
the period  
from 1 January 2014  
to 31 December 2014.**

GRCS Campaign "Together for a better  
future" /2nd International Day for the  
Elderly.

*Photo: GRCS*



## Overview

The programme activities of the Georgia Red Cross Society (GRCS) supported by the Secretariat of the International Federation of Red Cross and Red Crescent Societies (IFRC) are aligned with the fundamental principles of the International Red Cross / Red Crescent Movement and contribute to the goals of IFRC Strategy 2020 (Strategic Goals 2 and 3) to save lives, protect livelihoods, and strengthen recover from disasters and crises; enable healthy and safe living; and promote social inclusion and a culture of non-violence and peace. The capacity-building efforts are in line with Enabling Action One to build strong National Red Cross and Red Crescent Societies.

With its Headquarters in Tbilisi staffed with qualified personnel and 34 local branches, the GRCS renders services to vulnerable people throughout the country. Over 2,000 volunteers and a membership of about 10,000 help the GRCS reach out to the most vulnerable communities. The Georgia Red Cross Society is a crucial participant in the National Response Plan of Georgia. The GRCS's strategic development plan (2012-2016), hereinafter called "strategic plan", was adopted by the GRCS's General Assembly in line with the IFRC's Strategy 2020.

Scarce funding through the IFRC Secretariat created significant gaps in 2014 in the implementation of the initially developed Operational Plans. During the year 2014, IFRC provided financial support for implementation of two projects: "MDR-TB control in Georgia" and "Promotion of voluntary non-remunerated blood donation". The main activities of the GRCS in the reporting period were basically implemented with the financial support from the ICRC, Partner National Societies (PNSs) working with the GRCS on a bilateral basis and diplomatic missions / foreign embassies.

Despite the fact that the GRCS's **Organizational Development** component has not been financially supported by the IFRC Secretariat, the GRCS stepped up its efforts during the reporting period towards branch development with a main focus on institutional and capacity development to branches targeted by the various projects. Moreover, the GRCS integrated branch development, youth and volunteering components in all projects (e.g. health and care and social welfare, first aid,

emergency preparedness and response, disaster risk reduction, youth projects, etc.) implemented by the National Society with the support of various partners and donors to sustain the GRCS's services and operations in peacetime and during emergencies.

As the GRCS committed itself to a structured approach towards increasing the operational security and safety of its staff and volunteers, the National Society continued working on enhancing the acceptance, perception and access of the National Society to be able to reach those with humanitarian needs. Based on the results of the Safer Access Assessment (SAF) and planning exercise (25-27 November 2013, ICRC support), the GRCS developed and approved the SAF Plan of Action; linkages with various programmes and on-going activities of the GRCS were considered, and a Steering Committee of nine members was established to ensure proper follow-up on its implementation; terms of reference were developed and approved. The implementation of the SAF Plan of Action is in progress; the outputs are documented and shared at regular meetings of the Steering Committee and branch level fora.

The GRCS enhanced its efforts towards the **sustainability of branch services and volunteer activities**, and expanded its network of local branches: one new branch was established in Lentekhi (Racha-Lechkhumi and Kvemo Svaneti region), and so the network of GRCS branches is composed of 37 branches. Currently, the Danish Red Cross, the Austrian Red Cross and the British Embassy in Georgia are supporting, through on-going projects, the branch development component, in particular the community-based volunteer initiatives and services through small grants and projects based on participatory approach (in total, 95 volunteer initiatives have been implemented), **resource mobilisation** through philanthropic and corporate social responsibility resourcing, as well as youth volunteer initiatives and social work targeted at the national minorities' needs. Besides the support provided by Movement partners, the majority of GRCS branches strengthened working relations and partnerships with the local state authorities and other stakeholders (civil society organisations), which are reflected in the support to the GRCS services and volunteer initiatives in the targeted locations. The GRCS conducts regular round-table meetings with the local state authorities in order to allocate state financial resources for Red Cross services and volunteer initiatives in the municipalities' budgets. The GRCS signed new Memoranda of Understanding (MoU) with three municipalities - in total MoUs were signed with 25 municipalities on joint action and services to response to existing and emerging vulnerability of targeted communities; upon these MoUs, the GRCS has received the financial support for Red Cross Activity Centres. The utility expenses, the operational costs and the salaries of 40 staff are covered from the local municipality budgets for voluntary initiatives in 15 municipalities.

In October 2014, the GRCS hosted the leadership **meeting of 15 National Societies from Europe and Central Asia** with a focus on the follow-up to the Minsk Declaration and the IFRC European Regional Conference, the IFRC constitutional and governance review, strengthening Movement coordination and cooperation, branding initiative and Safer Access. As an outcome of the meeting, the Tbilisi Resolution has been developed and shared with the participant National Societies' leaders.

One of the most important challenges was the issue of finding a suitable place for the National Society's Headquarters. During the first half of 2014, the GRCS had permanent negotiations with the local authorities about its **new office space**. As a result, the Prime Minister's Cabinet approved the GRCS's request, and the NS received a new building for its Headquarters. Upon the resolution signed by the Government of Georgia it is subjected to usufruct free of charge.

The GRCS was actively involved in the process of perfecting its **legal base**: on the basis of the International Humanitarian Law Action Plan, a working group was established, and within this group the law experts will discuss the GRCS law amendments' package, and the final version will be submitted to the Parliament of Georgia by the Ministry of Justice.

As for the GRCS **law amendments** package, the relevant governing (Ministry of Economy of Georgia, Revenue Service of Georgia) and legislative bodies (Parliament of Georgia) discussed the law amendments package and shared their experience. Recent changes in the law amendments package, based on foreign practice, made it more solid and comprehensive. By the end of 2015, the GRCS law amendments package will be introduced to the Parliament of Georgia

by one of the governing bodies.

In terms of **Youth and Volunteering development** during 2014, the GRCS implemented the Youth project “Acting Together” (funded by the Austrian Development Agency through the Austrian Red Cross) aiming at contributing to conflict prevention by reducing ethnic tensions and enhancing safety and stability in four ethnically heterogeneous regions of Georgia. In the ADA (Austrian Development Agency through the Austrian Red Cross) funded **Acting Together** project in Georgia, the Georgia Red Cross Society (GRCS) continued its regular activities of providing social services to elderly people and children with disabilities in the districts of Marneuli, Bolnisi and Akhmeta where new activities have been developed such as free medical checks. In the urban areas of Tbilisi, new social services activities were also recently developed for 35 elderly people, among them Armenians and Russians. The second summer camp took place in Bakuriani in July 2014, a mountainous area of Georgia. 32 “Acting Together” volunteers participated and received specific trainings in different fields. Apart from the summer camp, different camping week-ends were also organised to strengthen the links between volunteers belonging to different minorities. During these camps, volunteers are particularly encouraged to exchange about the situation of minority people in Georgia and to share their own experience. Further social activities in Tbilisi are currently assessed.

Through a joint **campaign** with the Café “Entre”, cupcakes with Red Cross emblems were baked and sold by GRCS volunteers and Georgian celebrities during the Red Cross week. The funds raised through selling the cupcakes were transferred to the GRCS Charity Fund and spent on charity for various events.

*Partnerships:*

- The beneficiaries of GRCS social centres participated in the Christmas exhibition by selling their own handmade souvenirs. The money raised through this campaign was spent on the needs of the Social Centers. The company “Geocell”, as a GRCS partner, covered the participation fee. Moreover, Café “Gourmet” baked cupcakes with the Red Cross emblem and sold them during the exhibition. The money collected through the selling of cupcakes was transferred to the GRCS Charity Fund.
- In September, the restaurant “Funicular” offered the GRCS their conference hall for free in order to host the Red Cross and Red Crescent Leadership meeting.
- As a result of the GRCS’s resource mobilization efforts, the respective administrations of “Tbilisi Free Theatre” and “Marjanishvili State Drama Theatre” offered free tickets for their plays to the beneficiaries of the Tbilisi Social Centre.
- According to the current agreement between GRCS and the ‘IB Mtiebi’ School, the latter provided free education for another five children from socially vulnerable families.
- During the reporting period, the following companies provided assistance for GRCS charity campaigns and made contributions: Brewery ‘Zedazeni’; ‘Badagony’ Wine Company; ‘Askaneli Brothers’ Georgian Wine & Brandy Company; ‘Barambo’ Company; ‘Borjomi Mineral Water’ Company; Nikora JSC.
- As for collecting funds from the public, the GRCS placed additional three donation boxes in Tbilisi (“Smart” Supermarket, “F&F”, “Fresco”)

The IFRC Secretariat organized a **skill share meeting for Russian-speaking countries** dedicated to the problems of fundraising. Members of the GRCS’s Resource Mobilization Unit participated in the conference and enhanced their knowledge about different possibilities of how to raise funds. The IFRC selected a company to conduct a market survey regarding fundraising opportunities in Georgia. The findings and recommendations will help GRCS to develop its RM strategy and open new prospects of fundraising at the community level.

In 2014, the GRCS was financially supported by the IFRC Secretariat by channelling secured funding received from the Eli Lilly Pharmaceutical Company to continue those activities which had been successfully started in 2008 and aimed at improving MDR-TB control in Georgia. The IFRC

Secretariat also provided the GRCS some funding to scale up the activities of promoting voluntary non-remunerated blood donation in addition to the financial support provided bilaterally by the Norwegian RC (detailed description of the activities is provided below). Other **Health & Care projects** of the GRCS were implemented with the financial support provided by the ICRC and bilaterally by Danish RC and Italian RC. The GRCS has actively cooperated with all key stakeholders in the country, including governmental and non-governmental organizations.

## Working in partnership

Operational Partners	Agreement
IFRC	Cooperation Agreement; Grant Agreements and Memoranda of Understanding (MoU) on Projects
ICRC	Operational Grant Agreement
Danish Red Cross (bilateral donor)	Operational Grant Agreement with EU, MoU
Austrian Red Cross (bilateral donor)	MoU
Italian Red Cross (bilateral donor)	Grant Agreement
Norwegian Red Cross (bilateral donor)	Grant Agreement
Local authorities (19 in total)	MoU on joint cooperation
National Centre for Disease Control and Public Health (NCDC)	MoU
National Centre for Tuberculosis and Lung Diseases (NCTBLD)	MoU
Georgian Harm Reduction Network (GHRN)	MoU
Jo Ann Blood Bank	MoU
Tbilisi Blood Transfusion Station	MoU
NGO "New Vector"	MoU

## Progress towards outcomes

### Business Line 2—"To grow Red Cross Red Crescent services for vulnerable people"

#### **Output 2.1.1: Increased effectiveness and capacities of Georgia Red Cross Society HQ, branches and vulnerable communities in Disaster Risk Preparedness (DRP), Response and Early Recovery.**

The GRCS has been actively cooperating with local authorities, representatives of Civil Society Organisations, local NGOs and communities, as well as international RC / RC Movement partners (IFRC, ICRC and PNSs). The cooperation has been based on consultation, information and experience sharing. All stakeholders have expressed their readiness to participate in the development of replicable Red Cross services for vulnerable groups which in its turn will increase the sustainability of services and volunteer initiatives.

During the reporting period, the GRCS received feedback, including comments and recommendations from local branch leadership, staff, volunteers, local authorities, youth groups, beneficiaries, and Movement partners in regard to the implementation of the GRCS strategic plan.

The GRCS is taking a proactive approach in fulfilling its coordination role according to the State National Disaster Response Plan (which is currently in the revision process) on Natural and Technological Emergencies adopted by the Decree of the President of Georgia No-415 in 2008. The GRCS's Disaster Management Department maintains an active cooperation with governmental agencies, such as the Emergency Management Department under the Ministry of Interior, the Ministry of Education and Science of Georgia, the Ministry of Environment, and non-governmental structures: UNDP, Salvation Army, RDFG, CENN, etc. acting in the Disaster Management field.

Within the framework of Disaster Risk Reduction programme GRCS actively cooperates with sister National Societies - Danish Red Cross, Icelandic Red Cross and Austrian Red Cross Societies, as well as DIPECHO partner organizations (OXFAM, ACF, Save the Children, UNICEF). Active cooperation is also established between GRCS and regional and local government representatives in Racha-Lechkhumi and Kvemo Svaneti and Imereti regions.

### Comments on progress towards outcomes

During the reporting period, under a framework of financial support received from PNSs, the GRCS implemented four projects:

**1. The Regional Programme for Building Safer Local Communities in South Caucasus (DRRII)** is co-funded by the European Commission (DIPECHO) and Danish RC and implemented in partnership with Icelandic RC and Austrian RC. The project started in May 2014 and will be finished in September 2015. Target areas in Georgia are Racha-Lechkumi, Kvemo Svaneti and Imereti regions (Ambrolauri, Oni, Tsageri, Lentekhi, Tkibuli, Sachkhere and Chiatura municipalities, as well as satellite villages in Oni, Ambrolauri and Tsageri municipalities).

The overall objective of the project is to increase the resilience and reduce the vulnerability of local communities and institutions through support to strategies that enable them to better prepare for, mitigate and respond to natural disasters. During the reporting period, activities done by GRCS covered the following target areas:

- a) Vulnerability and Capacity Assessment (VCA) refresher trainings were provided in 6 target areas.
- b) VCAs were updated in 6 target areas.
- c) VCA training was conducted in Chiatura.
- d) Trained volunteers conducted VCA in their communities using all VCA methodological tools in Chiatura.
- e) Trainings were conducted for the new CVGs of satellite branches and Chiatura branch. Refresh trainings were conducted for the old Volunteers. Old Volunteers shared their knowledge, skills and experience with the new Volunteers.
- f) CVGs of new branch Chiatura were equipped.
- g) School Simulation exercises in 2 branch: Tkhibuli and Sachkhere.
- h) Round table meetings were conducted in Oni, Ambrolauri, Tsageri, Lentekhi and Tkibuli communities, VCA result review.
- i) ToT in “child Resilience Activities” with participating representatives from all 7 communities.
- j) Printing materials: DRR III programme synopsis was developed in both Georgian and English, “Best practices and lessons learnt” elaborated in DRR II was printed and together with DRR III synopsis was distributed during the Leadership Meeting.
- k) Baseline surveys have been delivered to all 7 target communities, as well as in satellite communities.
- l) Baseline report have been elaborated which contains information from all 7 target communities.
- m) Round table meetings with local and regional government and the key stakeholders have been held in 7 target communities Oni, Ambrolauri, Tsageri, Lentekhi, Sachkhere, Tkibuli, Chiatura.
- n) ToT in CCA and livelihood protection training were conducted in Armenia for HQ staff.
- o) 13 October cleaning campaigns, celebration of DRR days in 7 target communities.
- p) A steering committee meeting within the Regional Program for Building Resilient Local Communities in Georgia and Armenia was held in Iceland.
- q) NSA meeting.
- r) The Project Coordinator attended a global resilience forum in Columbia to share best practices and lessons learnt.

**2. The Building Safe and Resilient Communities Project** is co-funded by the Austrian Development Agency (ADA) and Austrian RC. The project started in December 2012 and will end in November 2015. The target area is Kakheti region (Telavi, Sagarejo and Kvareli municipalities). The overall objective of this project is to contribute to reduced vulnerability and safety of the rural and urban population in the Southern Caucasus. The specific objective is to enhance and sustainably strengthen the resilience of the targeted vulnerable rural and urban communities to natural and man-made disasters in Georgia. Activities implemented during the reporting period are the following:

- a) Theoretical and practical trainings in Disaster Management, Psycho-social Support, First Aid, Fire and Rescue Activities, etc. in Kvareli.

- b) VCA training was conducted in Kvareli.
- c) VCA information collection and result analyses.
- d) Elaboration of VCA report of Kvareli.
- e) Workshops are conducted on VCA result sharing at urban community level in Kvareli.
- f) Refresh VCA reports of Sagarejo and Telavi
- g) Trained volunteers conducted VCA in their communities using all VCA methodological tools in Kvareli.
- h) A 2 day workshop with local fire brigades, local authorities, local community members and community volunteers teams for discussion and elaboration of the Community Disaster Preparedness and Response Plan (CDPRP)
- i) Elaboration of Community Disaster Preparedness and Response Plan (CDPRP)
- j) Workshop with fire brigades, local authorities, local community members and Community Volunteers teams for sharing results on elaborated CDPRP in Kvareli.
- k) Simulation exercises in all 3 branches: Kvareli, Sagarejo, Busheti.
- l) School simulation exercises in all 3 branches: Kvareli, Sagarejo, Busheti.
- m) Existing and newly developed EIM on DRR are distributed among target beneficiaries;
- n) Visibility materials: T-shirts of the project.
- o) A school was selected in Kvareli for DRR activities.
- p) Training for the teachers in the target urban communities on DRR, CCA and FEP Kvareli.
- q) Filling the questionnaires from FEP and working within their families on FEP.
- r) Contests are held between school children for the best and the most innovative FEP.
- s) A round-table session is conducted for information sharing between Community Volunteer Teams, RC staff, local authorities in all branches: Kvareli, Sagarejo, Telavi.

**3. The Emergency Preparedness and Response (EPR) Project** is funded by ICRC. Project duration: January 2014 - December 2014. Target areas: Tbilisi, Gori, Kutaisi and Senaki. The overall objective of this project was to raise the capacity of GRCS branches to enable them to respond to emergencies more effectively through the establishment of mobile Reception Centres with the participation of local authorities and with respect for GRCS auxiliary role. The following activities were carried out in all 4 target areas in the reporting period:

- a) Simulation practices jointly with respective authorities in 4 branches: Tbilisi, Gori, Senaki, Kutaisi.
- b) Establish and maintain Branch Manual for 4 branches Integrate all necessary check lists.
- c) Purchase of goods and materials.
- d) Integrate EPR into GRCS DM strategy – Draft version.
- e) Preparation for simulation activities by initiating series of consultations with authorities.
- f) Elaboration of MoU with participation of legal experts.

**4. Climate Forum East.** The project is co-funded by European Union, Austrian Development Agency (ADA), Austrian RC, WWF International. Project duration: January 2013 - December 2014. The overall objective of the project was to build a national network of civil society organizations, government ministries, research institutions and other stakeholders to share information and knowledge on climate change in each country. Central to this is the development by these networks of national and regional climate vulnerability assessments, the identification of sectors and groups in each country which are most vulnerable to climate change and extreme weather, and concrete recommendations for decision-makers and civil society to address adaptation gaps. During the reporting period one regional and three national kick-off meetings were held. Different civil society organizations (CSO) and state agencies were participated. Since July 2014, 6 country project teams in the EU-funded and ADA co-funded **Climate Forum East (CfE)** project focused on the finalization of 6 climate vulnerability assessments in the EU Eastern Partnership (EaP) countries, the implementation of youth and community actions, the development of a **Climate Forum East** project proposal 2015-2017, the preparation and implementation of the 2<sup>nd</sup> CfE EaP conference and the development of advocacy strategies with the CSO network on Climate Change

Adaptation. Based on the recommendations of the **climate vulnerability assessments**, different climate change adaptation initiatives started, such as the development of a heat action plan for Tbilisi in Georgia. The broad variety of **local actions**, ranging from development of a theatre play on climate change and performance, to workshops for local communities to plan and implement climate change adaptation activities in environmental management and preparation on extreme weather events to raise awareness on tick-borne encephalitis has reached out to many communities in Armenia, Azerbaijan, Belarus, Moldova, Georgia and Ukraine. During the **2<sup>nd</sup> EaP CfE conference**, more than 60 representatives from civil society, the IPCC, the Red Cross and Red Crescent, government, hydro-meteorological institutes, universities, companies, media and health experts shared and discussed project results and profited from advocacy initiatives to promote climate change adaptation. After the COP in Warsaw in 2014, the Climate Forum East was again present at the **UNFCCC international climate conference** in Lima, Peru, in December 2014 to promote our CfE project on the international level and embedded in other Red Cross and Red Crescent climate actions during the COP. Currently, a CfE case study for sharing experiences in knowledge platforms such as we Adapt and ALM is in preparation as well as the final evaluation of the project that will be closed by the end of 2014 and followed by the CfE II running from 1 January 2015 – 31 June 2017. During the past 6 months, the outlook for the 2nd project phase was considered in the development of actions, such as the **advocacy strategies** of CSO networks that focus on actions until 2017.

### **Business Line 3—“To strengthen the specific Red Cross Red Crescent contribution to development”**

*Output 3.1.1: The GRCS functions effectively as a self-reliant service provider with enhanced organisational foundation, capacity and sustainability. The GRCS has strengthened its organisational and operational capacity (human resource development, finance, logistic, communication and IT technology). The NS's strategic development plan (2012-2016) is in place, aligned to S2020.*

#### **Comments on progress towards outcomes**

The GRCS prioritised this area for organisation and included this project in its 2014 country plan. The project did not receive funding through the IFRC Secretariat in 2014. During the reporting period, GRCS **organisational development** still continued to be focused on strengthening GRCS capacity and internal development.

During the reporting period, the GRCS conducted a management review with the aim of strengthening the operational and management structures of the GRCS HQ and branches. The review was conducted by an external consultant, and the findings of the management review along with the recommendations provided by the consultant were presented to the GRCS HQ leadership and staff, as well as to the Movement partners at the GRCS staff and Movement coordination meetings accordingly. The GRCS developed an action plan in line with these recommendations with an active involvement of all respective departments. The roles and responsibilities of the GRCS leaders and staff were defined and tasks were distributed for effective implementation of the recommendations.

Upon completion of the GRCS self-assessment exercise, OCAC phase 1 (22-24 August 2011), the GRCS went through the intensive organisational development and capacity strengthening process and early 2014 the National Society applied for the Peer Review, OCAC phase 2. The review process was conducted (11-15 March 2014) by the Peer Review team from sister National Societies: Polish RC, Lithuanian RC and Romanian Red Cross. The review process was facilitated by the IFRC Secretariat staff from Geneva. After having duly reviewed the evidence submitted by the GRCS, and within the historical, political, social and economic context of Georgia, the Peer Review Team advised the Committee of Compliance and Mediation that the Georgia Red Cross Society (the second Society among 189 National Societies) should be certified with the ranking “Exemplary”.

Furthermore, the GRCS developed and approved its Branch Manual (the manual incorporates all necessary strategic and operational plans as well as policies, legal documents, reporting templates, etc.) and established two Peer-led Support Groups (3 members in each) in the eastern and western parts of Georgia at GRCS targeted branches to support the GRCS HQs in mainstreaming the use of the Branch Manual; terms of reference for the group members were elaborated to assign role and responsibilities. The Peer-led Support Groups covered the 18 GRCS branches in East and West Georgia. The relevant tests and survey training modules to examine the knowledge of targeted branch leaders, staff and volunteers in GRCS legal and strategic documents, incorporated into the GRCS Branch Manual, were developed and approved. 45 local meetings were conducted. This pilot activity served as a good example of peer-to-peer support among GRCS branches.

The GRCS conducted a national branch forum supported by the ICRC within the Emergency Preparedness

and Response Project. Along with various issues discussed during the branch forum, the GRCS HQ carried out a test exercise to appraise the knowledge of branch leaders and staff in the use of the GRCS Branch Manual.

Moreover, during the reporting period, the GRCS rolled out a Branch Development Model (approved by the GRCS General Assembly Presidium), which builds on experiences and lessons learnt by the GRCS over past years. Since 2009, the GRCS has worked on developing, approving and integrating the Model into all GRCS projects. The GRCS Branch Development Model is in many ways exemplary in building strong and active branches through simple and useful tools focusing on capacity building, volunteer management, service delivery and advocacy. GRCS fully applied the Branch Development Model in 12 targeted branches and the different components of the Model in 16 branches through on-going projects. New Red Cross Activity Centres in three targeted locations were established and, in total, 26 centres function in 23 targeted branches throughout the country.

From the GRCS, 13 volunteers and two HQ staff participated in a study visit to the Danish Red Cross with the aim to share good practices and lessons learnt and gain knowledge about the work of the National Society. Various fundraising technics (e.g. second hand shops, door-to-door fundraising campaign, Samaritans arrangements-jobs, etc.), as well as services for victims of domestic violence and other social activities (e.g. weekends, camps) for vulnerable families were introduced and presented to the GRCS delegation. The study visit organised by the DRC branches was remarkable in terms of cultural and business perspective.

The GRCS ensured a complete upgrade of the web-page (ICRC support). GRCS is engaged with its perception study which is carried out by the contracted company "Market Intelligence Caucasus – TNS" (ICRC and Austrian RC support). The implementation plan for GRCS Communication Strategy (2013-2016) was approved; the implementation is ongoing on an ad-hoc basis / partially with the support of sister National Societies present in the country and the ICRC. Due to lack of funding and limited human resources/communication officer, it will take more time than expected/planned.

During the reporting period, the GRCS branches continued their regular fundraising campaigns to mobilize local resources for beneficiaries of GRCS 26 social centres; besides, Dusheti, Sagarejo, Akhmeta and Marneuli branches organized charity events to raise funds for people with diseases. The local state authorities and NGOs closely collaborate with representatives of GRCS branches.

As in previous years, 2014 was very diverse and productive for the GRCS's **youth department**. Numerous projects were planned and implemented, a number of important actions and events were conducted. New energetic and enthusiastic volunteers joined our Red Cross family. The online registration for volunteers was launched, which was finally accepted as a highly successful, easy and flexible process for the society.

The winter of 2014 was extremely cold in Tbilisi and in order to address this problem, a "tent city" was built on the "Moscow" Avenue of Tbilisi, where 230 homeless people were sheltered. The Youth Department planned and organized the cleaning on the territory, the volunteers cleaned up the surrounding area, firewood was chopped for the whole winter. All day GRCS volunteers helped staff members in various works as well as the residents of the tents.

The 21<sup>st</sup> European Youth Cooperation Meeting of Red Cross and Red Crescent Societies took place in Volterra, Italy from 1-3 June 2014. The Youth representative of GRCS was actively involved in intense discussions, brainstorming exercises, group works and workshops. In 2014, during the Youth Cooperation Meeting, youth representatives from Red Cross Red Crescent National Societies elected seven new members to run the European Youth Coordination Committee for the next two years 2014-2016.

During the reporting period, the International Youth Exchange `EU Meets the Caucasus` took place in Bakuriani/Georgia from 1 to 10 August 2014. The camp gathered 48 young people from Armenia, Azerbaijan, Austria, Belarus, Germany and Georgia to jointly work on the topic of climate change. Climate change can have severe humanitarian consequences, especially for vulnerable communities. Dealing with the changing risks of extreme weather events and climate variability is a major challenge for governments, communities and civil society. Also within the Red Cross Movement GRCS encourages young people to work with climate change issues and to enable them to integrate climate risk management into their future life. The International Youth Exchange in the Caucasus region aimed to share best practice examples and empower young people to act by giving expert inputs, time for exchange and hands on experience. Participants had the chance to meet and work together for 10 days, discuss their specific needs, get views from different angles and learn more about each other's experience. The camp also envisaged the enhancement of intercultural exchange and work on models for sustainable development.

"Buy a Red Cross cupcake – become a donor" was a very successful, important and massive charity event, organized by Georgia Red Cross Society with "Entrée – French Bakery" during Red Cross Week on 8 May.

100% of the funds collected from cupcakes went for the needs of children with leukemia at the Iashvili Clinic. The charity event was organized in the chain on "Entrée – French Bakery" and it got public attention due to the participation of famous people (TV hosts, actors, singers, etc.). Georgian stars managed to sell over 500 cupcakes during one day.

During 2014 numerous planting events were implemented all around Georgia. A very successful and large-scale planting event took place on May 6 in the "April 9" Square. Volunteers of the Red Cross distributed informational materials about climate change explaining how it can affect health, how important it is to plant trees and flowers and what consequences it could have. Youth leaders and beneficiaries planted white and pink begonias in the biggest park of Tbilisi.

Great attention was paid to children who live in orphanages. The "Road of the Future" is a house, where children under 18 live. Most children there do have parents but unfortunately they don't have the material means to support their kids. By the initiative of GRCS volunteers, such children are invited to theaters, and GRCS volunteers are spending time with them after schools, youth leaders and members of "committees of five" tutor them, teach them English, play sports and help them socialize.

The world celebrates the international day of volunteers on 5 December and Georgia is no exception; each year the most active volunteers of the year are selected and celebrated. In 2014 the 70 most active volunteers were chosen, all of them were awarded with certificates for their work done during the year. The 5 most active volunteers were identified by GRCS and awarded iPod-s.

The youth departments of the branches were actively involved in all kinds of initiatives, and their work was highly productive during 2014. New projects were launched, new activities were organized, the youth leaders attended several international conferences, meetings, study visits and summer camps. The youth representative of Senaki Branch participated in the Danish Red Cross Youth Leadership Academy. In August 2014, a study visit was organized to Denmark for Batumi, Senaki, Akhmeta and Tkibuli representatives, where the volunteers visited the Danish Red Cross, gained knowledge and information on how DRCY works and were introduced to staff members and volunteers.

*Output 3.1.2: Improved health and social conditions of vulnerable older people by their empowering, enhancing their protection and support through increasing acknowledgement of their rights and dignity and finding an active role in public life.*

#### Comments on progress towards outcomes

The need for continuing the "Social Support" project (started already in 2005) was based on the results of the participatory needs assessment carried out by the GRCS as well as on the main challenges of the country.

The Operational Plan for this project ("Social support") was developed on the basis of lessons learned in community development and social welfare programmes implemented by GRCS in cooperation with the local authorities. The action targeted the Shida Kartli region. The continuation of the project would enable the GRCS to carry out active integration of GRCS programme components (DM, OD, F/A, PSS and branch development) in the existing program for the purpose of GRCS local branch capability enhancement, mainstreaming sustainable services and increasing functions of the Social Centres (like the reception centres for Emergency Preparedness Project) with a strong increase of civil society activities on the basis of voluntary initiatives and the involvement of volunteers in the response process to the needs of the elderly (generation solidarity enhancement).

The project was not financed through the IFRC Secretariat in 2014.

Output 3.2.1: Local communities are strengthened and better enabled to cope with health challenges as a result of community-based integrated health and first-aid activities.

Measurement			
Indicators	2012-2014 BL	Annual Target	Year to Date Actual
Approx. 2,257 youth and community members raised awareness on blood borne and other communicable diseases (including tuberculosis and HIV and AIDS), along with diabetes, drug addiction and harm reduction, first aid, healthy and hygienic behaviour and importance of non-remunerated voluntary blood donation (NRBD) through the IFRC's financial support in the framework of TB and blood donation projects.	9,613 (direct beneficiaries)	1,750 (direct beneficiaries)	2,257 direct beneficiaries – 23.5 % of annual target; 42.07% from planned by the BL
298 young people ready to donate blood		200 young people ready to donate blood	298 young people ready to donate blood; 149% of annual target  (221 blood donations)
At least 3 NRBD actions were organised in partner blood banks in Tbilisi and Batumi.		3 NRBD campaigns	8 NRBD actions were organised together with partner blood banks in Tbilisi and Batumi – 266.6% vs. annual target
Comments on progress towards outcomes			
<p>In 2014 the activities for reaching the Business Line 3 Outcome 3.3 were financially supported by the IFRC Secretariat to continue those activities which had been successfully started in 2008 and aimed at improving of the MDR-TB control in Georgia and to scale-up activities of promoting voluntary non-remunerated blood donation in addition to those implemented with financial support of the Norwegian RC. Other Health &amp; Care projects of the GRCS were implemented with financial support provided by the ICRC and bilaterally by Danish RC and Italian RC.</p> <p>Projects under community based health and first aid, such as HIV/AIDS prevention and Harm Reduction among injecting drug users (IDUs), diabetes prevention in rural Georgia, Promotion of Voluntary Non-remunerated Blood Donation, TB/MDR-TB prevention and control, First Aid and Psychosocial Support are aimed at improving the health status of the Georgian population and health promotion. The H&amp;C program activities are implemented in Tbilisi and 6 regions. Among the H&amp;C program beneficiaries there are youth, local communities, people living with HIV (PLHIV), IDUs, DUs, and MDR-TB patients.</p> <p>With IFRC and other donors' financial and technical support, through informational-educational work and the delivery of direct services (treatment adherence service to 107 MDR-TB clients; outreach work to 238 IDU, screening on diabetes of 4,000 people at risk, psychological consultations for 329 beneficiaries one-time and on regular basis for 159 beneficiaries, 159 psychological groups sessions), the awareness of 902 volunteers on relevant health issues was raised in 2014, and the vulnerability of approx. 57,000 community members to health related risks decreased.</p> <p>The GRCS actively cooperated with all key stakeholders in the country, governmental or non-governmental organizations. GRCS has been a member of the Georgian Harm Reduction Network (GHRN) since 2008 and member of the TB National ACSM (advocacy, communication and social mobilization) working group since 2010. Memoranda of Understanding (MoU) are in force between the GRCS and the National Centre for</p>			

Disease Control and Public Health (NCDC), the National Centre for Tuberculosis and Lung Diseases (NCTBLD), the Georgian Harm Reduction Network (GHRN), the NGO “New Vector” - one of the main Georgian HR Network Member Organizations, the Jo-Ann Blood Bank and the Tbilisi Blood Transfusion Station.

*Output 3.2.2: Improved health status of targeted TB clients through strengthening treatment adherence, providing psychological support and conducting advocacy activities. Reduced vulnerability to TB and its impact by preventing further infection through expanding knowledge on TB prevention, transmission and treatment and combating stigma and discrimination associated with TB.*

Measurement			
Indicators	2012-2014 BL	Annual Target	Year to Date Actual
Approx. 5,217 GRCS staff, volunteers, MDR-TB clients and members of their families, community leaders and members raised their awareness on TB/MDR-TB signs, prevention, transmission and treatment (through IFRC financial support)	7,245 beneficiaries	3,500 beneficiaries	5,217 beneficiaries Approx. 149% of annual target; 72 % of planned by the BL
Treatment success among 100 MDR TB clients served by GRCS adherence consultants and psychologists is at least 85%;		<ul style="list-style-type: none"> <li>• 100 MDR TB clients</li> </ul>	<ul style="list-style-type: none"> <li>• 107 beneficiaries – 107% of annual target; 96.27% of treatment success</li> </ul>
Treatment default rate among target beneficiaries no more than 15%		<ul style="list-style-type: none"> <li>• no more than 15 cases of default</li> </ul>	<ul style="list-style-type: none"> <li>• 4 cases (3.73% of default rate) –</li> </ul>
Comments on progress towards outcomes			
<p>Since February, 2008 till present the Georgia Red Cross Society (GRCS) with IFRC financial support (back donor: “Eli Lilly”) has been implementing the MDR-TB Control Project in Tbilisi, the capital of Georgia.</p> <p>In 2014, the main objectives of the GRCS in fighting against MDR-TB were the following: 1) supporting the National MDR-TB Control Program by strengthening adherence to the outpatient treatment of, and providing psychosocial help to, the targeted MDR-TB clients; 2) conducting Advocacy, Communication, and Social Mobilization (ACSM) Activities to Support TB Control in Georgia; 3) combating stigma and discrimination against TB people by raising the awareness of the community.</p> <p>Within one year, the total targeted 107 MDT-TB clients being under treatment provided by the NTP were supervised by the GRCS project team on a regular basis. As a result of the active work of the GRCS treatment adherence team, 39 out of 107 MDR-TB clients finished treatment successfully; and only 4 clients interrupted the treatment.</p> <p>The GRCS work made it obvious that strengthening treatment adherence, a better management of co-morbid psychological problems and raising awareness on TB could improve the rate of successful treatment outcomes among MDR-TB patients.</p> <p>For 2014 in order to support TB/MDR-TB early detection, timely reference and reduce stigma and discrimination, project staff and the GRCS' 140 Health &amp; Care program volunteers conducted educational-informational sessions for 1,739 direct targets and approximately 5,217 indirectly targeted community members.</p> <p>The GRCS is implementing its MDR-TB control project in close cooperation and collaboration with the other key stakeholders.</p>			

**Business Line 4 –“To heighten Red Cross Red Crescent influence and support for our work”**

*Output 4.1.1: Improve domestic legal policy and institutional framework to enable Georgia Red Cross actions to be more flexible during disaster relief operations. No funds were received in 2014 for implementing this component.*

Comments on progress towards outcomes
<p>Despite the fact that GRCS did not receive financial support from the IFRC Secretariat for the implementation of the operational plan for 2014, the organization is still conducting various projects regarding the social support of vulnerable groups all over Georgia (15 districts in total). The mentioned regions are Tbilisi, Sagarejo, Khelvachauri/Batumi, Kutaisi, Kvareli, Akhmeta, Khulo, Chokhatauri, Bolnisi, Tetritskharo, Senaki, Gardabani, Marneuli, Tkibuli, Ambrolauri. The GRCS is oriented for providing psycho-social support along with the enhancement of abilities required for better self support as well as for breaking the social isolation of vulnerable groups. The mentioned social projects were implemented with the support of Danish Red Cross, European Union, Estonian Embassy, British Development Fund, Italian Red Cross, the International Fund “Tag”, the International Committee of the Red Cross, local authorities and the restless work of Red Cross volunteers. During the reporting period, the GRCS conducted refresher trainings in home care service delivery (specifically for the Telavi and Ikalto home care service delivery group members). The total number of participants was 23. The training was loaded with various practical exercises mirroring the day-to-day activities of home care service delivery groups. An additional session covering the aspects of medical care and the newly adopted healthcare reform has been planned during the training.</p> <p>The self-governance elections and the municipal reform carried out by the Georgian government caused a set of challenges during the project implementation process. Two governing bodies were created on the basis of the old municipalities. The targeted communities of the project felt under the different jurisdictions and, as a result, the GRCS was forced to make changes in its existing agreements. The project team also conducted a set of additional meetings with the newly elected heads of municipalities and city mayors as well as with the newly appointed administration employees (Deputy Heads of Municipalities, legal advisers, budget commission members, etc.). The main aim of these meetings was the maintenance of the existing terms of partnership with the municipalities as well as the alignment of future project plans with the new municipal reform. A new 10 year MoU was signed with the Head of Lagodekhi Municipality. During the reporting period, a meeting between the GRCS and local social service agency representatives with the GRCS beneficiaries was held in Lagodekhi where new assessment criteria for receiving the governmental social support were discussed. The meeting of the GRCS Secretary General and the GRCS Legal Adviser with the Minister of Economy and Sustainable Development of Georgia was held in October 2014. During the meeting, several issues regarding facility allocation procedures were discussed.</p> <p>The Telavi Municipality singularly allocated free medicines for 5 GRCS beneficiaries. Entitlement group members also took active part in the negotiations concerning facility allocation issues in both targeted regions. 6 walking sticks and 2 wheelchairs were allocated by the Telavi municipality for the GRCS beneficiaries after a constructive meeting of the GRCS President with the representative of the Prime Minister in the Regions of Kakheti.</p> <p>A refresher training in home care service delivery was conducted for the Lagodekhi home care group. The new healthcare reform and the possibilities were discussed during the two day training in detail. Also an additional training was planned for the Leliani community members and the representatives of the NGO “Leli” (15-20 participants in total).</p> <p>During the reporting period, exchange visits to the Sagarejo and Tbilisi social day centres were conducted. The representatives and beneficiaries from 5 targeted communities (Telavi, Ikalto, Lagodekhi, Leliani, Apeni) participated in the exchange visits (18 representatives in total). The meetings were held with the managers of Tbilisi and Sagarejo day centres as well as with activity group leaders. The cultural excursion to Sameba Cathedral and to the Sagarejo Ethnographic Museum also took place during the visits. The participants in the exchange visits were volunteers, municipality employees and beneficiaries and project employees from Telavi and Lagodekhi districts. The exchange visit’s destination was changed from Kelvachauri to Sagarejo due to heavy rains in Adjara region as a result of which the social day centre in Khelvachauri had been heavily flooded. GRCS partners in Adjara region (the construction firm “Anagi” and the hotel “Sheraton Batumi” kindly allocated funds and other resources for the renovation of Khelvachauri social day centre. The renovation works will be finalized in spring 2015.</p> <p>The lack of dialogue between elderly people and local municipality officials was one of the main issues identified during the VCA researches in both targeted districts (Telavi and Lagodekhi). High officials at the local level usually allocate only 1-3 hours of reception time each week for meetings with their constituents.</p>

This approach proved itself clearly insufficient. As a result of the difficult social situation in the regions the queues of people willing to talk about their problems with the officials are often quite enormous. As a result elderly people are often forced to stand in line for long periods of time without any major success. Entitlement groups addressed this issue by making an agreement with the local authorities according to which the latter will allocate additional reception hours solely for elderly people (1 to 3 hours every week). The entitlement group members in Telavi and Lagodekhi will also support the elderly during the meetings by articulating their main messages more effectively and efficiently.

The frequent governmental changes and sharp structural reorganizations affected heavily the decision making processes all over the country. The core changes that took place at Ministries as well as in Municipalities not only affected but almost totally paralyzed the decision making processes both at central and local levels. The largest part of the time, allocated for the monitoring processes was consumed by the frequent meetings with the newly elected (or appointed) officials. During a one year period, three city mayors and deputies were changed in Telavi, the Head of the local City Assembly was changed twice, and the same goes for the head of Telavi municipality. The same amount of changes was in Lagodekhi, two heads of the municipality were changed in a one year period. The officials in Lagodekhi were actually suspended ahead of time, upon arrival of a new Governor and his new deputies. As a result the need in additional one-on-one and roundtable meetings arose immediately. The project team established integrated monitoring approach which means that different departments (DM, Branch Development, etc.) and representatives from different branches were also actively participating in the monitoring processes.

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

Output 5.1.1: The GRCS will have increased its participation in international dialogue and cooperation, as well as new partnerships established at national and international levels. The NS developed and published promotional material (booklets, posters, brochures) and annual reports to foster the GRCS work and to enhance partnerships.

The project was not funded through the IFRC Secretariat. During the reporting period, the GRCS initiated the work towards researching the environment, which will be carried out by the UK-based fundraising organisation ‘THINK Consulting Solutions’ aimed at studying the external environment within which the GRCS plans and will implement its resource mobilisation activities; the findings and recommendations will be used as a background and a baseline for the development of the GRCS Resource Mobilisation Strategy for the next five years.

### **Key Risks or Positive Factors**

Key Risks	Priority High Medium Low	Recommended Action
Volunteers (youth among them) do not show interest and are not actively involved in the GRCS services and volunteer activities	“L”	Ensure greater involvement of volunteers in GRCS programs. Participation of volunteers in Red Cross services and volunteer activities to improve the lives of vulnerable groups develops such characteristics as humanity, self-esteem and sense of responsibility among youth/volunteers. Also encourages them to take active part in the leadership and decision-making process.
Insufficient resources to implement the planned activities	“H”	Active fundraising campaign at local and international level during the all project activities to mobilize funds locally and internationally.
Lack of media support to promote the civic participation in volunteering.	“H”	Increase media coverage through press release distribution services, newsletters; local media groups and through them

Inhabitants of communities and local authorities might not agree to take concrete actions on elaboration and implementation of disaster preparedness and response plans.	"M"	active promotion of the projects' outcomes and impact on beneficiaries among the key stakeholders and partners.  Active promotion of benefits from elaboration and implementation of disaster preparedness and response plans at community and household levels for better preparedness and response during emergencies.
<b>Key Positive Factors</b>	<b>Priority High Medium Low</b>	<b>Recommended Action</b>
Political situation in the country ensures that the GRCS remains a stable organisation able to fulfil its mandate in Georgia.	"M"	Enhancement of civic engagement in volunteering, with active participation of all target stakeholders (beneficiaries among them) will enable the GRCS to fulfil its mandate throughout the country.
Sustained political will and action to enhance the development of civil society in Georgia.	"M"	GRCS advocacy campaigns, round table meetings with key stakeholders, active participation in service delivery and volunteer activities will further enhance the civil society development.
Local Authorities and the key community stakeholders are committed to cooperation with the GRCS branches on community-based interventions and service delivery	"M"	Increase local fund raising for community based volunteer activities and Red Cross services will sustain community-based interventions and services.
NS management commitment to strengthen social welfare capacity	"H"	GRCS has an MoU with local authorities long-term period (More than 20 years) Board and President of GRCS regularly participate in workshops and meetings at central and local levels, meet representative of authorities and NGOs to promote and support social welfare project of GRCS.

## Lessons learned and looking ahead

- **Ownership** - The need to work with a broad range of citizens in identifying needs, capacities, and specific areas for support to civic engagement in volunteering has been stressed. Aligning civil society with the interest of local authorities or other key stakeholders (not taking into account the needs, capacities and areas of interest) can undermine its willingness to participate in service provision and volunteer activities. Amongst others, advocacy groups should be expected to facilitate enhancement of Red Cross services focused on needs and entitlements of vulnerable groups.
- **Resourcing** - Investments in capacity building, as well as the additional time needed to tune in to local contexts and agendas, set up and manage a complex portfolio of various stakeholders need to be resourced. Besides, resources may need to be front-loaded, with commitment to providing long-term support.
- **Diverse but coherent portfolios** - The presented cases highlighted the need to work with diverse partners at local and national levels, including the corporate sector to support civic

engagement in volunteering. Facilitating linkages between them is important for coherence around strategic objectives.

- **Civil society development** – GRCS together with other Civil Society Organisations can play an important role in building trust between the state and civil society, and in linking civic engagement to volunteering with support of the GRCS leadership, staff and volunteers. This must be effective and sustainable for the long term and require active facilitation of media in promotion of the Red Cross services and community-based volunteer initiatives. It is also an argument for local fundraising and corporate sector engagement. By investing in civic engagement, the GRCS can fulfil its own mission and expand its work to help build caring communities.

The GRCS will be proactive in establishing new partnerships both with national and international organisations. Therefore, active participation of citizens both in voluntary services and advocacy campaigns at local and national levels, as well as strengthening capacities in enhancing youth volunteering will increase membership recruitment and the retention of volunteers.

The GRCS will continue and expand its work with Health and Care authorities to include GRCS in the respective policies and plans of the Government, also with the Emergency Management unit to fulfil the responsibilities assigned by the National Disaster Response Plan of Georgia, which is under revision right now. GRCS will be an active participant of all initiated meetings and ensure that its coordination role is secured and the NS can assume it during disasters. This process will improve the visibility of the GRCS's work throughout the country which in its turn will increase the interest in the services provided by the National Society (community based first aid, primary health activities, disease prevention activities, social support for lonely and elderly people, home care service, disaster risk reduction, community based disaster preparedness, psychosocial support, youth development activities) and increase the number of volunteers involved and the beneficiaries served.

## Financial situation

**Click here to go directly to the financial report.**

<https://fednet.ifrc.org/Docs/LTPF%20Process/Development%20Operational%20Plans/2014/SP569GE14arf.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 Humanitarian 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:



Save lives,  
protect livelihoods,  
and strengthen recovery  
from disaster and crises.



Enable healthy  
and safe living.



Promote social inclusion  
and a culture of  
non-violence and peace.

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