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Europe Zone Office Annual Report 2014

 International Federation
of Red Cross and Red Crescent Societies

MAA65001

30 April 2015

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

*Italian Red Cross in action to support
African migrants.
Photo: Italian RC*



Overview

The Europe Zone Office of the Secretariat of the International Federation of Red Cross and Red Crescent Societies is covering 53 countries from the Atlantic Ocean in Western Europe to the borders of China in Central Asia – countries and regions that are highly diverse in political and socio-economic terms, geography, demography and culture, as well as public health trends and proneness to natural disasters. Membership services and programme support to the Red Cross / Red Crescent National Societies are therefore to be adapted to the real needs and local specifics.

Some National Societies are still very much dependent on Red Cross Red Crescent Movement partners as their main funding source. This situation puts the sustainability of services to vulnerable people at a very high risk. The recent long-lasting economic crisis, newly emerged vulnerabilities like homelessness, food security, migration, etc. are putting the Red Cross Red Crescent in a difficult situation, and they are creating a growing demand for humanitarian services.

Over 5.5 million young people were unemployed in the EU-28 area in 2014. This represents an unemployment rate of 23.3%. More than one in five young Europeans on the labour market cannot find a job; in Greece and Spain it is one in two. 7.5 million young Europeans between 15 and 24 are not employed, not in education and not in training (NEETs). In the last four years, the overall employment rates for young people fell three times as much as for adults. The gap between the countries with the highest and the lowest jobless rates for young people remains extremely high. This presents a huge challenge also for RCRC among other stakeholders, emphasizing the importance on investing in youth development and supporting them for preparing life today's Europe.

In the given context, there are several National Societies that are undergoing a major internal crisis that has been triggered by the economic crisis but the root causes are traced back to the past when the necessary organisational changes had not been undertaken. The traditional way of thinking that only National Societies in transition countries are underperforming is not true any more. The situation

is more complex than that. Some of the National Societies in our region are engaged in the implementation of their planned change processes (Italy for instance) and some others are embarking on that painful journey just now (Greece, Bosnia and Herzegovina). Tailored support and individual approach have been the working philosophy of the Secretariat of the International Federation of Red Cross and Red Crescent Societies, and it will continue to be like this.

Many National Societies in Eastern Europe, Central Asia and South Caucasus had a reliable funding source for years, first from the respective Governments that came to an end in the 1990s, and then from the International RC / RC Movement. At present, the Government funding stream is, by and large, unknown and untapped; while funding from the RCC Movement is on a steady decline. In response to the reducing funding trend from Movement partners, a growing number of National Societies in Eastern Europe, Central Asia and South Caucasus are recognising the need to review their resource mobilisation (RM) approaches and to strengthen their RM practices. Three NSs (Kazakhstan, Tajikistan and Georgia) requested IFRC support in conducting a market research as a pre-requisite for their Fundraising Strategy Development. Two market researches that have been conducted recently indicate that fundraising in Central Asia is in its infancy. The reports also highlight that RC Societies could take a lead role in “making the market” for philanthropy giving in their countries if the right investments are made and the right fundraising strategies and approaches are chosen.

There is a pronounced interest in the Organizational Capacity Assessment and Certification Initiative (OCAC) as a self-assessment tool with the possibility to plan for more focused Organizational Development interventions and development plans within the NSs in the Europe Zone. To date, 19 NSs have undergone the self-assessment process in Europe and the majority either have developed their plans of action or are in the process of developing a plan of action linked to the OCAC outcomes.

The National Societies of Uzbekistan, Kazakhstan, Georgia, Russia and Hungary are in the process of discussions with their own governments about the adoption of Red Cross/Red Crescent Laws. A number of National Societies have completed the revision of their Statutes and some others have started this process (Kazakhstan, Greece). The IFRC Europe Zone Office will continue to accompany the NSs along this process and will interact closely with the Governance department at the Federation’s Geneva-based Secretariat.

Throughout the reporting period, the European disasters landscape was determined by the armed conflict in Syria and northern Iraq and the civil unrest in Ukraine. The spill-over effects of these conflicts have been causing direct humanitarian consequences in Europe.

In Turkey the number of Syrian citizens under temporary protection has increased by 1336% in the past two years, and the total number now is estimated at 1.6 million people who are staying mostly outside the camps.

While the ceasefire in February 2015 has led to a considerable decrease of hostilities in most parts of eastern Ukraine, clashes continued in various locations. By 11 March 2015 more than 1.1 million people have been displaced within Ukraine and more than 743,000 Ukrainians have been seeking asylum or other forms of stay in neighbouring countries, chiefly Russian and Belarus.

In terms of natural disasters in 2014, the floods in the Balkans were the most devastating ones of their kind for the last 120 years with an enormous economic impact, affecting mostly Serbia, Bosnia and Herzegovina and Croatia. The recovery costs are estimated at one billion Euros in Serbia and hundreds of millions of Euros in Bosnia and Herzegovina. In Croatia, the damage to agriculture alone was expected to be at least 30 million Euros. More than 3 million people were affected by the disaster in those three countries with nearly one million people evacuated, and 53 people reported killed.

As a result of the armed conflicts and instabilities in and around Europe and Central Asia, migration flows have become more complex and dynamic in the region. The European Agenda on Migration with regards to labour recruitment and immigration policy is focused on two main areas: (1) preventing unauthorised migration and the illegal employment of migrants who are not permitted to work, and (2) promoting the integration of immigrants with legal status into society. While it

acknowledges the protection needs of asylum-seekers, it fails to respond to the vulnerabilities of the growing volume of mixed flows of migrants who enter the EU irregularly.

Working in construction, manufacturing, and agriculture, labour migrants in Russia from Central Asia send billions of dollars in remittances to their home countries, many of which depend on the inflow to buttress their economies. According to analysts, migrants and their families will be negatively influenced by the bad fiscal year in the Russian Federation and the fall of the Russian Ruble, which could in the future change migration patterns between Central Asia and the Russian Federation.

With the growing needs and shrinking donor base, many National Societies in Europe and Central Asia which have been beneficiaries of external humanitarian aid are struggling to continue with the programs they have been involved in over the past years. TB, HIV and community based health programs are some of those which have been impacted most. Due to this challenging situation National Societies in Eastern Europe and Central Asia are to start exploring opportunities to diversify their income sources including through such streams as the Global Fund to Fight HIV, TB and Malaria, the European Commission's DG Development Cooperation, through approaching corporate sector for partnership and through developing individual programmes to raise funds from the public. According to WHO, mental health has been the area that is most sensitive to economic changes. A long-term decline in suicides in the European Union reversed in 2013, with an increase affecting males of working age. In 2014, the key investments of the IFRC Europe Zone's Health Program were made around first aid (FA), active aging and the promotion of healthy life styles. Older people are identified as a special focus group for Red Cross Red Crescent action in Europe by promoting their social inclusion and a culture of solidarity within communities. The aim is to improve the quality of life of older people in need of care and social assistance, and to contribute to more resilient communities.

Working in partnership

The key stakeholders for the IFRC Secretariat's 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 and diplomatic missions 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 Secretariat of the International Federation of Red Cross and 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 and Swiss 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), the Deutsche Gesellschaft für 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 Secretariat's Europe Zone Office would like to thank all donors and 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 Federation-Wide Databank and Reporting System and are assisted by EZO 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 the 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	19
1.3b # NS participated in OCAC peer review.	0	2	2
1.4a # new collaborations with academic partners.	0	2	2
1.4b # users (self-registered & licensed) of the IFRC learning platform / learning passport.	600	800	43,967 NS volunteers and staff
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>Two additional National Societies did the OCAC self-assessment in 2014, namely Armenian RC and Malta RC. Reports and recommendations were delivered to National Societies and initial steps were made in creating plans of action that will serve as a basis for support by the IFRC Secretariat in the future. Six or seven National Societies are lining up for doing self-assessment in 2015: Sweden, Netherlands, Norway, Cyprus, Switzerland, Finland, Britain, Montenegro, and possibly Bulgaria.</p> <p>Two National Societies, the Red Cross of the Former Yugoslav Republic of Macedonia and Georgia Red Cross, which had undergone a self-assessment a long time ago, successfully completed the peer review in</p>			

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

2014 as the second step in a broader OCAC approach. The methodology that was developed jointly concentrated on internal cohesion, relevant choice, optimal quality, and optimal scale. The actual exercises were organized in March 2014, and a number of National Societies were involved in the peer review team: Lithuania, Slovenia, Georgia, Poland, and Romania. The results of these pilot peer reviews are promising, and this will be a good learning process for the National Societies involved. Both the Former Yugoslav Republic of Macedonia and the Georgia National Societies were proposed by the peer review teams to be certified by the Governing Board.

The IFRC Europe Zone Office organized an introductory meeting in March 2014 for newly elected or appointed leaders of National Societies. The aim of this meeting was to get to know one another as well to produce a platform for those National Societies to express their opinion about the state of affairs in their own organisations. Participants from the following National Societies were present: Croatia, Cyprus, Azerbaijan, Greece, Hungary, Slovakia, and Turkmenistan. The Vice-President of the Federation, Mr. Francesco Rocca, also participated in the meeting.

The Europe Zone Office and the Governance Department in Geneva are monitoring closely all Statute change processes in the National Societies. During this reporting period, the following National Societies were interacting with the EZO and the Joint Statutory Commission (JSC):

1. Hellenic RC – JSC letter (dated 13 June 2014) commenting on the revised Statutes of the NS,
2. Montenegro RC – JSC letter (dated 10 July 2014) commenting on the adopted Statutes of the NS (adopted on 30 April 2014),
3. Slovenian RC – JSC letter (dated 20 August 2014) commenting on the Statutes of the NS received in April 2014,
4. Hellenic RC – JSC letter (dated 22 September 2014) commenting on the revised Statutes of the NS,
5. Austrian RC – JSC letter (dated 13 November 2014) commenting on the adopted Statutes of the NS,
6. Hellenic RC – JSC letter (dated 17 November 2014) commenting on the revised Statutes of the NS,

In 2014 the Europe Zone Office actively promoted the learning and knowledge sharing tools and opportunities by disseminating the related information through different networks, channels and platforms across National Societies and Red Cross Red Crescent Networks. As per December 2014, the number of self-registered users of the IFRC Learning Platform from Europe and Central Asia exceeded 46,900, with 43,967 self-registered users of the IFRC Learning Platform being staff/volunteers of Europe Zone National Societies. The target for 2014 (1,000 new self-registered users) was achieved and over-fulfilled, nevertheless there are still relevant differences among National Societies in the numbers of self-registered users.

Together with NSs and Geneva Department colleagues a huge progress was made in regard to the availability of the navigation part of the Learning Platform in different languages. The National Societies in Romania, Latvia, Finland, Russia, Poland, Portugal, Slovenia, and Bulgaria have translated the navigation part of the platform into their languages.

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	Baseline (BL)	Annual Target	Year to Date Actual
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	15
2.1e # NS with contingency plans in place.	10	11	21
2.1f % of new disaster management projects of NSs in compliance with IDRL	40%	50%	60%
2.1g % emergency operations with beneficiary participation/communications built in programmes and services.	N/A	50%	70%
2.1h % of NSs that receive the needed technical support	N/A	90%	90%
2.1i % of satisfaction rate in beneficiary surveys	N/A	60%	60%
2.2a % of NS using regional / intl. / national disaster response tools	65%	N/A	70%
2.2c Amount in CHF of Emergency Appeal & DREF operations combined	3.5 m CHF	No target	3.07 m CHF(DREF) + 55.4 m CHF under EAs
2.2di % CHF growth of DREF allocations compared with 2013	N/A	No target	36%
2.2dii # of operations supported by DREF	17	No target	19
2.2f # of Notified Events where RDRT resources were used.	3	N/A	4
2.2j # of NSs adapting climate change practices	13	15	15

Comments on progress towards outcomes

Emergency appeals: There were four Emergency Appeals launched or extended by the IFRC Secretariat's Europe Zone Office on behalf of National Societies in 2014 (Serbia floods, Bosnia and Herzegovina floods, Turkey population movement and Ukraine civil unrest) seeking in total CHF 55.4 million to assist some 373,100 people.

Country	Disaster	N° of people	EA budget (CHF)
Bosnia and Herzegovina	Floods	40,000	4,52 m
Serbia	Floods	49,600	4,48 m

Turkey	Population Movement	250,000	44.1m ¹
Ukraine	Civil Unrest	16,000	2.29m

The Ukraine appeal was launched on 12 May 2014 following the start-up funding of CHF 317,790 allocated from the IFRC's Disaster Relief Emergency Fund (DREF) with the total budget of CHF 1,375,100 to enable the Ukrainian Red Cross Society (URCS) to support preparedness activities for more than 5,000 vulnerable people and provide first aid and psycho-social assistance to those affected by the violence.

In September 2014, the Emergency Appeal was revised seeking a total of CHF 2,294,724 and increasing the target number of beneficiaries to 16,000 people (4,000 households) with the main concern being the cold season that was expected to worsen the conditions of internally displaced persons (IDPs) and the returnees. Ukrainian Red Cross expanded the scope of the operation through the provision of non-food items including hygiene kits to IDPs. Thus the response capacity of the Ukrainian RC was substantially increased.

Several RDRT members were deployed to Ukraine during 2014 to support the National Society in capacity building and response planning efforts to address the humanitarian consequences to the crisis.

The Emergency Appeal for Bosnia and Herzegovina focused on the emergency shelter and winter preparedness activities (unconditional cash grant), livelihoods, psychosocial support, water sanitation and hygiene promotion support.

Emergency Appeal launched on behalf of Red Cross of Serbia focused on shelter rehabilitation and distribution of cash grants and relief items to the affected population as well as on the capacity building of the national society.

Within the frame work of the emergency appeal operation in Turkey, Turkish Red Crescent continued the distribution of relief items in the camps for Syrian people. The total numbers of items distributed by the end of the 2014 were: 75,208 tents, 42,004 tarpaulins, 1,164,539 blankets, 54,125 hot plate cookers, 15,263 refrigerators, 39,359 heaters, 3,760 shelves, 117,273 kitchen sets, 3,221,495 clothing items, 387,321 mattresses, 351,284 pillows and 313,396 bed linen sets. Sanitation and hygiene promotion activities consisted of the provision of 389,212 hygiene kits, 234 WC containers, 208 shower containers and 93 WC / shower containers.

During 2014, the Turkish Red Crescent started setting up a community centre infrastructure in Eyyubie (district of Sanliurfa city). Some 200 Syrian people living in the district registered for receiving psychosocial support, orientation and vocational training. Turkish Language lessons have begun in February 2014, following the agreement with the Ministry of Education.

In Suruc (Sanliurfa province), the Turkish Red Crescent was engaged in running a hot meals programme for more than 10,000 Syrian people who arrived from the northern Syrian city of Kobane (Ain-Al-Arab). The operation continues distributing dry food to supplement the dietary needs of the displaced Syrian population around Sanliurfa province.

DREF Operations: During the reporting period (Jan-Dec 2014), 19 DREF-supported operations were launched in the total amount of CHF 3,070,564 to assist 173,713 beneficiaries (average allocation: CHF 18 per beneficiary).

These DREF operations were mainly in response to floods (12 operations), extreme winter conditions and the population movement related crisis in Ukraine.

Country	Type	N° of beneficiaries	DREF budget (CHF)
Russia	Population movement	5,000	375,212
Belarus	Population movement	2,400	126,229
Georgia	Floods	2,400	155,037
Hungary	Floods	2,500	75,382
Serbia	Floods	3,100	152,646
Bulgaria	Floods	3,840	290,712
Israel	Complex emergency	100,000	192,268

¹ As a part of the overall budget of CHF 41 m budget (multilateral and bilateral response), IFRC is considering an operational budget of CHF 26.1 m.

Russia	Floods	7,536	271,895
Serbia	Floods	7,120	290,926
Bosnia and Herzegovina	Floods	8,000	334,013
Tajikistan	Floods	4,585	108,050
Serbia	Flash Floods	1,000	48,877
Tajikistan	Floods	1,032	55,847
Tajikistan	Flash Floods	3,000	88,460
Kazakhstan	Flash Floods	2,700	91,944
Slovenia	Extreme Winter Condition	4,500	191,864
Serbia	Extreme Winter Condition	2,000	56,536
Armenia	Extreme Winter	1,000	138,746
Belarus	Extreme Winter Condition	12,000	25,920

To ensure timely technical support and the monitoring of the operations, the Europe Zone team conducted several field missions during the implementation of the DREF/ EA operations or directly afterwards, including :

- Ukraine in response to the crisis.
- Bulgaria for a lessons learned workshop for the DREF allocation due to the refugee crisis in October 2013
- Russia in response to the population movement from Ukraine
- Monitoring and evaluation mission to Tajikistan linked to the DREF funded operations.
- DREF evaluation mission to Armenia.
- Malta in response to the population movement across the Mediterranean Sea.

Following the extensive involvement of the IFRC Secretariat's Europe Zone Office (EZO) in the use of DREF support to the national societies in the region, it participated in November 2014, together with two other IFRC zone offices, in the external evaluation of the use of DREF. This evaluation was commissioned by the DREF Advisory Group and the Planning and Evaluation Department of the IFRC Secretariat. The major aim of this initiative was to review the current functioning of the DREF and its evolution since 2006, to evaluate its efficiency and effectiveness, to examine its relevance and suitability in the current circumstances and context.

Europe Zone contribution to the global initiatives:

The global RDRT working group annual workshop was hosted by EZO in Budapest between 2 and 4 April with nine participants.

A global pilot Emergency Plan of Action (EPoA) Training Workshop was held by the IFRC Europe Zone Office for National Society and Secretariat practitioners in June 2014 following the introduction of the new EPoA format, standards and procedures.

EZO worked with Central European University (CEU) students on a joint research to identify major trends and patterns of disaster management in Europe and Central Asia and to identify position of the IFRC as a global actor in this regard. The final report of this study will be finalized in 2015.

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	On going	"Major trends and patterns of disaster management in Europe and Central Asia
3.1b # new NS with community based risk reduction programmes in high risk communities.	No target		10 different projects on VCA are implemented by the National Societies across Europe and Central Asia with their own funds
3.1c # NS with a holistic health and resilience approach (linking community based health and first aid to vertical programmes)	N/A	4	9 National Societies implementing such programs
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		2013-2015 <i>Youth volunteering to prevent trafficking in human beings and abuse in Belarus</i> project implemented from EU funds 2013-2015 <i>Empowering Central Asian</i>

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

			<p><i>migrants and returnees to improve living and protect dignity</i> project implemented from EU funds in 4 Central Asian National Societies.</p> <p>1 July-31 December 2014: <i>Seed Fund Programme implemented in 6 National Societies from various Red Cross funds</i></p> <p>Returnee Project implemented in Kosovo from EU funds/with the support of Swedish Red Cross</p> <p>2014-2016 DEVCO project <i>Human rights of migrants in action</i> started its implementation in 3 National Societies in the Europe Zone from EU funds: Russian Federation, Kazakhstan, Tajikistan</p>
3.2c # NS activities on ageing are scaled up	3 NSs implement advocacy activities	6 NSs 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, First Aid and NCD) + ERNA Secretariat, European First Aid Network, European Psychosocial Network
3.3b # learning platform courses completed by NS staff/ volunteers	n.a.	n.a.	Number of participants: 19,002
3.3c # senior NS staff completing leadership/ management learning.	0	10	N/A
3.4a # NS assisted by the National Society Development Facility (NSDF) ²	7 CBF	6	2
3.4b # subscribers to the National Society development community of practice (COP).		40	N/A
3.4c % heads of IFRC regional and country offices trained in advanced NS development principles, approaches and methods.	0	25	N/A.
3.5a # people volunteering more than 4 hours a year in National Societies.	N/A ³	TBD	1,332,250 ⁴
3.5b # NS with <i>effective</i> volunteer management systems in place.	10	14	N/A.
3.5c # Volunteers participating in	N/A ⁵	TBD	N/A.

² Successor to the Capacity Building Fund.

³ Not yet available, this data is based on the FWRS-Databank

⁴ From 38 National Societies

⁵ Not yet available

activities of the reference centre once established			
3.6a # users to online youth community of exchange	100	500	"Alpha phase" launched in summer 2013.
3.6b # contribution to EZ newsletter	5	30	24
Comments on progress towards outcomes			
<p>As part of its active participation and contribution to global efforts, the IFRC Europe Zone Office supported the revision of the framework for community safety and resilience resulting in a position paper entitled "The Road to Resilience" and a longer-term funding mechanism for resilience programming and also contributed to the regional platforms for DRR for Central Asia and South Caucasus.</p> <p>The Urban DRR pilot project implantation in Yerevan, Armenia was finalized, while the legal component of the project was launched and it will continue as standalone project with the support of the Disaster Law department in Geneva.</p> <p>The key objective of the Urban DRR project was to strengthen Armenian Red Cross capacity to support resilience building and enhancing disaster preparedness and response in urban areas through testing and adapting to urban context IFRC global DRR tools developed for rural context. The targeted population was approximately 10,500 people.</p> <p>The project activities included:</p> <ul style="list-style-type: none"> - Carrying out a survey on urban community definition and differences between rural and urban communities. - Conduct meetings for Yerevan risks map development. - Carry out a legislation survey to define DRR related gaps and weaknesses and develop report. - Conduct VCA in an administrative division of Yerevan city and develop appropriate report. - Organize awareness raising campaigns and testing of PAE Guidelines. - Print and distribute over 20,000 copies of educational materials on urban DRR/city resilience, natural and man-made disasters. - Carry out a survey on the NS's role in disaster response, disaster preparedness and response capacities as well as gaps and develop appropriate road map for further capacity building. <p>Under an agreement between the Norwegian Red Cross and the IFRC focusing on DRR activities, a Vulnerability Capacity Assessment (VCA) training was organized in Budapest at zone level supported and mainly facilitated by the community based preparedness unit in Geneva. The training aimed at strengthening community-based DRR programming capacities of National Societies operating in disaster-prone countries, through the enhancement of youth engagement, with a particular focus on urban contexts.</p> <p>This 4-day training targeted 17 NSs from Europe and Central Asia (24 participants in total) and aimed to guide Red Cross Red Crescent NS through the VCA process and provide participants with the needed knowledge and skills for planning, preparing and conducting the VCA in urban contexts, to address community-driven priorities.</p> <p>IFRC EZO assisted six National Societies (in Bosnia and Herzegovina, Bulgaria, Croatia, Montenegro, Poland and Serbia) in strengthening their anti-trafficking programmes. In 2014, IFRC EZO raised funds internally to complement the fund provided by Geneva Secretariat within the Seed Fund Programme in these countries. The project activities were implemented between 1 September and 31 December 2014 with a maximum amount of 2,000 CHF each. An evaluation workshop for the projects was organised at the Anti-trafficking Network meeting in November 2014 in Zagreb in order to document lessons learnt and to develop an action plan for the next year.</p> <p>Specific technical assistance was offered to a number of national societies to support and monitor migration and anti-trafficking programmes:</p> <ul style="list-style-type: none"> • IFRC EZO participated at the mid-term review of the project <i>Youth volunteering to prevent trafficking in human beings and abuse in Belarus</i> • IFRC EZO participated in November 2014 at the annual conference of the project, <i>Empowering Central Asian migrants and returnees to improve living and protect dignity</i>, implemented by four Central Asian 			

Red Crescent Societies with support of the EU Development Cooperation and ensured regular technical back-up support to the project managers. The project aims to contribute to well-managed migration flows in Central Asia by improving living conditions and protecting migrants' rights and dignity.

- IFRC EZO participated at the *returnee project's* technical meeting organised in April 2014 in Kosovo. This project has been given continuous technical back-up support - aims to address the needs of the returning asylum seekers from Sweden and to strengthen their ability to re-integrate into their society.
- On 2-4 June 2014, the Budapest Process Secretariat of the International Centre for Migration Policy Development (ICMPD) held its meetings in Budapest: Kick-off meeting of the Silk Routes Partnership Project and South East European Working Group meeting. Participation in this important cross regional forum allowed the Europe Zone Office to present the Federation's migration policy to promote National Societies auxiliary role to government service providers as well as to provide general overview of the National Societies' relevant activities in Europe and Central Asia to the partners.
- The OSCE Alliance Expert Coordination team held its technical meeting on 1 July and 12 December in Vienna. At these technical meetings, the Europe Zone Office promoted National Societies activities in the field of counter trafficking work as well as the role of the European Anti-trafficking Network (EATN). Participation in these meetings has also allowed building closer partnerships for National Societies' anti-trafficking activities with key stakeholders, including Council of Europe, ICMPD, ILO, OSCE, IOM, OHCHR, UNHRC, UNODC, Anti-Slavery International and La Strada International. After consultation with the co-chairs of the EATN, IFRC EZO shared Red Cross suggestions for the future work of the OSCE at the meeting on 12 December.

Tailored OD support was provided to National Societies based on their requests and along different needs. Icelandic Red Cross requested support in overcoming some of challenges regarding unity, internal cohesion, and internal communication. Europe Zone responded to this request by establishing team led by OD Coordinator, with the participation of an experienced OD person from a sister National Society, and a Senior Officer from Geneva OD department. The outcomes and recommendations were shared after the mission with the National Society and it seems that most of challenges they were confronted with are resolved in a good manner.

Malta Red Cross requested support in overcoming some of the challenges related to their relationship with the Maltese Government caused by some unreasonable requests that were put in front of the National Society. Some of those requests derived from an understanding that Malta Red Cross is only a channel to get international Red Cross assistance in case of a big influx of migrants. The assumption of the Government was that due to very unfortunate developments in North-Africa, Malta will be exposed to a huge influx of migrants. The mission was used to discuss in details what might be the best way to keep and develop the further relationship with the Maltese Government without jeopardizing the Red Cross's position and the existing support given by the State. Further work is needed with both the National Society and the Government on clarifying the RC auxiliary role and addressing the issue related to the fact/ perception that Malta Red Cross is not seen primarily as a domestic, community based organisation.

At the Italian Red Cross, the reform process is still taking place. Since 1 January 2014 the local and provincial branches have been functioning as private entities, while at regional and national level the association is still a public entity. On 24 December 2014 the government decreed to postpone the reform process for the regional and national branches for another two years. ItRC has welcomed this decree but asked for more time to find a clear and safe solution for all the field workers.

The Italian Red Cross organized a second event under title "JUMP 14". After the great success of the pilot edition of 2013, this second edition of the national training meeting – which was held in Rome – was an enormous success: almost 2,500 volunteers from all over the country participated for 3 days (12 to 14 December 2014) in more than 20 workshops, 11 side events and 2 plenary sessions. The main goal was to promote discussions, to inspire by new ideas and to get in touch with personalities from outside the Movement as well. This annual meeting is very relevant to the ItRC governance because it gives a chance to deepen social development, humanitarian trends and to define strategic priorities: "only through an investment (such as JUMP) the ItRC will be able to renew itself by aligning its activities to the vulnerabilities" (Mr. Francesco Rocca).

At the Hellenic Red Cross, the present Governing Board started to deal with the main issues identified both by Court in Greece and by the Federation Compliance and Mediation Committee. The final draft of the new Statute of Hellenic Red Cross was adopted by the Board. Almost all Joint Statutory Commission recommendations were incorporated into the text. The new amended Statute still needs to be submitted to the General Assembly for adoption.

A high level round table meeting was conducted in Bosnia and Herzegovina with members of the Presidency of the National Society and representatives of the entity-level Red Cross organisations. The purpose of the round table meeting was to create a plan of action and address some of the issues by identifying measures of immediate / urgent nature in addition to mid-term and long term measures. The plan of action was developed by the participants, and it was presented to the Presidency for formal adoption.

The mainstreaming of Youth and Volunteering across Europe Zone programmes and capacity-building initiatives, in line with the IFRC Youth Policy and Youth Engagement Strategy, continued to be facilitated and supported during the reporting period. Acknowledging that young people play a pivotal role in promoting healthy lifestyles, the Non-Communicable Diseases (NCDs) Prevention Agenda in the Europe Zone started to be rolled-out with a strong youth engagement component.

A Youth as Agents of Behavioural Changes (YABC) training for peer educators was delivered in Montenegro in September. The Croatian Red Cross, the Red Cross Society of Bosnia and Herzegovina, the Red Cross of Montenegro and the Red Cross of Serbia participated in the training. Thus, as per end of December 2014, 228 YABC peer-educators from 30 National Societies have been trained in the Europe Zone. However there are still relevant differences among these 30 National Societies regarding the number of people that have been trained per National Society, with 16 National Societies that can rely only on one or two YABC trained peer educators. Only seven National Societies out of 30 can rely on a pool of more than 10 trained YABC peer educators (RCS of Bosnia and Herzegovina, British Red Cross, Bulgarian Red Cross, French Red Cross, Italian Red Cross, Romanian Red Cross and Spanish Red Cross). Since the last reporting period the distribution of peer-educators has, however, improved slightly as there are now two more NS with 10 or more peer-educators and the NS of Bosnia & Herzegovina, Croatia, Montenegro and Serbia now all have 6 or more peer-educators. During the previous reporting period, the Youth as Agents of Behavioural Change (YABC) toolkit was translated into Russian, Romanian and Serbian (the latter with the Latin alphabet). The translation of the YABC toolkit into these three languages will contribute to the further roll-out of the YABC initiative across Europe and Central Asia. The EZO is currently working to arrange a YABC training in the South Caucasus region with youth volunteers from Armenian Red Cross Society, Azerbaijan Red Crescent Society and Georgian Red Cross Society. During this training the Russian YABC materials will be utilized. This proposed YABC training is intended to have a NCD component as the methodology of peer-education through working as agents of behavioural change is integral to both YABC and NCD Module 8.

In 2014, major investments to the health programming were made around First aid (FA), active aging and promotion of healthy life style. DFID funding and assistance received from GVA health programmes were the key preconditions of the success as they provided seed funding to initiate this valuable work.

Community Based Health and First Aid (CBHFA) and the promotion of healthy lifestyles

There is a steady progress in the number of National Societies implementing CBHFA activities in Europe. Federation introduced a new training module on Promotion of Healthy Life Style to prevent non communicable diseases in this year. Europe Zone Office decided to roll it out among the National Societies in the region because non-communicable diseases (NCD) are the major issue in the zone. The capacity of National Societies from the Europe and Central Asia in the field of fighting NCD through the promotion of healthy life style have been enhanced during the year through staff and volunteers' training and provision of seed funding to initiate programs in some National Societies (Armenian, Bulgarian and Italian Red Cross societies)

Healthy Life Style master facilitators' training - in the first half of the year this training was held in Istanbul with participation of 20 participants from 13 National Societies. Many of them have already started implementing the module in their NS following the training.

As a follow-up of the Master Training on the Promotion of Healthy life styles held in the second quarter of 2014 EZO secured small grants to work with three NSs on the promotion of Healthy life styles as a preventive measure of non-communicable diseases. Proposals submitted by Armenian, Bulgarian and Italian Red Cross societies were endorsed to initiate programming in the promotion of healthy life styles. As a result of this, the training manuals and material have been translated into three additional languages (Armenian, Bulgarian and Italian) and these tools were field tested. Promotion of healthy life styles was implemented in Europe zone as a health and youth led initiative.

Promotion of Healthy Life Style Master Training in Russian – it was the second master training conducted in Europe. Europe Zone Office organized this training in response to several requests made by Russian speaking National Societies which were interested to build up the capacity of trainers in the promotion of healthy life styles to prevent non communicable diseases. The training program was conducted based on a curriculum developed by the IFRC. This initiative resulted in the creation of a pool of Master Trainers who would further build capacities at various levels within their National Society. There were 18 participants from eleven National Societies. The main facilitators were participants from the previous master training conducted

in Istanbul in this year. Prior to the training EZO translated the training manuals and materials into Russian. The training was an opportunity to check the quality of translations and get the feedback from the participants. Feedback from the participants were collected and consolidated to be incorporated into the translations.

Health in the Criminal Justice System Conference – this conference was organised by WHO Europe Regional Office, Irish Prison Services and Public Health England. The theme of the conference was prisoner empowerment and improving lives of the prison community. The key focus of the conference was Innovative Community Based Health Program (CBHFA) implemented by Irish RC with Irish Prison Services. The Irish RC CBHFA program was highly appreciated by the audience. The Irish RC program has achieved impressive results and made a meaningful difference in the prison community whilst improving prisoner's lives and by significantly reducing criminal and problematic behaviour in prisons.

Active Aging - The working group nominated by National Societies in the Europe Zone with the participation of EZO met once in the first half of 2014 to develop a curriculum and standards for home helpers working with older people. The working group finalized the **training curriculum for home helpers involved in home care of older people**. The curriculum will be presented to the National Societies who are involved in provision of care to the older people in 2015.

In 2014 EZO supported Belarus Red Cross Society to translate and adopt the First Aid training curriculum for older people developed by the IFRC FA reference centre with First Aid Education European Network. Translated material and learning from this pilot will be beneficial to all the Russian speaking National societies.

The Red Cross Society of Bosnia and Herzegovina and the IFRC Secretariat organised a conference during the reporting period to bring together representatives of governmental and non-governmental organizations operating in the field of care for the older people and look at the current situation in BiH, opportunities and possibilities for mutual cooperation and further steps that BiH should be taking in order to ensure that elderly people in their society have a good quality of life. All the NSs of the Balkan Region are taking a lead role in promoting active aging in their respective countries.

Mid-term Review of the Mental Health Project in Belarus – A mid-term review of the project “*Support to People with Mental Illnesses*” was conducted during the reporting period. This is a pilot project aiming to assist people with mental illnesses in leading more productive and autonomous lifestyles, and to promote mental health and reduce stigma through a joint effort between Belarus Red Cross, Icelandic Red Cross and the IFRC Secretariat. Project methodology is piloted based on the expertise already available with Icelandic Red Cross and other partners adjusted to the needs and situation in Belarus according to a situation assessment and information gathered at the beginning of the project in 2013. After one year of implementation the project made a significant progress in a challenging environment.

First Aid

In the course of 2014 Europe Zone Office was offering different types of technical assistance in the area of First Aid to a number of national societies in the region, including:

- Organising translation of the Training Manual on the First Aid for Older People, developed by the First Aid Global Reference Centre, into Russian. This Manual in Russian was piloted at the Training for Trainers Workshop organised by the Belarus Red Cross and has become available for all Russian speaking national societies.
- Supporting a number of national societies to achieve and maintain the first aid programming standards in line with the standards of European First Aid Certificate (EFAC). In 2014 Georgian Red Cross and Turkmenistan Red Crescent were awarded with the EFAC for their FA program by the Federation's Global First Aid Reference Centre.
- Assisting Turkmenistan Red Crescent with the support of the British RC in the development of a business plan for a commercial first aid program.
- Supporting Moldova Red Cross in building their first aid capacity and scaling up their first aid services.
- RC of Kosovo received assistance from EZO to build up the capacity of first aid trainers.
- Malta RC received assistance to build up the capacity of trainers in FA and restoring family links in 2014.

TB and HIV

Kazakhstan RC was among the first national societies in the region to move towards internal fundraising to support its TB programs. During the year 2014 EZO provided support to design a fundraising campaign of the National Society on TB programming. Tajikistan RC was the next NS to receive support from EZO in the same direction. Tajikistan RC conducted an internal fundraising campaign around the World AIDS day. These

initiatives have given confidence to these National Societies to explore possibilities in internal resource mobilization.

Cash and voucher mechanisms would be a dominant mode in supporting vulnerable communities in humanitarian assistance in the nearest future especially in longer term resilience programmes. In the first quarter of 2014 a consultant was deployed to Kyrgyzstan to explore the viability and design of a Cash / Voucher based TB program with the National Society. The purpose of the deployment was to do a feasibility study to explore the practicality and appropriateness of designing and delivering a Cash Transfer Program (CTP). Following the consultancy, the CTP pilot project was implemented by the Kyrgyzstan Red Crescent Society with bank debit card cash transfers and voucher cash transfers as 'motivation support' for TB patients. The pilot project was initiated in April 2014 with the support of the Finnish RC. According to the preliminary results the pilot has been successful, and the success rates of beneficiaries with defined treatment outcomes among TB clients are: 52.63% among MDR TB patients and 89.95% among patients with TB 1 and 2 categories. Still there are patients under follow-up. One of the key successes of the pilot is KRCS become familiar with the methodology of using cash and vouchers as a tool to provide motivational support in TB programming.

Table 1. Preliminary results of clients with MDR TB under the pilot project

MDR TB	Number
Red Crescent beneficiaries under NS visiting nurses patronage	88
Beneficiaries with defined treatment outcomes	19
Among them:	
Treatment completed	4
Cured	6
Interrupted	2
Treatment failed	1
Died	3
Transferred	3
Treatment success	52.63%
New patients taken under the patronage	19
Continued treatment	88

Table 2. Preliminary results of clients with TB 1st and 2nd categories under the pilot project

TB-clients (1 st and 2 nd categories)	Number
Red Crescent beneficiaries under the NS visiting nurses patronage	303
Beneficiaries with defined treatment outcomes	199
Among them:	
Treatment completed	117
Cured	62
Interrupted	1
Treatment failed	8
Died	1
Transferred	10
Treatment success	89.95%

During 2014 EZO worked together with Turkmenistan RC to integrate different vertical health programs such as Tuberculosis, HIV, Water and Sanitation and Psychosocial support to their integrated Red Crescent community based health programme at the national level.

Water and sanitation

To address and acute issue of improving water and sanitation conditions in Turkmenistan, a consultant was assigned to this country to assist Turkmenistan Red Crescent in developing project proposals aimed to improve the access of the rural communities to water and sanitation facilities. The consultancy initiated a discussion with the authorities on the role which the national society could play the improvement of the access to water

and sanitation facilities, which in turn could lead to an opportunity for the national society to get access to the state funding in the future.

Health Networks of Europe Zone

There were three very active National Society health networks in the Europe Zone. These networks were focusing on first aid, psychosocial support and TB & HIV.

First Aid Education European Network Meeting – the annual meeting of the network took place during the reporting period. The event was hosted by French RC. The theme of the meeting was “**Strengthening National Society Programmes through Networking**”. The next annual meeting will be held in Luxemburg.

European Psychosocial Network Meeting - the annual meeting of the network took place during the reporting period. The event was hosted by Irish RC.

The EURO Foundation organized an Expert Workshop on ‘Access to Healthcare Services in Times of Crisis’ in Brussels. During the consultation, the contribution made by RCRC in times of crisis was appreciated especially with the publication “Think Differently”.

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	
4.1b # of mentions of NS in electronic newsletter	104	120	
4.1c # of mentions of NS in social media (IFRC-managed platforms)	N/A	TBD	
4.1 d # trainings, learning opportunities, and other types of technical support ⁶ provided	N/A	4	

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

⁶ Face-to-face trainings, online platforms, courses, support in emergency communication.

4.2a # of project proposals reflecting auxiliary partnership roles	0	6	
4.2b % NS participating in OCAC offered assistance if needed on auxiliary role	0	80%	
4.2 c # EZ NS receiving support from EZ technical team			
4.3a # new external partnerships entered annually.	0	1	1
4.3b # best practices developed/shared in resource mobilisation among NSs in EZ.	0	5	6
4.3c % annual growth of income for non-emergency programmes.	N/A	2%	
4.3 d % funding against budget for secretariat long-term development programmes	90%	95%	
4.3e # of NS with focused RM support		2	4

Comments on progress towards outcomes

Many National Societies have embarked on venturing into a little understood world of professional fundraising. This vast region of Eastern Europe, Central Asia and South Caucasus represents new, emerging and developing markets as far as fundraising is concerned whereby the level of fundraising experience and expertise is not readily available and not very high. As fundraising is not well developed in Eastern Europe there is an acute shortage of experienced fundraisers, and almost no suppliers with fundraising experience.

Two market research projects for fundraising entry in Kazakhstan and Tajikistan were conducted in 2014. A third market research in Georgia was commissioned in December. A detailed analysis of two markets, existing possibilities and challenges was provided. The research offered a guide and recommendations for both NSs on the most feasible fundraising strategies to pursue. Support was provided to the Georgia RCS in the development of a Concept Note for resource development along with ToR for the market research.

Based on the market research outcomes, the Kazakh RC and the RC of Tajikistan received intensive support from the EZO in the development of Domestic Resource Mobilisation Strategy. Both RM Strategies are developed for a five year period and focus in key and most profitable income streams in line with the research. The RM Strategy in Kazakhstan was approved by the NS Board. The RM Strategy for Tajikistan is yet to be approved by the board and is still a draft. A workshop was facilitated with Georgia RC unpacking some key issues for consideration when designing an RM Strategy and an overview of the Strategy Development process was provided, including the RM Strategy Development tool-kit in Russian language. Guidance and advice were provided to the Armenian RC in the revision of their RM Strategy.

Tailored technical support was provided to a selected group of National Societies in Central Asia and South Caucasus along the process of developing or reviewing their resource mobilisation strategies. Moreover, as a result of provision of information, support and close guidance, seven National Societies opened online donation widgets; three of these National Societies are those facing emergencies: Ukraine, Serbia and Bosnia & Herzegovina. The RC of Kazakhstan launched their first digital peer to peer fundraising campaign through Ammodo platform to support their Plov Party fundraising campaign that run in October. While the digital peer-to-peer campaign proved to be extremely popular, the NS faced a challenge whereby a lot of donations were made were declined by Credit Card providers as "donation for charities" was outside the purchasing pattern. This significantly reduced the income. The RC of Kazakhstan is negotiating the issue with key Credit Card providers in country to ensure a smooth digital fundraising in the future.

Support was provided to RC of Tajikistan to plan and conduct two thematic fundraising campaigns: (1) four weeks campaign during the Red Crescent month in May and a two-weeks fundraising campaign for the World AIDS Day. Intensive support was provided to the NS to develop detailed concept notes, plans of action, slogans, key messages, infographics, fundraising methods, fundraising targets, budget and accountability mechanisms. Both campaigns were successful in raising money.

The first skill-share meeting on fundraising was organised in Russian for National Societies from the former Soviet Union and Eastern Europe. The meeting was attended by 28 participants from 15 National Societies from Armenia, Azerbaijan, Belarus, Bulgaria, Estonia, Georgia RC, Hungary, Kazakhstan, Kyrgyzstan, Latvian, Lithuania, Moldova, Turkmenistan, Ukraine and Uzbekistan. The sessions of the meeting were facilitated by the IFRC team from Budapest and Geneva, by the Swiss Red Cross, Azerbaijan RC, Lithuanian RC, Armenian RC, Kazakhstan RC, Uzbekistan RC, Coca-Cola Hellenic, Ammodo and Purple Vision. The key premise of the meeting was that in order to achieve significantly different results, and, with it, growth, the "business as usual"

model is no longer an option. To achieve financial growth a totally different approach to fundraising is required. This was a particularly relevant umbrella message considering that the majority of National Societies had at least one Senior Manager with the decision making authority participating in the meeting.

The need for such forum and exposure to fundraising related issues and topics in Russian was very evident and strongly articulated by all National Societies throughout the three days of the meeting. A separate report on the meeting and the next steps is available in the Europe Zone Office and will be provided upon request.

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 FDRS 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	N/A
5.1c # of NS participating in the Federation-wide communication strategy	0	5	N/A
5.1d # NS using the IFRC gender strategy training pack	N/A	8	N/A
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	N/A
5.3a # NS with action plans in place to “cross the digital divide”.	3	6	TBD
5.3b # NS benefitting from the new ICT catalogue	0	-	N/A

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

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 FDRS indicators.	24	30	21
5.4c # NS providing data on one or more FDRS 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	N/A
5.6b responses in Governance satisfaction survey.	0	TBD	N/A
5.6c responses in NS satisfaction survey.	0	TBD	N/A
5.6d % expenditure against budget of secretariat long term plans	90%	95%	90%

Comments on progress towards outcomes

Youth Networks

Support for EYN and EYCC 2014: In 2014 the meaningful engagement of EZ National Societies' youth and the European Youth Coordination Committee (EYCC) in global and regional initiatives continued to be fostered and supported.

66 youth representatives from 37 National Societies across Europe and Central Asia (including IFRC Youth Commission members and the members of the EYCC), participated in the 21st European Youth Cooperation Meeting of Red Cross Red Crescent Societies, hosted by the Italian Red Cross in coordination with the European Youth Coordination Committee (EYCC) and the IFRC Europe zone office, which took place in Volterra, Italy from 31 May to 3 June 2014. During the EYCM the new EYCC was elected and the priorities of the EYN for 2014–2016 were set.

The Europe Zone continued to work closely with the European Youth Coordination Committee (EYCC) ensuring constant technical support and advice in the implementation of the work plan for 2014 – 2016. During the reporting period the EYCC has seen great progress in the implementation of the priorities set out in the work plan 2014-2016. Particularly the EYCC ambition to ensure active youth participation in the process around the Constitutional Review has been followed up upon and significant results achieved. The EYCC conducted online consultations with youth leaders of the EZ and on that background produced a recommendation on behalf of EZ youth. These recommendations were presented by EYCC members at the physical consultations in Madrid and Budapest. Based on the EZ youth recommendations VP Francesco Rocca requested the EYCC to produce concrete recommendations for the review to be presented to the High Level Working Group. These recommendations have been produced. The result of this process remains to be seen, and the recommendations made are currently being processed by the high level working group on constitutional review. Also relations with the European Youth Forum has been re-established, EYN input been provided to PERCO and ENDOV on a continuous basis and the Youth on Migration initiative been initiated.

Promoting learning and knowledge: The EZO has continuously promoted the existing learning and knowledge sharing tools with EZ NS with a view to strengthen qualifications and competences of volunteers. Concrete technical support has been supplied to the URCS youth and RCS of BiH youth on how to access and utilize the LP. The total number of EZ NS staff/volunteer users on the LP has risen from 47,234 to 49,631. An increase of 5%. Furthermore the EZO has assisted the YAVD with the global HE-mapping, which is still in process, and the promotion of the new HE-platform.

Concrete technical support has been supplied to the URCS youth and RCS of BiH youth on how to access and utilize the LP.

The EZO has been assisting the YAVD in Geneva in the development of the Global Online Youth Leadership Toolkit (YouLeaD). The goal of the toolkit is to provide youth of RCRC NS with the tools allowing them to implement the Y.E.S. in praxis. So far the first meeting of the working group on YouLeaD with the participation of youth leaders from 17 NS around the world, has been held in Budapest, with the assistance of the EZO, and the plan of action is currently being implemented. The toolkit is envisioned to be finished by end of 2015.

Promoting the YABC initiative: In 2014 two trainings for YABC peer educators took place in *Montenegro* for the following NSs: Croatian Red Cross, The Red Cross Society of BiH, The Red Cross of Serbia and the Red Cross of Montenegro and in *Luxembourg* for the following NSs: Luxembourg RC, Swiss RC and Belgian RC. Thus, as per end of December 2014, 228 YABC peer-educators from 30 National Societies have been trained in the Europe Zone. However there are still relevant differences among these 30 National Societies regarding the number of people that have been trained per National Society, with 16 National Societies that can rely only on one or two YABC trained peer educators. Only seven National Societies out of 30 can rely on a pool of more than 10 trained YABC peer educators (RCS of Bosnia and Herzegovina, British Red Cross, Bulgarian Red Cross, French Red Cross, Italian Red Cross, Romanian Red Cross and Spanish Red Cross).

Provide support and advice on Youth Engagement to EZ NS: Mainstreaming of Youth and Volunteering across Europe Zone programmes and capacity-building initiatives, continued to be facilitated and supported during the reporting period, with a specific reference to Health as well as Disaster Risk Reduction. Youth participation was ensured during NCD trainings in Istanbul and Minsk and similarly youth was integrated into the planning of VCA in Urban Context-training to be held in Budapest in February 2015. Tailored technical support on youth engagement and development was provided on request to two National Societies ((Red Cross Society of Ukraine and Red Cross Society of Bosnia and Herzegovina)

Migration Networks

The IFRC Secretariat's Europe Zone Office (EZO) has contributed to the knowledge sharing in migration and anti-trafficking services and programmes of National Societies and assisted in documenting best practices. The EZO Senior Migration Officer conducted a number of missions to provide technical support to the following migration- and anti-trafficking linked network meetings:

1. PERCO: IFRC EZO has been contributing to one of the five working groups of the European Migration Network (PERCO) that is planning to produce a paper on *Vulnerabilities of Migrants along the Migratory Route into EU and into the Schengen Area* to be used for internal and external advocacy activities in the future.
2. European Anti-trafficking Network (EATN): Senior Migration Officer is acting as a focal point for the EATN and has been providing continuous technical support for the chairs and co-chairs of the Network in 2014. Besides feeding the Network with regular international updates and reports, IFRC EZO provided technical support for the organisation and the facilitation of their annual meeting. At the annual meeting on 12-14 November in Zagreb new co-chairs were elected: British Red Cross, Netherlands Red Cross and Croatian Red Cross. The new co-chairs have started to work with the support of IFRC Secretariat and EZO on the network's new Terms of Reference.
3. Centre for the Cooperation in the Mediterranean (CCM) Migration Platform: With the leading role of the CCM, National Societies in the Mediterranean region gathered together for an annual event on 23-25 September in Tunis. Together with Geneva Migration Unit and ICRC, IFRC EZO has been engaged in finalising the agenda for the 2-day meeting. The three main topics discussed at the meeting were: peer-to-peer support, vulnerable migrants and advocacy for access to protection at international borders.
4. The European Youth Coordination Committee (EYCC) decided to focus on migration and anti-trafficking in their 2-year work plan at their meeting in Budapest in July 2014. In 2014 IFRC EZO, the Senior Migration Officer jointly with the Youth Delegate, started to assist and cooperate in planning EYCC work plan on migration and anti-trafficking.

Stakeholder participation and feedback

Due to the various resources available in Europe, active and dynamic networking, coordination and knowledge/information sharing become very important ensuring that peer-to-peer support is facilitated. All support should be geared around the NS development framework aiming at comprehensive, sustainable support to NS through all actions that we undertake as Movement components. Similarly, we cannot do this work alone, we cannot respond to the needs of vulnerable communities alone and therefore proactive networking, advocacy, cooperation and coordination with other stakeholders in various forums and at various levels becomes critically important.

A number of PNS are initiating with host National Societies discussions that focus on sustainability and on exit. In certain situations, not much time is left to achieve any sustainability results, while in some other cases PNS are leaving ample time for the host NSs to really reach financial sustainability. In some instances, useful sustainability studies and road maps are designed. The

significant gap in all this is that the sustainability discussions and plans are developed by people whose strengths lie in specific technical areas and programming without involving any fundraising, communication and marketing expertise. This results in sustainability discussions largely omitting the essential focus on fundraising, particularly private fundraising (corporate and individuals) that can generate un-earmarked, longer term, sustainable and significant income. The IFRC EZO is advocating to revise the approach. One of the elements of what we are promoting is that a bottom-up approach to strengthening the host National Societies' financial sustainability should be developed. This approach calls for international teams to seek the involvement by their fundraising teams in supporting resource mobilization efforts aimed at sustaining the key operational achievements and impact. This approach also requires that PNS should allocate financial and human resources for building NS fundraising capacities. The approach also calls for the leaderships and senior management teams of the Host National Societies to have a dialogue with the leaderships of the PNS around requesting capacity building support in RM and agreeing to the gradual reduction in project based funding.

Lessons learned and looking ahead

In the area of disaster and crisis management, the priority investment in the RDRT tool will continue with a focus on updating the RDRT system and aligning it with the global guidelines and disseminating information on the global disaster response tools to NSs colleagues.

In 2015, priority will also be given to supporting contingency planning process and preparedness exercises upon the request of the National Societies and the availability of sufficient funds on the zone level.

The Europe Zone team will work on enhancing NSs knowledge and involvement in Shelter & settlement sector particularly in emergencies in close collaboration with the Global shelter department in Geneva.

Additionally the Europe Zone team will work on expanding the use of cash in emergencies and enhancing the NSs' knowledge and involvement in cash transfer programming in close cooperation with cash specialists in the Disaster and Crisis Department in Geneva.

Looking ahead, the Europe Zone health program will capitalise on the progress made on this year. Rolling out of the aging programs and of fighting NCD through promotion of healthy life style among the national societies will be a key priority in 2016. Engagement of youth in above key priority areas will be an important element of programming strategy.

Still TB and HIV are a major issue in Europe especially in Eastern Europe and Central Asia although the NSs were struggling for funding to continue their programming. EZO will continue to promote the TB and HIV programs of the NSs and advocate for funding for their programming to scale up.

In 2015, the Europe Zone Office will

- Respond to the requests of the NSs as relevant and agreed upon with the NSs concerned;
- Seek closer engagement with the four global Resource/Reference Centres located in Europe, optimising joint support to the NSs based on the expertise they offer;
- Support the preparations of the 12th Mediterranean Conference in San Marino in May 2015;
- Support the establishment and work of the Implementation Support Group (ISG) of the Florence Call for Action;
- Support the NSs to prepare for the World Humanitarian Summit (WHS) in 2016;
- Further strengthen the relations with academia and engage proactively with the work of the newly established Learning and Research Unit in Geneva.

Financial situation

Click here to go directly to the financial report.

<https://fednet.ifrc.org/Docs/LTPF%20Process/LTPF/2014/SP514arf.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.

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**.

Contact information

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Annex 1 to the Europe Zone Annual Report 2014

Activities of the HDU⁷, Communications and Western Europe Cluster in Europe Zone (January – December 2014)

ACTIVITIES 2014	Progress made January – December 2014
Goal 1: “To raise humanitarian standards” (Business Line 1)	
Outcome 1.1: National societies are more relevant to meet humanitarian needs by increasing the magnitude, quality and impact of their work.	
Output 1.1.1 A learning and knowledge-sharing network to strengthen the professional qualifications and competences of staff and volunteers is established.	
Activities for 1.1.1	
1.1.1.1 Work with the Central European University (CEU) with agreed two HD projects prior to the European Regional Conference, scheduled to be held in Italy in June, 2014.	<ul style="list-style-type: none"> • The HDU have furthered the EZO involvement with Academia through strengthening our cooperation with the Department of Public Policy at the Central European University (CEU), signing a partnership agreement in January, 2014 and in December 2014. • Department of Public Policy at CEU: <ul style="list-style-type: none"> ✓ Two groups of two master level students from CEU have been involved in preparing background papers for 2 of the 6 workshops of the 9th European Regional RCRC Conference (9th ERC), conducting evidence based background research. The reports entitled “<i>Food and Nutrition Security in the Europe Zone</i>” and “<i>Europe in Crisis: Addressing Changing Patterns through Innovation</i>” serve as evidence-based background documents, and were presented at the 9th ERC. A CEU professor also attended the 9th ERC along with the students as a keynote speaker for one of the main themes, and delivered a well-received and inspiring talk to the conference audience. ✓ Two new groups of two master level students from CEU started to work with EZO in September on 1) reviewing the humanitarian impact of the economic crises as seen by the 53 NSs; NSs will be requested also to update the NS Activity Catalogue on their activities related to the ongoing economic crises and they will be also sharing their plans on the implementation of the Florence call for Action; 2) DM Patterns and Trends will be the other research topic. • The School of Public Policy at CEU: <ul style="list-style-type: none"> ✓ An intern was welcomed for two months during the reporting period to the EZO office from the new School of Public Policy at the CEU to support migration related research and reporting of the implementation of the Migration resolution of the 31st International Conference. ✓ A meeting was held at the level of the EZ Director and the Dean of the School of

⁷ HDU was integrated to the revised EZO structure in Q3 2014.

	<p>Public Policy to explore what kind of possibilities there are for closer partnerships with the school at the CEU. A decision was taken to explore if closer in 2015 once the ongoing research work with the Department of Public Policy is over.</p> <ul style="list-style-type: none"> • In addition the CEU has invited EZO as a guest lecturer several times in 2014 to speak about the humanitarian affairs and IFRC role on it. These sessions have been successful and the same practice will continue in 2015. • In addition to CEU partnership, a new partnership development took place also with the Eötvös Loránd University (ELTE), Faculty of Law Labour and Social Law Department in Budapest through a guest lecture on humanitarian affairs and the IFRC role in it by the HoCC, WE. The session was conducted successfully and the university is keen to further develop the partnership with IFRC EZO in terms of summer school, internships and further guest lecturing in 2015.
Goal 2: “To grow Red Cross Red Crescent services for vulnerable people” (Business Line 2)	
Outcome 2.1: Strengthen the positioning of RCRC as a major actor in the response to disasters and crises.	
Output 2.1.1: Increased awareness of RCRC activities in response to disasters and crises nationally and internationally.	
Activities for 2.1.1.	
2.1.1.1 Support NS with planning for, and launching, emergency appeals and updates domestically.	<ul style="list-style-type: none"> • A special emergency comms delegate to the EZ offered support to the Croatian RC (field trip included) for handling of the media crisis related to the recent floods and the spending of the financial aid received by the Croatian RC from national fund raising campaign. • After the departure of the emergency comms delegate in September, the Sr. comms officer continued the support in revising the comms section in the revised EA for BiH and Ukraine. • Regular updates the EA related comms docs for BiH, Serbia, Ukraine, Turkey and production of stories for the public website in support of the EAs.
2.1.1.2 Facilitate and coordinate communications support areas affected by disasters and crises upon request.	<ul style="list-style-type: none"> • EZ comms coordinated the production of two videos in Ukraine produced by the Finnish RC Emergency Comms Team. One promotional video spot focuses on respect of the emblem and volunteering for the Ukrainian Red Cross Society (URCS). The second, longer video shows the important work that the NS is doing to alleviate the suffering of the vulnerable people in Ukraine. This process further strengthened the partnership between the URCS, the Finnish RC and the IFRC EZO. • Stories, updates and information during the first Friday and first weekend of the Balkan floods were shared with comms colleagues and uploaded to web. As a result, many NS media and fundraisers used this material to launch early campaigns in support of the Balkans’ floods. The information provided by IFRC was very much appreciated by the NSs.

	<ul style="list-style-type: none"> • Close contact with communicators in the area of disaster (floods, migration) and publishing regular updates and web stories. • Special emergency comms delegate deployed at the EZ office with special focus on the Balkan floods and the Ukrainian crisis: regular updates and a field trip to Croatia. Emergency comms delegate also provides support to the video production for the URCS and coordinates dissemination of the videos. • Developing an integrated generic emergency communication plan that incorporate RM and HD elements. • The Sr. Comms provided new comms officer in Ukraine with support in the writing the e-news bulletin targeting mainly donors and other partners within the Movement. • Coordinated the inputs and produced comms materials that supported SG briefing on Ukraine prior to his visit to Australia. • Produced and disseminated web material related to the revised EA for Ukraine, tailored in such way as to raise awareness about the needs of the IDPs and their increased vulnerability as winter approached. • Sr. comms liaised with the Syria Crisis Comms Coordinator and the IFRC delegate in Turkey to initiate the integration of the Turkish Red Crescent Society (TRCS) response to the refugee Syrian crisis with the response of the NSs in MENA. • In the light of the closing of the EAs early next year in the flood affected Balkan countries Sr. comms in cooperation with the HCC and the BiH country rep planned Sr. comms mission to Serbia and BiH respectively to prepare extensive comms material that highlights the impact of the EAs funds. • Planned and researched the impact of ECHO donation to the vulnerable people in Serbia affected by the 2014 floods in cooperation with the Red Cross of Serbia in December for a web story which will be published in the first days of January 2015.
2.1.1.3 Actively ensure that the practice of HD in emergencies is applied at all levels in the IFRC Secretariat and in NSs in their emergency context.	<ul style="list-style-type: none"> • EZO is in the process to finalise checklist for an integrated approach for humanitarian diplomacy, communications and resource mobilizations. The subject is actively being discussed at the level of heads of country clusters and with relevant colleagues in Geneva.
Outcome 2.2: Improved aid effectiveness through increased national societies' capacity to work in communities and respond to disasters and crises.	
Output 2.2.1: IFRC and ten target national societies have the knowledge, relationships and resources to integrate Beneficiary Communications (BenComs) into programmes and services.	
Activities for 2.2.1.	
2.2.1.1 Undertake national level BenComs and accountability training workshops for key programme staff and volunteers in three (3) pilot NSs.	<ul style="list-style-type: none"> • Due to changes within EZO and the comms reduced HR and financial capacity, this activity was not implemented in 2014.
2.2.1.2 Integrate BenComs into DM / health programming in collaboration with	<ul style="list-style-type: none"> • Due to changes within EZO and the comms reduced HR and financial capacity, this activity

PNS partner(s).	was not implemented in 2014.
2.1.1.3 Undertake training and orientation sessions for IFRC programme managers in EZ to integrate BenComs programming into disaster management/health systems and introduce BenComs training modules into relevant DM and health trainings.	<ul style="list-style-type: none"> Due to changes within EZO and the comms reduced HR and financial capacity, this activity was not implemented in 2014.
Goal 3: "To strengthen the specific Red Cross Red Crescent contribution to development" (Business Line 3)	
Outcome 3.1: National societies scale up leadership and institutional capacities that extend their reach and quality of services.	
Output 3.1.1: Strategic engagement with select number of National Societies in EZ focusing on integrated capacity building approach to resource mobilisation, communications and humanitarian diplomacy	
Activities for 3.1.1	<i>Due to the structural changes within EZO, the position holder of the Capacity Building in Resource Mobilisation and Strategic Partnerships Development started to report to the NSKD/OD Coordinator in Q2 and is reporting her achievements through the report of the NSKD/OD Unit.</i>
3.1.1.1 Study existing legislation and regulations in country, existing donor and partnerships market, image / perception survey; and NS internal practices and procedures in relation to their RM, Communications and HD potential (consultancy).	<ul style="list-style-type: none"> Addressed by the RM delegate for NS CB in three pilot countries in particular (Tajikistan, Kazakhstan and Georgia), and now reporting to and through EZO OD since Q2 (see OD unit report).
3.1.1.2 Support National Societies to develop specific action plans and relevant Strategies with clear targets, monitoring frameworks and responsibilities.	<ul style="list-style-type: none"> Addressed by the RM delegate for NS CB in three pilot countries in particular (Tajikistan, Kazakhstan and Georgia), and now reporting to and through EZO OD since Q2 (see OD unit report).
3.1.1.3 IFRC EZO to provide feed-back and support to NS on their RM and Communication plans when required.	<ul style="list-style-type: none"> Addressed by the RM delegate for NS CB in three pilot countries in particular (Tajikistan, Kazakhstan and Georgia), and now reporting to and through EZO OD since Q2 (see OD unit report). Provided comms support to the Tajikistan Red Crescent in designing a RM brochure related to the AIDS campaign, which took place in early December. (due to the lack of capacity at the NS level the Sr. comms facilitated the whole designing process by outsourcing the task, completed pro-bono by a local graphic designer). Sr. comms provided support to the drafting of the Ukrainian Comms Strategy. The consultative process between HD, comms and RM at the EZ is continuing with the aim to increase coordination between the different departments, contributing to the larger context of the integrated approach.
Output 3.1.2: National Societies have skills and knowledge to strengthen aspects of their RM, Communications and HD work through receiving targeted training, workshops, expertise available in the Movement and other capacity building	<ul style="list-style-type: none"> The EZ comms participated in comms related sessions at the meeting which took place in Budapest in 25-27 November of NS senior management and staff from mainly Russian speaking NSs engaged in fundraising. This first meeting of its kind paves the way for a more

inputs	strategic approach to the exchange of information and resources in fundraising in the future; of which comms is an essential part. Planned comms workshops in the fall for Russian speaking NSs in cooperation with RM.
Activities for 3.1.2:	
3.1.2.1 Organize regional HD and communications trainings in close coordination with EZO OD team and based on the outcomes of the OCAC process and communication mapping.	<ul style="list-style-type: none"> This activity was not implemented in 2014 due to the structural changes, HR and financial capacity challenges in comms sector at EZO. The Comms Coordinator finished his mission at the end of July 2014 and communications is being currently handled by a locally recruited Sr. Comms Officer.
3.1.2.2 Identify and cultivate strategic partnerships with potential partners in Europe in close consultation with Geneva based SPU, RC EU office in Brussels and NSs when relevant – e.g. Council of Europe, relevant Foundations, UN agencies and other IOs, WB, Special Olympics	<ul style="list-style-type: none"> Strategic partnerships with Academia/Vienna University (WU)/Austria and NOVA Research Institute/Norway: In addition to the partnership with the CEU and ELTE Universities in Hungary, EZO has been involved – by the invitation of universities through the respective National Societies - as a Consortium Partner in two research proposal drafting processes through EC/EURO-3/Horizon 2020 funding with Vienna University in Austria, and EC/YOUNG-2/Horizon 2020 funding with NOVA Research Institute in Norway, submission deadline being 3 June. These two Consortiums included cooperation between 16 academic and/or CSO partners (only IFRC and International SOS Village [Vienna University-led proposal only]) for the two research proposal drafting processes, targeting EU countries, but specifically focusing in 8 countries in both proposals. The Vienna University-led research proposal is called “<i>Understanding Identities, Expressions of Discontent and Solidarity, and Resilience Systems in Europe (IDEARS)</i>” and is related to the situation in Europe based on the ongoing economic crisis. The NOVA led research proposal is called “<i>Systems of youth im/mobility in Europe: crises, freedoms and futures (acronym: YOLO – You only live once)</i>” and is related to the unemployment of young people in Europe and their mobility. The response from EC is expected through WU and NOVA respectively at the end of the year and if successful, the projects will start in March/April 2015. All 53 NSs in Europe Zone were informed about the proposal drafting process and consultations were conducted as relevant. Great teamwork, networking and coordination were experienced during the 3-month drafting and proposal development process between the Consortium partners. Both applications were not successful but the learning process on the Horizon 2020 funding was very valuable for all involved. Corporate sector/NetApp: Based on recommendation of the Hungarian RC, the EZO got connected with a corporate partner NetApp, and received a once off donation of USD 10,000 for regional activities in Europe at their Gala Dinner and the EMEA Partner Performance and Innovation Award event at Kiscelli Museum in Budapest in June. An agreement was signed with NetApp to use the IFRC logo in the Winner Banner and the symbolic cheque handed over to IFRC. EZO was invited to address the audience representing over 200 businesses, which was done through showing an IFRC institutional

	video and sharing the highlights of the work of the NSs through a short speech.
3.1.2.3 Promote application and use of the IFRC communications, RM and HD tools among NSs.	<ul style="list-style-type: none"> • The generic comms plan toolkit, as well as the tool kits for global campaigns initiated at the HQ in GVA, are constantly promoted in our written or oral regular communication with the NSs. Currently, the promotion of the First Aid campaign is well underway, and the pre-announcement of the toolkit for it went out in a recent bulletin. • Prior to the World Red Cross Day in 2014 - which focused on the My Story campaign - we have also initiated and circulated amongst all NSs a NS activity catalogue, particularly related to their activities with vulnerable people due to economic crisis. The Activity Catalogue is being regularly updated as more information comes from the NSs. It will be thoroughly updated again through a new research project with CEU, reviewing the current situation with 53 NSs. • EZ comms started to engage NSs for contributions to revitalize the EZ Newsletter, sharing the highlights of the work of NSs regularly. The next issue will highlight migration as a topic and will be published in Q1/2015.
3.1.2.4 Contribute to improvement of global level RM tools based on EZ experience and consultations with the NSs.	<ul style="list-style-type: none"> • Addressed by the RM delegate for NS CB in three pilot countries in particular (Tajikistan, Kazakhstan and Georgia), and now reporting to and through EZO OD since Q2 (see NSKD/OD unit report).
3.1.2.5 Organise country-based and regional workshops and training sessions in RM Strategy Development, in quick RM solutions, corporate fundraising, individual giving, working with multilaterals, working with Embassies and diplomatic corps etc.	<ul style="list-style-type: none"> • Addressed by the RM delegate for NS CB in three pilot countries in particular (Tajikistan, Kazakhstan and Georgia), and now reporting to and through EZO OD since Q2 (see OD unit report).
3.1.2.6 Facilitate, where relevant, NS-to-NS support through matching needs to expertise.	<ul style="list-style-type: none"> • The EZ comms office coordinated the support of the Ukrainian Red Cross Society by the comms team of the Finnish RC in the production of the two promotional videos that focused on the respect of the emblem and volunteering in Ukraine. Links for the videos have been shared with all 53 NSs and the videos are available in YouTube and FedNet. • A short-term comms delegate was assigned to Ukraine from the American RC to support communications efforts at the URCS at the peak of the crisis. • Sr. Comms identified a social media expert in Central Europe to participate in the Social Media summit in Washington DC in Q1/2015 with the long-term purpose to establish a Red Cross Red Crescent social media network and a system for mutual collaboration on social media during disasters, crises and particularly during reputational crises, as well as on transnational campaigns.
3.1.2.7 Support NSs to optimize resources through engagement with a broad range of partners and donors at regional and country levels.	<ul style="list-style-type: none"> • Addressed by the RM delegate for NS CB in three pilot countries in particular (Tajikistan, Kazakhstan and Georgia), and now reporting to and through EZO NSKD/OD since Q2 (see NSKD/OD unit report). • Provided support to the Tajikistan RC by contracting pro-bono a local graphic designer to

	design a brochure for the AIDS campaign. Also liaised with the Luxemburg RC which provided a set of graphic design elements for the infographic component of the brochure in question.
Output 3.1.3: Exchange of experience and information is strengthened and/or established.	
Activities for 3.1.3:	
3.1.3.1 Support in strengthening the EFPN, including taking stock of achievements and plans for the future, Strategy Development, expanding knowledge and skills of the network to other NS in Europe.	<ul style="list-style-type: none"> Addressed by the RM delegate for NS CB and now reporting to and through EZO NSKD/OD since Q2 (see NSKD/OD unit report).
3.1.3.2 Organise a Russian speaking Fundraising skill-share event with speakers and examples from the space of the former Soviet Union and Central Europe.	<ul style="list-style-type: none"> Addressed by the RM delegate for NS CB and now reporting to and through EZO NSKD/OD since Q2 (see NSKD/OD unit report).
3.1.3.3 Produce a good practice tool reflecting good cases / catalogue of activities in fundraising and resource mobilisation in the FSU, Eastern and Central Europe both within the RC Movement and outside of RCM.	<ul style="list-style-type: none"> Addressed by the RM delegate for NS CB and now reporting to and through EZO NSKD/OD since Q2 (see NSKD/OD unit report).
3.1.3.4 Capture and disseminate on regular basis information on successful approaches and examples used by other organizations in RM in Europe through meetings and Community-of-Practice.	<ul style="list-style-type: none"> Addressed by the RM delegate for NS CB and now reporting to and through EZO NSKD/OD since Q2 (see NSKD/OD unit report).
Goal 4: "To heighten the Red Cross and Red Crescent influence and support for our work" (Business Line 4)	
Outcome 4.1: As a result of evidence-based HD actions, the IFRC and NSs are respected and recognized as neutral, impartial humanitarian actors; are effectively positioned to promote principles, values, policies and legislation in support of humanitarian action; and voice support for the needs and aspirations of vulnerable communities.	
Output 4.1.1: IFRC and NSs, through the effective use of diplomatic tools and actions, are better able to engage with policy-makers and opinion leaders to heighten their influence and address key humanitarian issues that affect the most vulnerable and marginalized and ensure critical access to humanitarian space.	
Activities for 4.1.1:	
4.1.1.1 Support NSs to strengthen the dissemination of FPs and their auxiliary role through the use of appropriate diplomatic tools and leadership trainings.	<ul style="list-style-type: none"> The 2nd phase of the Fundamental Principles project envisages a two day workshop by the Geneva based Secretariat, directed at NS leadership on exchanging views and deepening understanding of the FPs and the ways in which we use them to resolve issues that arise within our respective organisations and contexts. The idea is to complete a workshop in each region before March 2015 to be able to use the information collected towards preparing for the upcoming International Conference in 2015. EZO looking for a suitable opportunity to conduct this consultation with the Europe

	<p>Zone Leadership.</p> <ul style="list-style-type: none"> • On the occasion of the 9th European Regional RCRC Conference, in which 47 NSs out of a total of 53 in Europe Zone participated, the importance of FP and NS auxiliary role were highlighted in various discussions, particularly related to the ongoing civil unrest in Ukraine and the devastating floods in BiH, Serbia, Croatia and Bulgaria. • Similarly, in contributions to the preparations for the World Humanitarian Summit 2016 in Turkey, both issues of FP and the importance of the auxiliary role to the public authorities in the humanitarian field have been mentioned. • EZO has drafted several short case studies with NSs of good practice of utilization of the auxiliary role in programming. These short case studies will be used as samples for a new publication to be finalised by the HVD division in Geneva in 2015.
4.1.1.2 Roll out the guidance document to NSs for “Strengthening the auxiliary role” in Europe once document finalized at the global level.	<ul style="list-style-type: none"> • Discussion on this continues with the HQ of the IFRC Secretariat and HVDD.
4.1.1.3 Roll out the guidance document “Introduction to HD” to NSs in Europe.	<ul style="list-style-type: none"> • Discussion on this continues with the HQ of the IFRC Secretariat and HVDD.
4.1.1.4 Continue the roll-out of the “Guide to Parliamentarians” in Europe and contribute to the globally led monitoring of the impact of the implementation.	<ul style="list-style-type: none"> • Based on the initiative of the British RCS, EZO joined the Geneva based Secretariat and HVDD to support the proposal to establish a Parliamentarian Practitioners Network (PPN) in Europe. A joint IFRC Europe Zone and the BRCS letter were sent to all 53 NSs, informing them about the initiative and sharing the ToR and the Guide for Parliamentarians. • The BRCS, facilitated by IFRC, convened the first meeting during the 2nd half of the year. 11 NSs are now members of the network already to take the initiative forward.
4.1.1.5 Continue to promote the “Protocol Handbook” with NSs as a reminder of its continued relevance for HD work and ensure translation in Russia.	<ul style="list-style-type: none"> • The “Protocol Handbook” is available on FedNet and referred to in NS communication as appropriate.
4.1.1.6 Provide proactive general support and guidance to CRs, RR and coordinators promoting and supporting the implementation of the International Conference (IC), Council of Delegates (CoD), and General Assembly (GA) resolutions and decisions.	<ul style="list-style-type: none"> • The support for EZO field managers and coordinators for follow-up of implementation of the International Conference (IC), Council of Delegates (CoD), and General Assembly (GA) resolutions and decisions is given occasionally and especially at Extended Management Meetings. • The systematic monitoring system of the implementation of the resolutions and decisions from the statutory meetings will require further development in order to have a practical and systematic monitoring system where zones can follow up with respective NSs from their zone and feed the information to the global monitoring system in a timely manner. Discussions between the Geneva based Secretariat and EZO continue in this regard. • Follow-up processes started already towards the end of the year (a questionnaire), e.g. Movement responses to sexual- and gender-based violence (SGBV) in armed conflict and disasters.
4.1.1.7 In cooperation with CRs and RR, conduct events with Government missions (embassies) together with respective NSs and visit them in a systematic way to build relationships and promote agenda on IC resolutions.	<ul style="list-style-type: none"> • There is a need to develop a practical monitoring system for monitoring of the implementation of the resolutions and decisions of the statutory meetings, and proactively and systematically promote the implementation of the same.

	<ul style="list-style-type: none"> The Sr. Advisor, HD at the Office of the Director of Zone will follow up this issue with colleagues in Geneva.
<p>4.1.1.8 Represent the EZ in relevant events, workshops, meetings, seminars and functions (e.g. Diplomatic missions, EC, OSCE, Council of Europe, various UN events).</p>	<ul style="list-style-type: none"> The DoZ or her representative represents IFRC EZ in diplomatic functions in Budapest, Hungary, regularly based on invitations. Other meetings, workshops and seminars are being attended by various members of the Europe Zone, as relevant to the subject matter. When appropriate, National Societies in the Zone are being requested to represent the IFRC in an important event in their country (e.g. Austria, Serbia, Croatia and Finland during the reporting period on anti-trafficking meetings in Vienna and Helsinki respectively). IFRC stand was established promoting IFRC publications and the "My RCRC Story" in particular at the 9th European Conference in Florence, Italy and at the GA in Turku, Finland in June. Global First Aid Initiative, September, Paris: The Global First aid Reference Centre (GFARC) organized a meeting in Paris to discuss and plan a foundational implementation plan for a long-term initiative to enhance, expand and improve first aid training worldwide, as part of a global life-saving ambition. Global Comms Forum, Nairobi, 27-29 October: Meeting of International RCRC peers responsible for implementing their NS's comms, media and public relations, marketing and dissemination of information aimed at sharing experience from internal and external speakers, engaging in practical exercise, and stimulating discussions on key comms issues within the Movement.
<p>4.1.1.9 Utilize the World RCRC Day for meaningful dissemination, persuasion and info sharing.</p>	<ul style="list-style-type: none"> The toolkit on My Story campaign was disseminated to all 53 NSs prior to 8 May and promoted proactively afterwards as well, e.g. at IFRC stands at the 9th European Conference in Florence, Italy and at the GA in Turku, Finland: interviews and story collections from staff and volunteers and published on http://ifrc.tumblr.com/ Reminding NSs that the campaign is ongoing until the end of 2015 and further promoting it through regular EZ communicators' bulletins.
<p>4.1.1.10 Organize annual World Disasters Report 2014 launch.</p>	<ul style="list-style-type: none"> EZ comms prepared a Press Release and a contact list of local and international journalists who were invited to the launch in Budapest, which took place in 16 October at EZO. The event did not receive great interest from the media although a couple of journalists were present. (Note: In the future the report could be promoted by providing journalists specific angles for articles ideas that relate to the RCRC work in EZ and the topics addressed in the report).
<p>Output 4.1.2: IFRC and NSs have effective communications, relationship management and resource mobilization capacities that strengthen visibility and understanding of their work and inspires more reliable and diversified contributions that match the scale of humanitarian challenge.</p>	

Activities for 4.1.2:	
<p>4.1.2.1 Provide NS communicators with high quality and timely communications materials that support marketing efforts linked to emergencies and recovery operations.</p>	<ul style="list-style-type: none"> • Regular Facts & Figures and Key Messages and their updates were drafted and shared through Newswire that goes out to the HQ in GVA every Tuesday. • Relevant web stories, photos and videos were produced in close cooperation with concerned NSs: the Balkan floods, migration, etc. that effectively voice the RCRC agenda, and which are used by the NSs for their online forums, by the media and by fundraisers, as well as in support of HD efforts. • The Finnish RC ERU comms team supported the Ukrainian RC and IFRC EZ to produce two high quality videos for Red Cross action to address the humanitarian needs in Ukraine • Issued regular Facts and Figures and Key Messages updates and feed these to the regular Newswire that goes out to the HQ in GVA every Tuesday. • Produced and disseminated high-quality web stories for the ifrc.com, photos and videos in house: the Balkan floods, migration etc. that effectively voice the RCRC agenda, tailored for use by the NSs for their online forums, by the media and by the fundraisers as well as in support of HD efforts, as well as other external audiences.
<p>4.1.2.2 Undertake strategic advocacy/communications activities / campaigns in support of significant events / issues linked to HD and IFRC business group priorities.</p>	<ul style="list-style-type: none"> • Reference and link is made to relevant docs where appropriate in all comms materials (e.g. recent migration story on the web links to all relevant IFRC publications including the Florence Call for Action). • The My Story campaign was highlighted at the 9th European Conference in Florence, Italy in June and at the Finnish RC GA in Turku, also in June. • Supported NSs in the Balkans, Central Asia in the production of tailored comms material related to the Balkan floods and First Aids campaign respectively. • Researched information on ECHO donation to the floods victims in Serbia to produce comms material for project visibility (story published on ifrc.com in early January). • Supported the identification of a Social Media specialist from Central and South – East Europe as well as Central Asia and the Russian Federation with the aim to participate in a new global initiative to monitor the online environment on regional basis (in Washington DC, Feb 2015).
<p>4.1.2.3 Manage production of news content from EZ for IFRC online communications platforms.</p>	<ul style="list-style-type: none"> • Stories and images were collected from NSs on their activities and their implementation of programmes and campaigns. • In-house production of stories for the IFRC comms platforms that relate to policies, campaigns, NS activities, emergencies etc. (Balkan floods, Turkey mine explosion crisis, migration at sea, Blood Donor Day campaign, My Story etc.) were attended to. • Continue to collect and edit stories and images from the NSs on their activities and implementation of programmes and campaigns that are posted on the country pages of the EZ and disseminated to all comms focal points in EZ and through the Movement. • In-house production of stories for the IFRC comms platforms that relate to policies,

	<p>campaigns, NS activities, emergencies etc. (Balkan floods, refugee crisis in Turkey, Italy, Blood donation in Georgia)</p>
4.1.2.4 Organize media training sessions for EZ country reps and programme staff during EMM.	<ul style="list-style-type: none"> The new Sr. Comms Officer established contact with all the EZ country reps present at the latest extended management meeting (EMM), and discussed issues related to coordinating work and the revival of the EZ newsletter that has not been published in 2013-2014.
4.1.2.5 Implement standard operating procedures for communicating in emergencies.	<ul style="list-style-type: none"> The tasks of communicating in emergencies have been clearly divided between the Sr. Comms Officer and the emergency comms delegate, who joined the EZO for three months in June, mainly due to the emergency appeals for Ukraine and the Balkan floods. Emergency comms procedures have been discussed and the generic procedures in emergencies will be formalized through a checklist to determine who is doing what and when. An integrated approach to humanitarian diplomacy, communications and resource mobilization will be taken into consideration, a concept that is being currently discussed at the IFRC Geneva based Secretariat. The process is currently "work-in-progress". EZ comms coordinated regular updates of emergencies related comms materials with the DM, HCC, and the NSs affected by the crisis (Turkey, Serbia, BiH, Ukraine). Writing stories for the web on migrants crisis in Italy etc. Comms emergency delegate compiled a checklist before his mission came to an end. Currently under revision by Heads of Country Clusters.
4.1.2.6 Organize FedNet editor Training of Trainer (ToT) sessions for IFRC focal points in management of EZO FedNet content / site structure.	<ul style="list-style-type: none"> The new Sr. Comms Officer visited Geneva comms unit for 2 weeks in June-July to familiarize herself with the IFRC comms tools, systems and procedures. An in-depth training was provided to her on the use/management of FedNet for IFRC Europe Zone. FedNet editor Training of Trainer (ToT) sessions in management of EZO FedNet content / site structure can be considered in future for IFRC focal points, as relevant.
4.1.2.7 Provide tailored communications support on demand to the RCRC-EYN and European Youth Coordination Committee (EYCC), in the implementation of its communications strategy for 2012-2014.	<ul style="list-style-type: none"> EZ comms worked closely with the youth delegate at the EZ level in relation to the RCRC European Youth Network (EYN) and the European Youth Coordination Committee (EYCC). The work will continue intensively with the new Youth Delegate to arrive in August, for the implementation of commitments of the Youth Conference in Florence in June. EZ comms also provides continuous support for production of stories and updates on FedNet related docs as well as consultancy in the implementation of the EYCC and its comm strategy plan for 2012-2014.
4.1.2.8 RCRC Youth case studies and human interest stories featured on IFRC EZ communications tools, including online and social media.	<ul style="list-style-type: none"> Editing and publishing support was provided to the RCRC EYN stories on the IFRC web and online platforms. Comms provided support to the new Youth delegate at the EZO and consistent feedback and editing to the material he produced for the online forums. Also, helping disseminating information on Youth actions and initiatives through the Zone.
4.1.2.9 Raise awareness about existing communications tools among members of RCRC-EYN.	<ul style="list-style-type: none"> The EYCC is very familiar with the existing communication tools, promoting them among their membership, including an active use of social media tools.

<p>Output 4.1.3: The humanitarian activities and mission of the Red Cross Red Crescent are well communicated, understood and supported by key external stakeholders</p>	
<p>Activities for 4.1.3:</p>	
<p>4.1.3.1 Support the documentation of successful HD actions from the country level (case studies).</p>	<ul style="list-style-type: none"> • Humanitarian Diplomacy and Values Division (HVDD) and its International Relations (IR) unit at the Geneva based Secretariat collects highlights on monthly basis on HD actions from every zone. All field managers and heads of country clusters were invited to contribute to the highlights from EZ. The highlights from every zone are then compiled by the IR unit at the global level and shared with all relevant stakeholders for information. This compiled info is then shared widely within EZO and EZO highlights are included also in the Quarterly Management Reports. • In addition, the IR unit in Geneva compiles a global HD highlights on Quarterly basis and shares them with all offices and delegations. This quarterly highlight is often shared by the EZ HD unit as an annex in the EZ HD unit Quarterly Management Report.
<p>4.1.3.2 Support the development of HD actions (outlining NS priority HD requirements), within their National Plans.</p>	<ul style="list-style-type: none"> • The capacity of the EZO HD unit did not allow much support to individual NSs during the first 6 months of the year due to the heavy involvement in the preparations of the 9th ERC. • Due to changed EZO structure, HD support to the NSs are provided by the respective heads of country clusters and the Sr. Advisor for HD at the Office of the Director of Zone addresses the global HD issues and coordinates the work with Geneva.
<p>4.1.3.3 In close cooperation with the RC EU Office in Brussels, engage regional bodies on behalf of the membership, particularly focusing on strengthening relations with EU institutions.</p>	<ul style="list-style-type: none"> • RC EU Office in Brussels speaks and acts on behalf of the membership with EU institutions for strengthening relations with them. • Recent BRCS / IFRC initiative for establishment of an informal Parliamentarians Practitioners Network (PPN) among the interested NSs requires close cooperation between IFRC Geneva, IFRC EZO, RC EU Office Brussels and the BRCS to determine how to engage better with Parliamentarians at the national and regional level, especially given the mandate of the RC EU Office to engage with the EU institutions in Brussels. • During the 2nd half of the year, EZO was intensively involved in the ECHO Review process as part of the Reference group. This review was initiated by the RC EU Office Annual Meeting in November 2013 but due to the delays in the process, the report was not yet ready to present to the RC EU Office Annual meeting 2014 in November 2014. • RC EU Office initiated a guideline drafting process for Horizon 2020 funding and EZO contributed the experience of the two 2014 applications with Vienna University and NOVA Research Institute. • Following the successful global IFRC “Silent Disasters” Communications Campaign in 2013 jointly with ECHO and NSs, in 2014 EZO contributed to another, European Red Cross Societies – IFRC - ECHO joint Communication Campaign “The Resilience Experience”, led by RC EU Office. The campaign itself was launched on 22 September 2014 with 12 Europe

	<p>Zone NSs participating and lasted until 2 November. EZO participated already on 23 September at the national level campaign related to it, organised by the Austrian RC. The campaign aimed at being interactive and used the latest marketing techniques. Although the campaign itself is over, the Disaster Resilience Journal, which is part of the larger campaign, will stay on-line in 2015 at http://www.disaster-resilience.com/ and is available in English, French, German, Spanish, Bulgarian, Croatian, Danish, Dutch, Finnish, Italian, and Romanian. As a result, millions of people have been reached and awareness raised on the issues faced by at-risk communities using Facebook, Twitter, Tumblr and Instagram to engage audiences around the issues covered in the Journal.</p> <ul style="list-style-type: none"> • Head of Country Cluster, Western Europe participated in the RC EU Office Annual Meeting in November 2014 on behalf of the Director of Zone and briefed the membership on the preparations for the World Humanitarian Summit regional Consultation for Europe and Others which will take place in Budapest on 3 and 4 February, hosted by OCHA in cooperation with the governments of Hungary and Finland.
4.1.3.4 Input into the IFRC/Diplo Foundation on-line e-learning course on humanitarian diplomacy and ensure NS leadership and EZ staff participation.	<ul style="list-style-type: none"> • The on-line course is being promoted pro-actively and selection for the upcoming course in Q3 will be done soon to determine which NSs have applied and have been accepted to the course. • Five staff members in the EZ have taken the course successfully thus far.
<p>Output 4.1.4: IFRC and NSs are able to promote a culture of social inclusion, non-violence and peace, and ensure better integration of minorities, ethnic groups and disadvantaged people through mainstreaming gender, diversity, tolerance and anti-discrimination in their programming support.</p>	
<p>Activities for 4.1.4: 4.1.4.1 Strengthen advocacy in relation to migration and anti-trafficking programming within NSs and Secretariat engagement on migration issues by participating in relevant global and regional campaigns, meetings and workshops and highlighting the issues of migration and anti-trafficking in EZ newsletters, magazines and other advocacy tools.</p>	<ul style="list-style-type: none"> • The EZ comms and HD in general have stayed up to date on events, documents and actions related to migration and integrating all relevant information in the comms materials, particularly taken into consideration the strong emphasis of the migration issues in the Florence Call for Action. • In close cooperation with the Sr. Migration Officer, EZ comms will be producing comms material in line with RCRC advocacy issues for online platforms, publications, and exhibitions for the International Migrants Day in December 2014. • Support the production of the press release related to the International Migrants Day. After close consultation with the Migration Officer and the Hungarian RC further activities were cancelled due to lack of time and resources. • EZ comms works in close cooperation with the Migration Officer at the EZO level, as well as the NSs from Italy, Spain, Belarus, Sweden, Bulgaria, Malta for the on-going preparation of the EZ Newsletter that will mainly promote issues and programmes related to Migration

4.1.4.2 Contribute to the further development of global advocacy tools on migration and anti-trafficking.	<p>within the framework of Florence Call for Action.</p> <ul style="list-style-type: none"> Joint seed-funding between the IFRC Gva based Secretariat, IFRC EZO and some contributing NSs, was available also this year for HD actions in the sector of anti-trafficking to mark the European AT Day in October. Six NSs from Central Europe benefitted from the funding (i.e. Bulgaria, Bosnia and Herzegovina, Croatia, Montenegro, Serbia, and Poland). The follow-up process was handed over to the respective head of country cluster in cooperation with the Sr. Migration Officer.
4.1.4.3 Participate in relevant regional networks related to advocacy on migration and AT.	<ul style="list-style-type: none"> Close cooperation is being maintained with EZ networks in the migration and AT sectors, i.e. PERCO, CCM, Russian Speaking Migration Network and AT Network through the new Sr. Migration Officer. All HD actions in these sectors are being planned together with her and her presence in the zone has proved to add value for a more comprehensive coordination with the networks and with the RC EU Office Migration unit.
4.1.4.4 Promote the monitoring of the implementation of statutory meeting resolutions related to migration.	<ul style="list-style-type: none"> After the 9th ERC in Florence in June and the issuance of the Florence Call for Action, the migration sector in general, including the IFRC Gva based Secretariat, the IFRC EZO and some NSs have been very active in promoting the actions related to migration, and upcoming regional network meetings will discuss the implementation of the Florence CfA and monitoring of it in the future. In general, the IFRC has shared the Florence CfA with diplomatic missions in Geneva and in Budapest, the RC EU Office is reviewing the opportunities to promote it, promotional material is being developed along with monitoring tools of the implementation of the Florence CfA. Terms of Reference and a monitoring tool were developed by EZO for the Implementation Support Group (ISG) of the FCfA. The ISG will consist from NSs two Co-chairs and six members, supported by EZO. The European Conference Planning Committee (ECPC) will finalise the list of names of the ISG ensuring that the group can commence its work in Q1/2015.
<p>Outcome 4.2: IFRC and NSs highlight the humanitarian impact of the European economic crisis and advocate for assistance to the most affected up to and beyond the next European Conference in Italy in 2014</p>	
<p>Output 4.2.1: IFRC Secretariat and National Societies use produced materials to highlight and raise awareness of new and existing vulnerabilities in Europe and advocate on behalf of the most vulnerable people to decision-makers, partners and donors</p>	
<p>Activities for 4.2.1: 4.2.1.1 Conduct an awareness and advocacy campaigns on humanitarian impact of the economic crisis with National Societies in the lead up to the European</p>	<ul style="list-style-type: none"> Following the launch of the report “Think Differently” 2013 and the video “In A Better World” in October 2013, a 6-month intensive planning period involving 26 NSs and over

regional conference in June 2014; work on the concept of European Framework with Gva comms.	<p>100 people took place prior to the 9th ERC, focusing on the humanitarian impact of the economic crisis from different angles. National Societies led 6 working groups which prepared for 6 workshops that were also chaired by NS leadership from various countries. The feedback from the membership on the conference for lessons learnt has been collected through a comprehensive evaluation that will be shared with membership in Q3.</p> <ul style="list-style-type: none"> • Implementation Support group (ISG) is expected to commence their work in Q1/2015, all paperwork and tools were completed in 2014 for the group.
4.2.1.2 Support those NS interested to develop their position and role as a result of findings and recommendations of the Economic Crisis Review Report 2013.	<ul style="list-style-type: none"> • HD unit, and especially the comms sector, is in constant touch with NSs as needed to support NSs' initiatives for positioning themselves, utilising the information in the report. • Two master level students from CEU started to work with EZO in September on reviewing the humanitarian impact of the economic crises as seen by the 53 NSs; NSs will be requested also to update the NS Activity Catalogue on their activities related to the ongoing economic crises and they will be also sharing their plans on the implementation of the Florence call for Action. The updated information will be available in Q2/2015 for the NSs to use for their advocacy work with relevant stakeholders.
4.2.1.3 Share knowledge and information on practices, successes and challenges in relation to the Economic Crisis mapping, as required.	<ul style="list-style-type: none"> • Continuous update of the NS Activity Catalogue for actions taken to address the impact of the economic crises by various NSs is a useful tool to learn from each other and connect as needed. • Migration related programmes, best practices; challenges are highlighted in the EZ Newsletter in the making. • Shared migration related information through the monthly News Bulletin and feed related information from EZ to the Newswire released weekly by GVA.
Outcome 4.3: Materials produced by IFRC in EZ adhere to existing guidelines	
Output 4.3.1: HDU is involved in editorial issues concerning publications and production of AV materials.	
Activities for 4.3.1:	
4.3.1.1 Produce video on Active Ageing in cooperation with EZO Health and Care in cooperation with the EZ Health and Care sector.	<ul style="list-style-type: none"> • This activity was not implemented due to the revised plans in this sector.
4.3.1.2 Provide communication support on demand.	<ul style="list-style-type: none"> • EZO comms is addressing support requests of NSs as needed. • Sr. comms provided support on demand to Belarus RC, Tajikistan RC, Ukrainian RC, BiH RC, ECHO, RCRC EU Office
Goal 5: "To deepen our tradition of togetherness through joint working and accountability" (Business Line 5)	
Outcome 5.1: Red Cross Red Crescent Movement utilizes effective cooperation mechanisms and tools that build greater collective responsibility and trust.	
Output 5.1.1:	

NSs have improved their reach by shared capacities and resources through alliances and partnerships that achieve collective higher value from working together as a Movement	
Activities for 5.1.1:	
5.1.1.1 Promote knowledge in all NSs on the Movement platforms for sharing HR, knowledge, skills and learning.	<ul style="list-style-type: none"> • During the first 6 months of the year, the focus of the HD unit was to support the ItRC and the Gva based Secretariat in organising the 9th ERC in Florence in June. The involvement of some 26 NSs and over 100 people demonstrated the power of working together. • Consultative meetings for Constitution review, Strengthening Movement Coordination and Cooperation (SMCC) and Movement Branding Initiative (MBI) in October-November: In support of the global consultation process prior to the 2015 statutory meetings, the Europe zone organised three consultative in October – November in Georgia , Spain and Hungary, hosted by the concerned NSs in cooperation with IFRC and ICRC. This task included complex, intensive and demanding liaison and coordination with the ICRC, IFRC Geneva and co-hosting National Societies for organising the three events and preparing the substance in cooperation with Geneva colleagues. As a result, 42 NSs (out of total 54) got engaged and contributed to the global consultation from Europe and the events were identified to be very useful by the all Movement components. Minutes were written for all consultations and shared with all participants. • Partners’ Consultative meeting at Europe Zone on 10th December: Based on the positive experience last year, EZO organised a consultative meeting with Partners at the end of the year, enabling strategic discussions on working better together in the European context. HoCC, WE’s role was to lead the coordination and arrangements of the consultation and mapping exercise of the support provided to the NSs in Europe in cooperation with two other heads of country clusters. As a result, a useful exchange and strategic discussions were held, the support to NSs by participants mapped out in detail. This will be helpful for improved cooperation and coordination within the wider Federation in 2015 in support of NSs in EZ.
5.1.1.2 Update existing EZO FedNet pages to facilitate enhanced sharing of resources, knowledge and inspiring practices.	<ul style="list-style-type: none"> • The Sr. Comms Officer got a comprehensive training during her Gva training on FedNet skills and has put them in practice since July. The results will be seen in the second half of the year in the growing quality of FedNet EZO pages. • Sr. comms is a proficient editor of web and FedNet page, uploading stories and photos, updating information and other comms materials on regular basis and maintain a close cooperation with the FedNet team in GVA.