




Colombian Red Cross Society Annual Report 2014

 International Federation
of Red Cross and Red Crescent Societies

MAACO001

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This report covers the period 01/January/2014 to 31/December/2014

The Colombian Red Cross Society works with vulnerable populations to strengthen their resilience. Source: Colombian Red Cross Society



Overview

The regional representation for the Andean countries (regional representation) of the International Federation of Red Cross and Red Crescent Societies (IFRC) provided a diversity of support to the Colombian Red Cross Society (CRCS) in 2014 so that the National Society could better fulfil its humanitarian mission. These actions were done in alignment with International Movement strategies and standards, including *Strategy 2020* and the Inter-American Framework for Action 2012-2016.

Particular reinforcement was given in the areas of disaster management, with a focus on urban risk reduction.

Working in partnership

Operational Partners	Agreement
American Red Cross	Bilateral agreement
German Red Cross	Bilateral agreement
Spanish Red Cross	Bilateral agreement
Norwegian Red Cross	Support through the IFRC
International Committee of the Red Cross (ICRC)	Movement partner

Progress towards outcomes

Business Line I: 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.

Outcome 1.1 The Red Cross is better positioned to lead and demonstrate the Federation-wide contribution to reducing vulnerability.

Output 1.1.1: Humanitarian access is addressed through learning and action.

Indicators	BL	Annual Target	Year to Date Actual
CRCS has received support through regional and sub-regional initiatives related to disaster law.	0	new DM law by 2015	0

Comments on progress towards outcomes

In 2014, work conducted that could lead to the establishment of a new law for disaster management included a meeting with the CRCS-IFRC and the state body responsible for disaster management. Direct actions have been taken to advocate for a more update and comprehensive disaster law.

Additionally, the secretariat prioritized coordinated work with the CRCS to have a secretariat presence in the country, which would entail a country agreement and senior delegate. An official letter requested secretariat presence in the country was presented to the Ministry of Foreign Affairs in 2014.

Output 1.1.2: External trends are better understood and promoted within the National Society.

Indicators	BL	Annual Target	Year to Date Actual
# of lessons learnt systematized that contribute to risk reduction attributed to key humanitarian trends	0	Not quantified	1

Comments on progress towards outcomes

In 2014, the CRCS, with IFRC support, conducted 5 AVC trainings, with a focus on climate change and urban risk. The CRCS presented lessons learned and initiatives on climate change at the World Urban Forum (WUF) in Medellin and the Global Meeting on Resilience in Cali.

A tripartite meeting discussed migration issues and how the CRCS can incorporate further work on the topic. The CRCS organized a tri-border meeting in Leticia on integrated programmes with NS and State local authorities from Peru, Venezuela and Brazil in October. The conclusion of the event was to employ an integrated approach, work in a trans-border approach (migration), and address safety (non-violence) issues.

Two members from the CRCS participated in the regional forum on "Friendly Neighbourhood" with its "PACO" project, held in La Paz- Bolivia in November. This programmatic action planned for 2015 will strengthen the CRCS's work on urban violence and fostering community-based

approaches.

Outcome 1.2: A collective understanding of the capacities, resources and services of the National Society in Colombia has been improved.

Output 1.2.1: Federation-wide Databank and Reporting System is established in the National Society of Colombia.

Indicators	BL	Annual Target	Year to Date Actual
The CRCS provides data on one or more FDRS key performance indicators.	0	CRCS completed	100% complete

Comments on progress towards outcomes

The CRCS regularly updates its key performance indicators.

Outcome 1.3: The National Society in Colombia assesses its own capacity and performance to provide better services.

Output 1.3.1: Organisational Capacity Assessment and Certification- OCAC process established.

Indicators	BL	Annual Target	Year to Date Actual
# of CRCS branches that have completed the OCAC self-assessment.	0	OCAC was developed	10

Comments on progress towards outcomes

The branch-level assessment (BOCA) has been implemented in 10 out of 32 CRCS branches. This activity is planned for 2014-2015 and thus, will continue implementation in 2015.

Outcome 1.4: The professional qualifications and competencies of the CRCS volunteers and staff are strengthened, enabling the National Society to take the lead in addressing new risks and vulnerabilities.

Output 1.4.1: Educational and knowledge-sharing platforms are mainstreamed in the National Society, increasing the learning opportunities for staff and volunteers.

Indicators	BL	Annual Target	Year to Date Actual
# of courses taken on the e-learning platform	Not specified	Not specified	2,760 courses completed

Comments on progress towards outcomes

To date, 2,651 users have registered for 6,050 courses and have completed 2,760 (46%). The CRCS is one of the top users of the learning platform in the Americas. Important progress continues to be made, but follow-up is needed to ensure that courses are completed.

Business Line II: 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.

Outcome 2.1: The National Society, through its network of branches, adopt integrated sectoral approaches that strengthen essential Red Cross preparedness, response and recovery systems, and enable communities to better understand trends that increase the impact of disasters and crisis in their lives.

Output 2.1.1: Community-based tools/ approaches to address emerging trends are adopted in disaster and crisis management.

Indicators	BL	Annual Target	Year to Date Actual
# of tools and methodologies for response and recovery that have integrated the key humanitarian trends.	Participate in DRM system	Recovery policy that is disseminated	3 tools

Comments on progress towards outcomes

In 2014, 3 tools (AVC incorporating climate change, urban risk, humanitarian diplomacy and livelihoods; methodological guide and study on its incorporation at a branch-level) were implemented, and will continue in 2015.

The secretariat is working with the CRCS to update its recovery policy so it can be included in the forthcoming strategic plan. The CRCS maintains continual coordination with the UNGRD.

Outcome 2.2: An efficient and effective regional Red Cross disaster and crisis management system in Colombia.

Output 2.2.2: The disaster and crisis response system in Colombia will be forward looking through innovation and by taking maximum advantage of the resources trained and available throughout the Red Cross network.

Indicators	BL	Annual Target	Year to Date Actual
# of CRCS members contributing staff to IFRC global and regional surge tools	Not specified	Not specified	4 people

Comments on progress towards outcomes

In 2014, a total of 4 people from the CRCS were deployed in DREF operations in the Americas. The Mega V system has been incorporated into the operations by the CRCS relief personnel. The CRCS is able to register its beneficiaries using this tool when needed; however, the CRCS has its own tool that performs the same functions.

For two years now, the secretariat via an emergency health delegate in the country has been supporting the implementation of an emergency response unit (ERU) by the CRCS. During 2014, the CRCS alongside other National Societies received standard training on ERU requirements.

Business Line III: 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.

Outcome 3.1: The National Society, through its network of branches, demonstrates leadership through in promoting the Red Cross Red Crescent model of sustainable development.

Output 3.1.3: The key humanitarian trends (urban risk, climate change, migration and violence prevention) are integrated into National Society programming.

Indicators	BL	Annual Target	Year to Date Actual
% of NS programming that has included urban risk and community resilience in its strategic and operational plans	CRCS indirectly addressed violence and climate change indirectly in its strategic plan	NS programming includes all 4 trends in strategic and op plans	2 trends incorporate in CRCS 2014 op plans

Comments on progress towards outcomes

The trends of urban risk and community resilience are incorporated in CRCS operational plans for 2014. A report on the lessons learned in urban risk was published and the VCA module on climate change and urban risk was disseminated to 5 branches.

In early 2014, 15 volunteers from the Cauca branch were trained in the implementation of the key humanitarian trends tool kit. The regional representation provided technical support to ensure the sustainability of the acquired knowledge. The tool kit was disseminated to all of the CRCS departments and branches and it was implemented in three communities.

Through the IFRC global alliance in DRR, the Colombia - Bolivia partnership permitted the CRCS's support for the Bolivian Red Cross's VCA workshop in La Paz in August and another workshop that was held in October.

Outcome 3.2: The National Society, through its network of branches, has enabled communities to better understand trends that impact their lives and take action to improve their health, safety, environmental and socioeconomic conditions.

Output 3.2.1: The key humanitarian trends (urban risk, climate change, migration and violence prevention) are integrated into a community-based development programme.

Indicators	BL	Annual Target	Year to Date Actual
# of dedicated initiatives intended to reduce discrimination, social inclusion prevent violence and xenophobia	CRCS implements several projects that have violence prevention as a component	CRCS has new initiatives incorporating the key humanitarian trends with the current context of the peace process	2

Comments on progress towards outcomes

Six of the 32 CRCS branches are implementing activities to reduce discrimination and promote social inclusion to prevent violence and xenophobia. As previously mentioned, the CRCS, with secretariat support, organized a tri-border meeting in Leticia on integrated programmes with National Societies and State local authorities from Peru, Venezuela and Brazil in October. The conclusion of the event was to employ an integrated approach, work in a trans-border approach (migration), and address safety (non-violence) issues.

At the national level, a focus on humanitarian diplomacy in relation to community resilience was presented and incorporated into CRCS national-level programmes. The report with this focus was presented in the World Urban Forum (WUF) in Medellin and the Global Meeting on Resilience in Cali and is planned to be published on an annual basis.

Business Line IV: 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.

Outcome 4.1: The National Society leadership capacities are enhanced to use their auxiliary role to influence public policies and ensure it is seen as a credible and preferred source of information on humanitarian issues by the general public, media and other actors.

Output 4.1.1: The National Society becomes a source of reference information for humanitarian issues.

Indicators	BL	Annual Target	Year to Date Actual
CRCS has used the branding toolkit and engaged in effective brand/ reputation management	CRCS is recognized but needs to update and modernize the way it communicates and projects its brand	Established protocol for information mgt.	0

Comments on progress towards outcomes

The CRCS has not had reason to use the branding tool kit in 2014. As previously stated, the WUF was held in Medellin in April and the Global Resilience Forum in Cali in November. The CRCS actively participated in both events, positioning itself at the national and international level as an expert in community-based DRR approaches.

Furthermore, 15 volunteers from 2 branches were trained in humanitarian diplomacy.

The CRCS has a humanitarian diplomacy coordinator and the secretariat is funding actions in academic/ institutional contexts, which should be implemented in 2015.

Outcome 4.3: National Societies and donors invest increasing financial and human resources to improve National Societies' abilities to deliver services and programmes.

Output 4.3.1: Resource mobilisation and accountability capacities of the National Society is enhanced to attract more reliable contributions to the CRCS in an effort to ensure a higher level of sustainability.

Indicators	BL	Annual Target	Year to Date Actual
# of external partnerships providing funding to the CRCS	Not quantified	Not quantified	Information unavailable

Comments on progress towards outcomes

The secretariat and the CRCS jointly analyzed the different resource mobilization possibilities in

line with the results of the quality management project. In the draft of the upcoming strategic plan, corporate social responsibility is a strategic cross-cutting issue for the implementation of its plan. The figure of how many external partnerships the CRCS has will not be available until the publication of its 2014 annual report, which is scheduled for mid-2015.

Business Line 5: Deepen our tradition of togetherness through joint working and accountability

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

Outcome 5.1: Movement components have strengthened relationships, common aims and improved access to knowledge and shared learning.

Output 5.1.1: The National Society facilitates greater peer-to-peer support, horizontal initiatives, regional exchange, and shared learning.

Indicators	BL	Annual Target	Year to Date Actual
# of peer-to-peer/ horizontal initiatives that have been carried out by the CRCS.	Not quantified	1	1

Comments on progress towards outcomes

The CRCS, with secretariat support and funding, organized an integrated programme workshop in Leticia with the National Societies from some of the Amazon region countries (Venezuela, Peru and Brazil). The secretariat is identifying the possibility of an internship on volunteering, violence and migration with the Venezuelan RC, which was discussed in Leticia. This is planned for implementation in 2015, dependent on the identification of appropriate funding.

Stakeholder participation and feedback

In order to better guide its support for the National Society, the secretariat employed the Development Operational Plan 2014, which was created in coordination with the Colombian Red Cross Society. The regional representation for the Andean countries balanced the areas prioritized by the National Society with those deemed significant by the secretariat in the Americas.

Efforts are made to maintain a horizontal relation between the secretariat support positions and the National Society leadership and staff, which is based on dialogue, monitoring and jointly-decided adjustments. Additionally, the secretariat aims to foster peer-to-peer exchanges with other National Societies so lessons learned can be shared and capitalized on while volunteers, the central motor of the National Society, have the opportunity to improve their capacities. Furthermore, the secretariat regularly relies on written reports and online and telecommunications in order to receive feedback from the Colombian Red Cross Society.

Key Risks or Positive Factors

Key Risks or Positive Factors	Priority High Medium Low	Recommended Action
The CRCS is a vibrant National Society with a strong volunteer base. However, it has a tendency to overextend itself in operational terms.	M	The secretariat will continue to provide technical opinions and guidance to the CRCS and attempt to build upon its capacities by facilitating learning exchanges with sister National Societies in the region.
Colombia has the potential of putting a definitive end to its long-standing internal armed conflict. The CRCS is challenged to transform some of its services and actions to better reflect the country's current needs.	H	The secretariat aims to provide even closer support to the National Society, respecting its role as the central and primary component of the Red Cross in the country while offering secretariat strengths towards overall International Movement objectives.

Lessons learned and looking ahead

Reviewing the past year's progress and challenges of the Colombian Red Cross Society, the secretariat notes that many of the National Societies in the region are in similar situations. While not all of the projected outputs were fulfilled in 2014, the vast majority of these have been extended through 2015. As the Long Term Planning Framework suggests, many of the desired changes and advancements are extended processes that surpass simple one year plans. However, the secretariat, through its technical support and strategic guidance, continues to be committed to reaching the objectives established in the LTPF 2012-2015.

In light of the on-going peace talks between representatives of the Colombian State and the Revolutionary Armed Forces of Colombia (FARC), the secretariat, in coordination with all the International Movement components in the country, is particularly committed to having the Colombian Red Cross Society play a strong role as a humanitarian actor in 2015 and beyond. As mentioned in Business Line I, joint efforts between the National Society and the secretariat are underway to establish a permanent secretariat presence in Colombia, which will entail State approval of a country agreement and the eventual presence of a senior delegate. Follow-up to the actions already undertaken towards this goal will be continued in 2015.

In light of the ongoing changes in the secretariat in the Americas, the services provided by the IFRC to its members will reflect some changes in 2015. While the nature of the support has not changed, starting in 2015 the Americas Zone Office in Panamá will provide the Colombian Red Cross Society with organizational development assistance, prioritizing integral services and innovative tools. The support services for the CRCS will be provided by the Delegation in Lima. Recognizing the emerging challenges due to the reduction in the secretariat staff with expanded responsibilities, the IFRC reiterates its willingness to receive feedback from the National Society regarding the manners to better respond to the existing needs of the Colombian Red Cross Society.

Financial situation

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

How we work

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

The IFRC's vision is to inspire, encourage, facilitate and promote at all times all forms of humanitarian activities by National Societies, with a view to preventing and alleviating human suffering, and thereby contributing to the maintenance and promotion of human dignity and peace in the world.

www.ifrc.org
Saving lives, changing minds.



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

1. Save lives, protect livelihoods, and strengthen recovery from disaster and crises.
2. Enable healthy and safe living.
3. Promote social inclusion and a culture of nonviolence and peace.

Find out more on www.ifrc.org

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