



COLOMBIA

IFRC network mid-year report, January – June 2023

24 November 2023

IN SUPPORT OF THE COLOMBIAN RED CROSS SOCIETY



32

National Society branches



3,000

National Society staff



21,800

National Society volunteers

PEOPLE REACHED

Ongoing emergency operations



15,602

Climate and environment



99

Disasters and crises



9,227

Migration and displacement



124,511

FINANCIAL OVERVIEW

in Swiss francs (CHF)

Total		Funding requirements		21.3M
		Income		479
IFRC	Longer-term	Funding requirements		3.7M
		Income		367,000
Participating National Societies		Funding requirements		1.3M
		Income		1.2M
Host National Society other funding sources		Funding requirements		16.2M

[Click here for more financial information](#)

Appeal number **MAACO002**

STRATEGIC PRIORITIES

Climate	People reached with activities to address environmental problems	Applicable data not available
	National Society is implementing nature-based solutions (including those with a particular focus on the planting of trees and mangroves)	Yes
	National Society is implementing environmental or climate campaigns focused on behaviour change, plastic reduction or clean-ups	Yes
	National Society is developing and implementing strategies and plans that address rising climate and environmental risks	Yes
Disasters and crises	People reached with shelter support	9,000
	People reached with livelihoods support	Applicable data not available
	People reached with disaster risk reduction	Applicable data not available
	People reached per year with support services, in-kind, cash and voucher assistance for emergency response and recovery	Applicable data not available
Health and wellbeing	People trained in first aid	Applicable data not available
	People reached with psychosocial and mental health services	Applicable data not available
	People reached with contextually appropriate water, sanitation and hygiene services	Applicable data not available
	People reached with contextually appropriate health services	Applicable data not available
Migration and displacement	Migrants and displaced persons reached with services for assistance and protection	125,000
	Number of Humanitarian Service Points (HSPs) that provided assistance and/or protection to people on the move along land based migration routes	15
	Data collection, research, analysis or other information management initiatives to better assist and protect people on the move are available	Yes
Values, power and inclusion	People reached by protection, gender and inclusion programming	Applicable data not available

ENABLING FUNCTIONS

	National Society has demonstrated progress in digital transformation according to the digital maturity model outlined in the IFRC Digital Transformation Strategy	Applicable data not available
Accountability and agility	National Society has functioning data management systems that inform decision making and support monitoring and reporting on the impact and evidence of the IFRC network's contributions	Applicable data not available
	PSEA policy is in place to enforce prevention and support survivors	Applicable data not available

IFRC NETWORK SUPPORTED ACTIVITIES

	Multilateral Support	Bilateral Support					
		Climate	Migration and displacement	Values, power and inclusion	Enabling Functions	Disasters and crises	Health and wellbeing
National Society							
American Red Cross	●	●				●	
Argentine Red Cross	●						
British Red Cross	●						
Canadian Red Cross Society		●				●	
German Red Cross		●	●	●	●	●	●
Netherlands Red Cross	●						
Norwegian Red Cross	●			●	●		●
Spanish Red Cross			●	●	●		
Swedish Red Cross	●						

■ Supported

OVERALL PROGRESS

Context

During 2020, there was an increase in the multidimensional poverty index (MPI) compared to 2019, which was related to the COVID-19 pandemic. However, this increase reversed after the pandemic. By the year 2022, the MPI stood at 12.9 per cent, which was three points lower than the index recorded in 2021. According to the National Administrative Department of Statistics, as of May 2023, the unemployment rate was 10.5 per cent.

According to the International Committee of the Red Cross (ICRC), there are currently seven active armed conflicts in Colombia involving the Colombian State and various armed groups. These conflicts have intensified in the past year, leading to phenomena such as weapon contamination, displacement, and confinement. According to figures collected in the Humanitarian Needs Overview for 2023, which was carried out by the Unit for Comprehensive Victim Care and Reparation, between 2017 and October 2022, there were 939,000 displaced persons recorded in Colombia. The number of people confined between 2021 and 2022 was 168,000. This number increases significantly if we include people with restricted mobility due to curfews, codes of conduct, circulation schedules and other factors.

Furthermore, in 2022, there were 98 massacres recorded in Colombia, resulting in 300 victims. By the first week of July 2023, there have already been 53 massacres with 173 victims nationwide. Among the most vulnerable populations are signatories of the Peace Agreement, human rights defenders and social leaders.

According to the United Nations Office for the Coordination of Humanitarian Affairs (OCHA), there were a total of 616,400 people affected by events related to climate change as of December 2022. Floods, landslides and flash floods have been the most recurrent events, largely due to the rainy season and the La Niña phenomenon, which is expected to be followed by the El Niño phenomenon during the second half of 2023. In some departments, there have been multiple impacts from both armed conflict and natural events, such as in the case of Chocó and Nariño.

Additionally, at least 5.4 million people, including migrants, refugees, returning Colombians, and host populations, need assistance. In total, the country has experienced an increase in migratory flows towards the central and northern regions of the continent, which has created pressure, especially in the Urabá region and northern Chocó. This flow varies due to the migration measures implemented by countries in the northern part of the continent. Furthermore, it has also shown diversity in terms of the origin of the people, with populations from continents such as Africa and Asia currently traveling through this route.

In this context, providing humanitarian assistance poses challenges. Between January and December 2022, there were 159 incidents targeting humanitarian organizations. There were also cases of mobility restrictions related to announcements of armed strikes and natural and infrastructure-related conditions leading to road and route closures. These conditions not only endanger humanitarian and healthcare personnel, but also affect the population in need of their services, and increases everyone's vulnerability.

In June 2022, Gustavo Petro and Francia Márquez were elected as President and Vice President of Colombia, marking the first left-wing government to govern the country. The government plan, titled "Colombia, a global power of life," presented during the presidential campaign, focuses on gender equity, the promotion of equality, the recognition of the care economy, the fight against climate change, energy transition, rural reform, and the implementation of the Peace Agreement signed in 2016.

Main achievements

- **The Colombian Red Cross** has undergone an institutional strengthening process through the International Federation of Red Cross and Red Crescent Societies (IFRC) initiative New Way of Working (WoW), under which the unified planning process for 2023 was carried out. For the Colombian Red Cross, the New Way of Working represents an opportunity to apply the policies, strategies, and protocols developed over several years of work within the planning and cooperation teams and thematic programme areas. Furthermore, it provides an opportunity for more frequent exchanges and dialogues with Red Cross and Red Crescent Movement partners
- The development of the multi-year cooperation plan, a fundamental input for the unified planning, allowed the Colombian Red Cross to present a more strategic framework for mobilizing resources and attracting new partners and donors, as demonstrated during the annual cooperation meeting held in November 2022

- Through the new WoW model, the Colombian Red Cross has implemented its multi-year cooperation plan, integrating technical areas to formulate comprehensive responses, and moving beyond a sectoral view of services. Integration has also occurred on other scales, such as the development of narratives applicable to cooperation and resource mobilization strategies
- As of June 30, 2023, a total of 1,106,870 people benefited from actions carried out across target areas

Changes and modifications

The unified plan 2023 was developed based on the early stages of the New Way of Working, in which Colombia is one of the 14 Pilot National Societies globally. At the time that the unified plan 2023 was delivered, the Colombian Red Cross was in the initial phase of meetings and feedback regarding its humanitarian context and multi-year cooperation plan. This document, after several months of work with the Colombia Red Cross and with Participating National Societies, was approved in January 2023 although it was then rereviewed in March 2023.

IFRC NETWORK ACTION

STRATEGIC PRIORITIES



Climate and environment

The Colombian Red Cross has been building strategies to face the type of climate scenarios projected in the coming years.

A strategy document has been prepared, which establishes the structural base of the climate change programme and aims to take concrete action tailored to the current situation. This programme will be implemented in the second quarter of 2023.

The Colombian Red Cross has set a goal to develop an Institutional Climate Change Policy in 2023. This policy will provide strategic guidance on climate change to help advance climate-resilient and low-carbon development, and reduce risks associated with climate change effects. To achieve this, technical support and guidance have been provided by the IFRC and Movement partners with a presence in Colombia, along with financial support from the Canadian Red Cross.

These tools will serve as guidelines for the 31 branches to integrate the climate change policy across all programmes, projects, actions, and services conducted by the Colombian Red Cross.

Colombian Red Cross is one of the five National Societies in the Americas region designated as a Global Champion for Resilience and Climate Change. It has actively contributed to the development of the Climate Champions' Action Plan.

In order to take action within the framework of humanitarian governance and with the support of the IFRC, and in coordination with the national government, the National Society is preparing a plan to ensure participation and advocacy by the Colombian Red Cross at the Conference of the Parties on December 28, 2023, and will contribute to the thematic agenda led by the country in this important forum.

On April 1, 2023, a pilot workshop was conducted in the city of Barranquilla, the first of its kind in the region. This workshop was part of the activities outlined in the IFRC Regional Roadmap for Climate Change and Environment, the Community Flood Resilience program by the Zurich Foundation, and the Red Cross Disaster Risk Reduction Program. Its objective was to facilitate an understanding of the importance of incorporating nature into humanitarian work, provide technical guidance to National Societies in the Americas for integrating this theme into their projects and programmes and create a space to learn from successful experiences in other countries in the region. Participants learned how to implement the Nature Navigator tool and a combination of other tools such as the Roadmap to Community Resilience and the Expanded Vulnerability and Capacity Analysis (EVCA),

The Colombian Red Cross also partners with the German Red Cross in the project implementation of the Forecast-based Action Mechanism in Colombia project. This project arises from the intention of the National Society to promote and innovate in Disaster Risk Management in Colombia. Measures are taken to close gaps before the occurrence of disasters and crises, thereby reducing the loss of life and livelihoods among the vulnerable population in line with prioritized threats, including floods, droughts, epidemics/pandemics, complex crises (armed conflict) and migration.

The Zurich Foundation is also collaborating with the Colombian Red Cross to carry out the Community Flood Resilience Program in Colombia. The aim of this program is to strengthen the resilience capacity in urban communities in Barranquilla, Medellín and Bogotá, through the implementation of the Climate Resilience Measurement for Communities (CRMC) approach.

The National Society has been implementing the project for one year, with 7,500 families across the three territories expected to participate in this process over the course of three years. To date, 3,069 individuals, including community leaders, civil society organizations, key actors from non-governmental organizations, local government officials, business leaders, members of academia, and others, have participated and provided valuable information for the development of community assessments. This has enabled the Colombian Red Cross to implement two methodologies: the eVCA and the CRMC. The aforementioned project has received technical support from the IFRC.

A project is being developed in partnership with the United Nations Development Programme (UNDP). This project aims to create capacity-building opportunities for knowledge management, monitoring, response, and communication of hydrological alerts. This contributes to the implementation of seven community-based early warning systems involving 77 vulnerable communities in La Mojana region and respective Disaster Risk Management Councils.



Disasters and crises

The Colombian Red Cross has a disaster management program through which actions are undertaken to provide humanitarian assistance and strengthen the capacities of vulnerable families affected by disasters and crises. The goal is to mitigate the impact and vulnerability of such situations. Professional teams are in place to provide assistance to affected populations, and resources are managed to support emergency operations.

The National Society participated in the Planning, Coordination, and Evaluation of Operations of the Red Cross and Red Crescent Movement training. During this training, the National Society became familiar with the IFRC tools used to support and coordinate operations worldwide. These tools include deployment, information management, scenario building, strategic planning and operation, and coordination skills, among others. A simulation exercise was conducted within an experimental operations base camp, where participants practiced their new skills. Representatives from local, national, and international institutions, such as USAID, the National Emergency Commission of Costa Rica, Cartago Hospital, and the community all participated.

The IFRC provided the National Society with technical support and strategic guidance around cash programming via an evaluation workshop. Other partners included the Cash Hub of the British Red Cross and the American Red Cross. The workshop is part of a process through which the Colombian Red Cross aims to be prepared with an effective, efficient and scalable cash transfer program by 2025. In addition to technical support, financial support of CHF 6,000 was provided for the development of the workshop.

During the first half of 2023, the Colombian Red Cross has been involved in 110 emergencies. Activities of note include:

- In response to damage caused by unusual rains that have occurred in Colombia since January 2022 through April 2023, the national government issued a National Disaster Declaration on November 1, 2022. There was serious damage caused by rain across the country, especially in March 2022, which was only made worse by the influence of the La Niña phenomenon and the cyclonic hurricane season. These rains had a significant impact on vulnerable populations and increased gaps in access to health, food security and basic needs, affecting the livelihoods of these communities
- Between July 2022 and January 2023, the IFRC supported the disaster response emergency fund (DREF) operation with CHF 458,000 to respond to floods in the Mojana region. Through this operation, 5,605 families were reached in three departments of Colombia (Sucre, Bolívar, Magdalena)

- To further support those affected by the rains, the Colombian Red Cross launched the fundraising campaign “Facing Rain-Related Emergencies #ClickForLife.” This initiative aimed to invite partners from the Movement, the cooperation sector, the national government, the private sector and the general community to join efforts with the Colombia Red Cross in this response. The goal was to reach a larger number of beneficiaries and meet the targets established in the National Response Plan. Additionally, between mid-December 2022 and the end of April 2023, the IFRC provided support for responding to the rains through a DREF operation with a budget of CHF 464,000. Through this operation, assistance was provided to 25,974 people in the following departments of Colombia (La Guajira, Cundinamarca, Cauca, Valle del Cauca, and Huila)
- In response to the earthquake in Türkiye and Syria, and with the help of the IFRC, the National Society deployed the Search and Rescue Team, which is part of Colombia’s National Disaster Risk Management System. This deployment took place on Monday, February 13, 2023, as part of a bilateral agreement between the Governments of Turkey and Colombia
- On March 30, 2023, the Colombian Geological Service issued Level II (orange level) activity alert for the Nevado del Ruiz Volcano, indicating a probability of a major eruption within days or weeks. This could have affected more than 57,000 people, especially in the departments of Tolima and Caldas. This was the highest risk communities had seen from this volcano in over 10 years. The Colombian Red Cross developed a contingency plan in anticipation of a potential eruption of the volcano, and the IFRC provided support with a DREF allocation of CHF 496,034 for anticipatory actions. The Colombian Red Cross activated five branches and updated their preparedness and contingency plans for the worst-case scenario. Additionally, the National Society organized a workshop in May 2023 to strengthen preparedness for response to the eruption. The workshop provided a space for knowledge sharing, discussion, and collaboration with input from IFRC executives and experts, as well as the National Societies from Guatemala and Ecuador. The alert was downgraded to yellow level in July 2023

Also, through this DREF operation, IFRC is financing anticipatory actions to strengthen the technical and operational preparedness capacities of the Colombian Red Cross and communities in the branches of Caldas, Tolima, Cundinamarca, Risaralda, and Quindío. This ensures that the National Society and at-risk communities are prepared in the event that a response phase is triggered.



Health and wellbeing

The Colombian Red Cross has an integrated health management team that works to improve health outcomes and prevent diseases among the country’s most vulnerable communities through the development of strategies with primary health care. The health component for the Colombian Red Cross is transversal is a focus across all humanitarian response programmes.

The National Society carries out health programming that includes medical missions, health service provision, and mental health and psychosocial support promotion, as well as promotion of public management and emergency and disaster risk management for public health. In 2023, efforts continue to strengthen capacities in areas related to first aid, mental and psychosocial health, community-based surveillance, epidemic response strategies and the establishment of new community health committees.

The National Society has expanded its capacity to carry out public health events, which aim to provide prevention and preparedness for epidemics and pandemics. The Colombian Red Cross has received support for public health events from the Spanish Red Cross, the Norwegian Red Cross, and the German Red Cross through projects that strengthen community capacities, prevent communicable diseases, and respond to communities affected by the effects of COVID-19.

A high-level meeting entitled “New Humanitarian Approaches in the Comprehensive Health Management of the Colombian Red Cross” was held, sponsored by the German Red Cross and the Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO). The meeting was attended by Christof Johnen, Director of the Department of International Cooperation of the German Red Cross, as well as representatives from the World Health Organization (WHO), the United Nations Population Fund (UNFPA), the Ministry of Health of Colombia, as well as academic organizations.



Migration and displacement

Due to various economic, political, and social changes in Venezuela and the world, a new migratory dynamic has emerged. Colombia has become a host and transit country for thousands of migrants facing various risks and protection needs. In response to this, the Colombian Red Cross has been the first humanitarian actor to aid the growing influx of returnees and migrants in border areas with Venezuela, Ecuador, and Panama. Since 2018, the Colombian Red Cross has designed and implemented the National Strategy for Attention to Migrant Population. The aim of these actions is to mitigate the impact of migration on families, individuals and host communities. Since beginning this work in 2018, the National Society has reached 127,585 beneficiaries and has provided around 136,765 services in the sectors of comprehensive health care, protection, shelter, WASH, humanitarian assistance, and integration and development, in 23 departments of Colombia.

Specific activities carried out under the National Strategy in the first half of 2023 include:

- Providing a welcoming and safe environment at Humanitarian Service Points located at key points along the migratory routes. In these neutral spaces, individuals are attended by staff and volunteers, regardless of immigration status, gender, sex, race, religion, disability or ideology
- Offering an immediate response to the basic needs of migrants in transit and return situations at the 23 Migrant Assistance Points located in border departments and migrant transit municipalities where a variety of services are offered. Health services include general medical consultations, nursing, medication distribution, first aid, psychosocial support, dentistry and nutritional supplements. Protection services span connectivity and restoring family links, support on access to rights, identification and advice on special protection cases, coordination with different local protection networks, addressing issues related to human trafficking and smuggling in the context of human mobility, friendly spaces and the distribution of dignity kits. Basic humanitarian assistance is offered in the form of cash transfers, food kits, shelter kits and gender and age-specific hygiene kits. Water and sanitation needs are addressed via hydration points, bottled water distribution, supply of personal hygiene kits with a differential approach and COVID-19 protection kits. In some cases, temporary accommodation is provided through hotels
- Responding to the dynamics of settlements and the need for stabilization at five Centres for Assistance and Orientation, located in Cali, Santa Marta, Soacha, Ipiales and Norte de Santander. These activities aim to reduce stigma, discrimination, and xenophobia through integration and development services. At the community level, key messages are disseminated, cultural activities promote participation and integration, and livelihoods are strengthened through incentivized programmes, conditional cash transfers, training and employability initiatives. Services also include protection, such as guidance on accessing healthcare, employability, regularization of migratory status, education, case management through inter-institutional coordination, protection of family links, child-friendly spaces with playrooms and support for school-related activities. Psychosocial support is available, with the possibility of conducting follow-ups if needed
- Providing an immediate response to emerging transit flows through Putumayo, resulting from landslides on the Pan-American Highway which was the main route. Additionally, offering assistance to migrant families and host communities affected by the rainy season
- Incorporating a Community Engagement and Accountability system into migrant response activities
- Assuming co-leadership in national coordination groups with the Inter-Agency Group on Mixed Migration Flows (GIFMM) in the Multisectoral Group, and at the territorial level in the GIFMM Urabá working group, in response to flows towards Central America

Currently, the National Society is working with the IFRC to update its National Strategy. The aim is to strengthen the environmental focus, incorporate climate-smart solutions, provide bi-national or multi-national responses in collaboration with countries involved in the same migration phenomenon, and enhance advocacy efforts to generate structural solutions, particularly in the context of migratory transit. To update the National Strategy, the Colombian Red Cross is identifying routes, migrant profiles, vulnerabilities, and critical nodes, while also assessing the existing humanitarian response coordination needs among National Societies and national progress in the Americas' regional migration action plan. Proposals are being developed for implementing an early warning strategy, and the updated National Strategy will also include a new chapter on internal mobility.

The Colombian Red Cross is actively involved in the different coordination mechanisms of the Movement regarding migration and displacement. The National Society participated in the Movement's reference group on internal displacement, the annual meeting of the Global Migration Task Force and the regional meeting on migration in the Americas. These spaces allow the Colombian Red Cross to be visible at the regional and global levels as a leader in migration and internal displacement response, as well as to strengthen partnerships with neighbouring National Societies.

Colombia has been invited to serve as a co-host and co-coordinator of the World Refugee Forum 2023 to be held in Geneva in December 2023. Other countries include France, Japan, Jordan, Niger and Uganda. The Colombian Red Cross met with the Ministry of Foreign Affairs, accompanied by the IFRC, to express interest in participating and contributing to the agenda from technical and thematic perspectives.



Values, power and inclusion

Armed conflicts and other situations of violence

The Colombian Red Cross has come to be recognized by several entities as a leader of good practices in implementing peace building actions.

The Colombian Red Cross works to address the root causes of violence in communities, contribute to preventing and mitigating the humanitarian consequences of armed conflict and other situations of violence, and strengthen National Society capacities to respond in these contexts. This work is carried out within the Values, Power and Inclusion (Armed Conflict and Other Situations of Violence) framework. Programmatic directions include institutional doctrine, violence prevention and protection. Overall, in the first half of 2023, the Colombian Red Cross has carried out 8,694 activities that reached direct beneficiaries and reached 16,000 indirect beneficiaries with radio messaging.

These activities are driven by the peace building and institutional doctrine teams, with the support of Movement and governmental partners. The Colombian Red Cross works with the ICRC through an annual operational partnership agreement, carrying out actions to assist survivors of armed conflicts and other situations of violence. A main focus is promoting the Fundamental Principles through educational institutions in urban settings in order to prevent and mitigate the consequences of armed violence.

During the first half of 2023, the Colombian Red Cross carried out thousands of direct service activities, reaching 5,720 people affected by migration, forced displacement and confinement.

Additionally, several training and awareness-raising activities occurred. Topics include use of the Red Cross emblem, explosive device risk education, safer access, safe behaviour, human trafficking, protection of family links, prevention and mitigation of violence and gender and diversity:

- A virtual course on human trafficking was designed and implemented at the Colombian Red Cross, with 526 people enrolled.
- Through training sessions, 418 people improved their understanding and knowledge to incorporate the prevention of gender-based and sexual violence into programme and response planning.
- Weapon Contamination (WeC) workshops were carried out with a total of 1,213 people trained in safe behaviour to mitigate the risk of accidents caused by WeC.
- Radio spots with messages on safe behaviour with respect to WeC were broadcast in 20 branches.
- Educational institutions, community leaders and the general population were reached in 817 meetings that were held to promote violence prevention and mitigation.
- Through a project with the administrative department of the Presidency of the Republic, anti-personnel mine risk education was integrated into the rapid response strategy framework as were anti-personnel mine victim care routes, as well as educational activities around humanitarian demining and peace.

ENABLING LOCAL ACTORS



Strategic and operational coordination

In its auxiliary role to the government, the Colombian Red Cross participates in national risk knowledge committees, and risk reduction and disaster management mechanisms, under the umbrella of the National Disaster Risk Management system. The National Society coordinates with the departmental and municipal Disaster Risk Management Councils, departmental and municipal Health Secretariats, Public Health Committees, and Emergency Regulatory Centres. There is ongoing communication with the Ministry of Foreign Affairs and the Border Management Authority, and the National Society has representation in ten national clusters, each from a different sector, as well as eight groups and sub-groups that coordinate humanitarian work in the country. These structures establish goals to avoid the duplication of efforts and ensure effective coordination of humanitarian activities.

Within international coordination mechanisms, the National Society is part of the Humanitarian Country Team, which seeks to support and complement emergency responses caused by armed violence and natural disasters, with emphasis on the areas that are difficult to access. This team sits under the United Nation's Office for the Coordination of Humanitarian Affairs (OCHA) Humanitarian Advisory Team, which is made up of United Nations agencies, international NGOs, national NGOs, Red Cross and Red Crescent National Societies, the ICRC and donors. The Humanitarian Advisory Team is defined at the international level by the Inter-Agency Standing Committee.

As part of the Red Cross Red Crescent Movement, the Colombian Red Cross participates in the tripartite Movement Coordination and Cooperation Committee, the Movement Coordination Committee, the bilateral and multilateral security committee, operations coordination meetings, migration meetings and bilateral meetings. The National Society works in coordination with in-country Movement partners, including the IFRC, ICRC, American Red Cross, German Red Cross, Norwegian Red Cross and Spanish Red Cross, as well as other partners who, although not in the country, are in constant communication and cooperation.



National Society development

The Capacity Building Fund project, funded by the IFRC, has strengthened the sustainability of two branches, Cauca and Magdalena. As a result of financial sustainability planning, the income generated will contribute to the sustainability and integral development of the branches' mission, strengthening their delivery of humanitarian work and ensuring the survival of the branches. Additionally, the implementation of the Quality Management and Payroll Systems of these two branches ensures continuous improvement that establishes transparency and accountability actions internally and externally. It also fosters synergy and cohesion in fundraising with proposed businesses. To date, 82 per cent of the project's technical execution has been completed.

Within the framework of the National Society Investment Alliance Project, funded by the ICRC and IFRC, an Institutional Fundraising Strategy has been implemented to increase visibility and expand the donor network. This will strengthen the institutional and operational sustainability of the Colombian Red Cross. A new phase of the strategy has started, giving continuity to previous processes such as customer relationship management and donations platforms, as well as rolling out a new strategy of social media advertising and digital campaigns.

A peer-to-peer platform was developed with the aim of building a network of Colombian Red Cross fundraisers and providing virtual volunteer opportunities for people interested in supporting the humanitarian mission of the Colombian Red Cross.

A separate platform was developed for institutional events, focused on fundraising (eventos.cruzroja colombiana.org), and a contact centre is being established with a team that contacts people from the National Society's fundraising database. This work should begin in August 2023.

The Colombian Red Cross continued its work in the Organizational Capacity Assessment and Certification (OCAC), via a workshop with director, leaders, managers and coordinators in June 2023. The OCAC is a comprehensive evaluation process for National Societies to develop good practices measured against a framework of requirements established by the IFRC. The workshop revealed that the Colombian Red Cross complies with 80 per cent of the requirements set forth by the IFRC. Achieving OCAC certification is a priority in the Colombian Red Cross Strategic Plan, and a work plan has been developed to improve the requirements that are pending.



Accountability and agility

The National Society currently has a fully implemented Occupational Health and Safety System, which helps mitigate occupational risks in all operational activities. This reduces the incidence of occupational accidents both in the field and at headquarters.

All personnel receive annual training related to relevant aspects of the organization, according to the policy. This develops the competencies of the National Society's human capital, as well as ensuring that in their work, all staff comply with national laws, institutional policies and procedures.

The Colombian Red Cross workforce is predominantly female and there are diversity and gender, as well as non-discrimination policies in place. These promote the inclusion of people of different genders, ages and social, political and health statuses within the National Society. Diversity and inclusion enrich institutional perspectives and knowledge within the Colombian Red Cross.

Finance

The National Society is committed to ensuring the transparent and efficient management of financial resources and interrelated systems. Accounting functions, ranging from accrual and recording to tax management and financial reporting, are carried out with the utmost attention to detail and accuracy. This ensures that operations are conducted in accordance with legal regulations and financial accountability requirements. The Colombian Red Cross' Treasury is responsible for managing payments, revenue and investments, as well as administering funds and providing careful oversight of banks and monetization. This work is vital to supporting humanitarian actions via adequate liquidity and optimized cash flow management.

The Treasury focuses on generating timely and reliable information that is essential for making informed decisions. Third-party balance sheets and financial reporting directly from the anti-corruption 'U4' system provide a complete and accurate picture of the financial operations of all projects.

Integrity and risk management

Colombian Red Cross' policies to administer and manage corporate risks, prevent fraud and fight corruption are of vital importance to ensure the integrity of the institution, and thus its sustainability, reputation and long-term progress.

Risk management involves identifying, evaluating and mitigating potential threats that could negatively affect the National Society. These risks may be financial, strategic, operational, relating to compliance or reputation. By considering risks in the context of integrity, the Colombian Red Cross seeks to ensure that practices and decisions are aligned with its ethical and legal values, therefore avoiding behaviours that could damage its image and relationships with partners and communities. These good corporate governance practices not only reduce exposure to potential risks, but also strengthen employee and stakeholder confidence by demonstrating a commitment to ethics and values in all operations.

Digital transformation

The Colombian Red Cross reaffirmed its commitment to modernize and adapt to new technologies in 2023 by carrying out a series of digital transformation initiatives. These efforts are in full alignment with the guidelines established in the National Society Strategic Plan and Governance Plan, as well as within the framework of the IFRC's Strategy 2030.

These actions have included the design and development of innovative tools such as a beneficiary platform and a platform for the branches action plan reporting. These allow for systematization of data at national and territorial levels, providing a deeper and more accurate understanding of the social dynamics and emerging needs in various regions of the country. The systematized information is also essential for strategic decision making. Funds may be allocated

more precisely, focusing efforts according to the needs of certain locations during certain times. This information amplifies the National Society's ability to evaluate the impact of its interventions and assess the effectiveness of its humanitarian programs.

The National Society also participated in the IFRC's Digital Transformation Self-Assessment workshop in Panama, supported by the Netherlands Red Cross. Through this experience, Colombian Red Cross was able to discern its digital transformation needs and promote improvement of digital services.

Innovation

Throughout the first half of 2023, the Colombian Red Cross has demonstrated its ongoing commitment to transformative innovation.

The National Society achieved a significant milestone with the launch of the *Rostros* (Faces) magazine. This innovative publication highlights humanity in every corner of Colombian society. Through captivating narratives, the magazine brings to light stories of inspiration and compassion, revealing the intrinsic dedication of each individual portrayed. Every page highlights human beings determined to make a difference and forge tangible change in the world around them. *Rostros* personifies the essence of the Colombian Red Cross, highlighting its role as a leader in transformation by telling stories that embody the fundamental values of humanity and solidarity.

The Colombian Red Cross focused significant efforts on innovating its national blood services with the development of a cutting-edge software dedicated to the management of blood donors. This software represents a fundamental advance in the optimization of blood donation and storage processes, allowing a more efficient administration of crucial information related to donors.

Additionally, the Colombian Red Cross, with the support of the German Red Cross, is working to implement Forecast-based Action as a mechanism to predict and anticipate the need for humanitarian assistance in crises and disasters. This joint initiative seeks to revolutionize humanitarian response using solid data analysis and forecasts to guide proactive and effective action for the benefit of affected communities. This innovative approach seeks not only to address immediate needs in emergency situations, but also to anticipate and mitigate their long-term effects.

The Colombian Red Cross is one of the five National Society champions in resilience and climate change, reflecting its commitment and effort to strengthen vulnerable communities in the face of climate challenges. The National Society shows dedication to empowering populations to take an active role in building a more sustainable and resilient future.

As part of the significant achievements of the year 2023, the presidency of the Colombian Red Cross approved the establishment of the *Institución Universitaria Cruz Roja Colombiana* (Colombian Red Cross University). The University has a full governance structure, including a permanent board of founders and board of directors, a legal representative, a rector, an academic and administrative vice rector, as well as a provisional statutory auditor. This structure guarantees compliance with the requirements for obtaining legal status from the Colombian Ministry of Education. This milestone increases the National Society's capacity to provide educational services to communities, volunteers and collaborators.



The International Federation of Red Cross and Red Crescent Societies (IFRC)

is the world's largest humanitarian network, with 191 National Red Cross and Red Crescent Societies and around 15 million volunteers. Our volunteers are present in communities before, during and after a crisis or disaster. We work in the most hard to reach and complex settings in the world, saving lives and promoting human dignity. We support communities to become stronger and more resilient places where people can live safe and healthy lives, and have opportunities to thrive.

DATA SCOPE AND LIMITATIONS

- **Timeframe and alignment:** The reporting timeframe for this overview is covering the period from 1 January to 30 June 2023. However, due to the diversity of the IFRC and differences in fiscal years, this coverage may not fully align for some National Societies. Mid-year reporting data may have been based on estimations, with plans to submit more robust numbers at the annual reporting stage.
- **Missing data and breakdowns:** National Societies have diverse data collection systems and processes that may not align with the standardized indicators. Data may not be available for some indicators, for some National Societies. This may lead to inconsistencies across different reporting tools as well as potential under or over-estimation of the efforts led by all.
- **Reporting bias:** The data informing this Federation-wide overview is self-reported by each National Society (or its designated support entity) and which is the owner and gatekeeper, and responsible for accuracy and updating. IFRC tries to triangulate the data provided by the National Societies with previous data and other data in the public domain.

ADDITIONAL INFORMATION

- [IFRC Global Plan and Country Plans](#)
- [Subscribe for updates](#)
- [Donor response](#) on IFRC website
- [Live Disaster Response Emergency Fund \(DREF\) data](#)
- Operational information: [IFRC GO platform](#)
- National Society data: [IFRC Federation-wide Databank and Reporting System](#)
- [Evaluations database](#)

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