

Programme Update 2007



International Federation
of Red Cross and Red Crescent Societies

South America

Appeal No. MAA46001, Programme Update no. 3

This report covers the period of 01/01/2007 to 31/05/2007 of a two-year planning and appeal process.

In a world of global challenges, continued poverty, inequity, and increasing vulnerability to disasters and disease, the International Federation with its global network, works to accomplish its Global Agenda, partnering with local community and civil society to prevent and alleviate human suffering from disasters, diseases and public health emergencies.



Work with and from within the community. This is the approach used by Red Cross in South America to increase people's capacity to address the most urgent humanitarian needs. Source: International Federation.

In brief

Programme Summary:

The preparation of the XVIII Inter-American Conference - themed "Safer and Healthier Communities"- and the support to the membership in the drafting of the 2007 – 2011 Inter-American Plan have been the main activities of the regional team during the reporting period. In addition, the Federation launched an appeal for CHF 900,000 – which has been fully funded - to support the Bolivian Red Cross in facing severe floods and some CHF 600,000 from the Disaster Relief Emergency Fund (DREF) have been provided to five National Societies to face emergencies and minor disasters.

The renewed and consolidated team has continued providing support to the 10 National Societies in community health, community risk reduction, organizational development, communications and has finally developed capacities in humanitarian principles and values. The special attention to Brazil (solution of the financial crisis and preparation of the Operational Alliance) and Colombia (organizational development and cooperation mechanisms and Cooperation Agreement Strategy) has progressed, and steady results have come.

The region is ready for the Zone, and has anticipated many of the changes according to the transition plan. While funding has reached almost 79 percent of the two-year appeal, the outstanding needs of CHF 635,000 are in critical areas and programmes, and further support is needed to fulfil the commitments taken with the 10 National Societies of South America in order to implement the Inter-American Plan 2007 – 2011 and to scale up the humanitarian programmes in this part of the world.

Needs: Total 2006-2007 budget CHF 6,436,577 (USD 5,363,814 or EUR 4,291,051) of which 79% is covered. Revised Appeal target for 2006: CHF 3,018,911 (USD 2,472,092 or EUR 1,884,240), of which 97.3% was covered. 2007 Appeal target is 3,417,666 (USD 2,801,366 or EUR 2,136,041) of which 81% is covered.

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

Emergency Appeal for Bolivia fully covered.

Our Partners: The Lima Regional Representation continues to work with the following partners: the Economic Commission for Latin America and the Caribbean (CEPAL/ECLAC), the Pan American Health Organization (PAHO), the ProVention Consortium, the Organization of American States (OAS), the United Nations Development Programme (UNDP), the Facultad Latinoamericana de Ciencias Sociales - Latin American School of Social Sciences (FLACSO), the Comunidad Andina de Naciones – Andean Community of Nations (CAN), the Comité Andino para la prevención y atención ante desastres – Andean Committee for the prevention of and attention to disasters (CAPRADE), MERCOSUR, OXFAM y Save the Children Foundation.

In addition, Movement coordination continues with the International Committee of the Red Cross (ICRC), four Regional Representations, and Partner National Societies (PNS) that cooperate, bilaterally or multilaterally, with the 10 National Societies of our region, such as American Red Cross, Chinese Red Cross, Finnish Red Cross, French Red Cross, German Red Cross, Italian Red Cross, Netherlands Red Cross, Spanish Red Cross, Swedish Red Cross and Swiss Red Cross.

Progress towards objectives - by sector

Health and Care

Objective: The National Societies are increasing health-related activities and are mobilizing volunteers, civil society and governments in order to achieve greater equity in health and have a greater impact on public health issues.

The objectives for the Health programme have not significantly changed in 2007. With the scale up of actions - particularly in the areas of HIV and AIDS, voluntary blood donation, promotion of hygiene, water and sanitation in integrated community programmes and the incorporation of psychosocial support into health activities – the 2006 – 2007 specific objectives were confirmed for 2007 to reflect this within the programme.

Achievements: In 2007, the Health programme has continued to provide support to National Societies in South America and important progress has been achieved in several areas. The organizational strengthening of National Society Health Departments has continued through the participation of members from nine National Societies in the region in the second Course in Health Policies and Management, which came to an end in March. This online course was developed in alliance with Latin American School of Social Sciences (FLACSO in Spanish) and was supported by the Federation's Capacity Building Fund. In addition, the Health network has been strengthened through the active participation of its members in the Community Health thematic group in preparation of the XVIII Inter-American Conference in Guayaquil. This process has been promoted by the Health programme and the topics discussed by members of Health networks across the continent will contribute to the focus of work in the next four years.

The promotion of voluntary blood donation has been scaled up during this period, with a Continental approach through joint actions that are being carried out by the Regional Representations of Lima, Panama and Port of Spain. This involves the scaling-up of the Club 25 strategy in South America, Central America and the Caribbean. In South America the Bolivian, Chilean and Ecuadorian National Societies have implemented Club 25 pilot projects to promote voluntary blood donation and healthy lifestyles amongst young people. The National Society in Brazil has also initiated Club 25 planning, which will be the main focus of the Operational Alliance in that country.

National Societies in Bolivia, Ecuador, Peru and Venezuela have continued to work on the improvement of maternal and child health in some communities of the Andean region through the implementation of the Integrated Management of Childhood Illnesses (IMCI) strategy in National Society community health programmes, focusing particularly on hygiene promotion and water and sanitation this year. National Society capacities have been strengthened through a number of actions including working with social networks and actors, raising awareness and empowering communities, which is contributing to the improvement of living conditions of women of childbearing age, pregnant women and children under the age of five.

As planned for 2007, a scale up of action has taken place in HIV and AIDS – related activities, to reduce stigma and discrimination towards People Living with HIV and AIDS (PLWHA) and increase prevention of HIV infection. The Health programme supported the first “Together We Can” workshop in Colombia, where peer facilitators were trained to support the scale-up of this methodology at the national level, which promotes awareness on HIV, AIDS and STI issues. Colombia has now joined scaled-up efforts already started by National Societies in Ecuador and Paraguay. The Health programme also supported the participation of seven National Societies from South America in the IV Latin American and Caribbean Forum on HIV, AIDS and STI, which took place in Argentina in April. The Forum brought together 3,000 people from organizations and civil society and provided an excellent opportunity to share South American National Societies’ work on HIV and AIDS and promote campaigns, reducing stigma and discrimination.

The dengue outbreaks in Paraguay and Bolivia provided an occasion for National Societies to develop health in emergencies capacities. The Health programme provided timely support to both National Societies in developing health promotion and prevention within each Plan of Action to increase public awareness and reduce the spread of the disease. To further strengthen National Society capacities during health in emergencies, the Health and Disaster Management programmes both supported the Health in Emergencies National Intervention Team (NIT) Workshop, held in Bolivia in May within the framework of the Emergency Appeal for floods. The Health programme and the Italian Red Cross also organized a community-tailored Sphere workshop in Peru, where community promoters from the National Society were trained on basic standards for water and sanitation, food security, shelter and health in emergencies.

Constraints or Challenges: One of the main challenges in the region is the internal continuity and sustainability of progress made by National Societies to strengthen Health Departments. This is a concern as over the last six months, Health coordinators from two National Societies resigned from their posts and the continuity of a coordinator in another National Society is unsure. This high turn-over could affect progress achieved so far and the implementation of critical activities. On the other hand, National Societies show different levels of progress and demand different efforts to improve their internal organization and capacities.

It is necessary that National Society governing boards explicitly recognize the importance of HIV and AIDS policies and programmes, in order to effectively support the scale-up process to reduce stigma and discrimination towards PLWHA in the region.

The continuation of the scaling up of health programmes requires sustained investment for the next period. For 2007, the outstanding needs are of approximately CHF 100,000.

Disaster Management

Objectives: The National Societies in the region are implementing efficient, responsive and focused programmes, which contribute to improving the lives of vulnerable people.

For 2007, the Disaster Management programme, which encompasses disaster response and community risk reduction, has developed six expected results under one Programme Objective *National Societies implementing programmes which contribute to reducing the impact of disasters on the lives and livelihoods of vulnerable people*. The main areas of work being carried out in 2007 are:

- support to all ten NS in their disaster response activities, including the launching of one international

appeal;

- drafting and implementation of disaster plans and contingency plans;
- innovative work in the development of community disaster preparedness indicators;
- promotion of common methodologies in community-based disaster preparedness, aiming to further integrate programme focus at community level;
- strengthening human resources;
- creation of a common learning platform; and the
- promotion of strategic alliances and cooperation initiatives with relevant stakeholders.
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Disaster Management plans and those of the Pan American Disaster Response Unit (PADRU) have been integrated and linked. Therefore regional disaster response and disaster preparedness activities now have a direct link with PADRU's logical framework.

Achievements: During this period a number of emergencies occurred in the region: volcanic activity of Nevado del Huila and Galeras volcanoes in Colombia and the Tungurahua volcano in Ecuador; floods in Argentina, Bolivia, Brazil, Paraguay, Peru, Colombia and Uruguay; cold wave in Peru; an outbreak of dengue in Paraguay and a seismic activity cycle in Chile. An international Appeal – which was fully funded - was launched for CHF 904,100 to support the Bolivian Red Cross' Plan of Action to assist 10,000 people.



Through the Emergency Appeal in Bolivia, communities affected by floods, were supported through relief items to support their basic needs.

severe floods and mudslides.

In this period, a total of CHF 601,400 from the Federation's Disaster Relief Emergency Fund (DREF) was mobilized to support Argentina, Brazil, Bolivia, Paraguay and Uruguay National Society Plans of Action in direct support of 22,374 families (111,870 people). In addition, seven Regional Intervention Team (RIT) members were mobilized from across the region to provide technical support to sister National Societies in Bolivia, Brazil, Paraguay, Peru and Uruguay.

In January, the implementation period for the Emergency Appeal in Ecuador came to a close. The Appeal was launched to support the Ecuadorian Red Cross' Plan of Action in response to the eruption of the Tungurahua volcano on 23 August 2006 for CHF 632,064 for 5 months. The Plan of Action assisted over 1,095 families (5,475 beneficiaries).

Capacity building for response has been a prioritized activity in this period. As an example, in Brazil, the Disaster Management programme conducted the first National Intervention Team (NIT) training, developing National Society response capacities.

The programme has supported PNS in assistance activities during emergencies. Coordination activities were carried out with the Peruvian Civil Defence and Ministry of Foreign Affairs to support the German Red Cross to transport and distribute of 1,000 water purification filters from Panama to Peru. This allowed for timely support to National Society relief activities in the Chanchamayo Province, affected by

Foundations for the development of national and regional contingency plans to respond to trans-national hazard El Niño were established, with the participation of National Societies and organizations of the Andean region for the joint identification of needs to respond and strengthen coordination in the face of this phenomenon.

With the objective of strengthening the capacities in community risk management, a capacity building initiative supported by the Department for International Development (DFID) has started in Bolivia, Chile and Paraguay. The initiative is part of the global partnership with DFID, and will last an initial two years to be possibly

extended to three.

In the framework of the DiPECHO regional project, the development of a set of indicators for Risk Reduction and Disaster Preparedness at local levels is providing a key input for policy making, prioritizing vulnerable areas, and monitoring local capacity building processes in this field. This activity has been developed with broad participation of key international, governmental, non-governmental organizations, Red Cross, and community actors. On the other hand, the design of a community disaster preparedness toolkit and the launching of a learning and knowledge management tool - the DesAprender Community Risk Reduction platform - are facilitating access of diverse users to the tools produced by the Red Cross Movement, the Andean Committee for Disaster Prevention and Response (CAPRADE) institutions, and DiPECHO projects.

A new round of DiPECHO proposals took place for South America, which for the first time is to include the South Cone countries too. The Regional Representation has supported the five Andean countries in the development of their proposals, in close coordination with and facilitating the work of the National Societies of Europe that co-present them. In addition, a regional proposal was presented by the Federation together with the Argentine, Bolivia, Paraguay and Finnish Red Cross, the first proposal to be presented for the South Cone to DiPECHO: the project, if approved, will cover a particularly vulnerable area, the so-called Gran Chaco, common to the three countries, at the same time allowing for the application of the set of indicators developed during the previous DiPECHO, and further develop innovative approaches to community risk management.

The programme has been supporting the preparation of the Guayaquil Inter American Conference, especially its working group on community risk reduction.

Constraints or challenges: The need for developing a comprehensive approach to climate related hazards was evident. The vision of a non-severe or non-existent El Niño event – the most accepted amongst specialists - gave a wrong impression of calm. Argentina, Bolivia, Colombia, Peru, and Uruguay were simultaneously strongly affected by floods. Those events, clearly related to Climate Variability and possibly to the Climate Change tendencies, were still not considered as part of a regional and global process that require specific planning and a renovated and more integral approach.

Strengthening recovery activities after immediate disaster response will be an additional challenge during 2007. The Regional Representation is committed to this process to ensure that actions carried out during emergencies have a longer term impact on vulnerable people's lives.

The UN Humanitarian Reform and cluster approach will need a further update and promotion within the National Societies in the region as only small percentages of the National Societies have an adequate and comprehensive knowledge of these developments.

Legal issues in international disaster response will need a further promotion and implementation, and National Societies will be required to play a leading role in this aspect using existing tools such as the "Guidelines for the Domestic Facilitation and Regulation of International Disaster Relief and Initial Recovery Assistance", the second regional consultation of which was held at the Americas Forum on International Disaster Response Laws, Rules and Principles in Panama.

A country-based Memorandum of Understanding between the Movement components, presently being developed, will define rights and duties of emergencies in which international assistance is required.

Organizational Development

Objectives: The ten National Societies in the region are increasingly adhering to the criteria of a 'Well Functioning National Society', and are improving their capacity to work with vulnerable communities.

For 2007, the Organizational Development programme has aligned specific programme objectives with the ongoing needs of National Societies in the region, yet continues to work along the same lines as 2006. There is a

greater focus on: go beyond the preparation of plans and encourage their implementation; ensuring National Society integrity and accountability are improving alongside capacities to mobilize and develop resources: a more separate yet focused approach to Youth and Volunteering; stronger emphasis on knowledge management in the region; and a new objective to support National Society actions linked to Corporate Social Responsibility.

Achievements: One of the most significant achievements in the Organizational Development programme during this period has been the development of a comprehensive baseline / situational analysis of the needs of each National Society in the region, in terms of organizational capacities. This analysis, which will be shared and discussed individually with National Societies in the region, is the basis to decide which path National Societies need to take for institutional strengthening and the accompaniment that is required by the Organizational Development programme. The analysis covers areas such as planning, statutes, volunteering, and resource mobilization and development, inspired by tools such as Well Functioning National Societies.

The integrity case of the Peruvian Red Cross has been a major priority for the Regional Representation during this period. After 17 months of the judicial administration, which has had a disastrous impact on the National Society, the Federation requested the new judge leading the case to change the judicial administrator, which was accepted. Now branches are no longer being judicially intervened and the administrator has been replaced by a high level human rights lawyer, who has the full backing of the Federation, the ICRC and PNS in Peru. While the situation of the National Society remains difficult due to the fragile financial situation, time has come to start rebuilding this NS on very solid bases. The priorities for the next period include: carrying out external financial and organizational audits, establishment of a team of professionals and initiation of a new thorough national electoral process.

The Federation's CBF has approved CHF 25,000 to support the Regional Representation's efforts in this case. The Spanish Red Cross has committed EUR 30,000, and the Italian Red Cross has announced the commitment of a similar amount. The ICRC's Regional Delegation in Lima has announced the contribution of CHF 15,000.

The Peruvian case has helped to put integrity high on the agenda of National Societies governance in South America, and higher on the agenda of the Governing Board of the Federation. The Organisational Development programme will gather relevant information to systematize this learning experience for other National Society integrity issues, identifying the lessons learned in terms of gaps in national legislation, gaps in directives for the revision of NS statutes, and the development of an integrity risk management tool.

The preparation of Red Cross youth leaders is underway in the region supported through, amongst other activities, a distance learning course. Through this learning experience, Red Cross youth get the opportunity to better understand the dimensions of the specific problems faced by youth in South America, such as violence, discrimination, low employment levels and education, sexual and reproductive health, thus enabling them to propose initiatives from their National Societies that will contribute to the establishment of public policies for youth in the region.

The project with the National Societies of Uruguay and Venezuela supported by CBF continues to promote volunteering. Experiences of the two National Societies were exchanged at a meeting in Venezuela and the positive experiences will be shared with other National Societies in the region, amongst which the successfully implemented project with corporate volunteers in Venezuela. Within the Regional Delegation, volunteering in emergencies is currently being developed with the Disaster Management programme, and is to be included on the agenda.

Within the framework of knowledge management, the institutional strengthening and organizational development of four National Societies has been systematized and shared with other National Societies during the Guayaquil Conference. Part of this systematization includes the focus on cooperation in the region, which is increasingly recognized as important for all National Societies. The positive experience of the Ecuadorian Red Cross has been taken into account and will help other National Societies understand and apply improved cooperation mechanisms in the future. The systematization also includes a focus on National Society Planning and Project Offices in four National Societies in the region (Bolivia, Ecuador, Paraguay and Venezuela), as their functions and responsibilities are continually discussed within the National Society structure. This will contribute to an

improved definition of the nature of these Offices in the future. The last part of the systematization includes documented experiences of the National Societies of Bolivia, Ecuador and Paraguay of branch strengthening through projects, a methodology supported by the Swiss Red Cross.

In Youth, the Regional Representation has actively worked on the organization of the Inter-American Youth Meeting, which will be held before the XVIII Inter-American Conference in Guayaquil. This meeting will be extremely important for youth in National Societies to play a clear role of influence in the next Inter-American Plan which will be analyzed and approved during the Conference. Immediately after the Conference, the South American Youth Meeting will take place, where the South Youth Plan (Plan Sur Joven) will be updated for the period 2007- 2009.

The joining of efforts with other programme areas has been strongly promoted by the Organizational Development programme during this period, to ensure integrated support to strengthening National Society capacities. The situational analysis described above, has been shared with other programme areas to enrich programme work with National Societies.

Brazil

The Secretary General of the Federation has appointed a special representative for Brazil in the person of the Secretary General of the Swedish Red Cross, who will travel to Rio de Janeiro together with the Head of the International Department of the same NS. In Guayaquil, during the conference, a meeting with all the interested National Societies will be held.

The search for a sustainable solution to the dramatic financial crisis of this National Society (inherited from the previous disastrous governance period) has continued. This is threefold: a soft loan or donations to the NS (that will allow the Brazilian Red Cross (BRC) to pay the outstanding debts due to labour suits), a new law to grant the BRC access to a fixed percentage of all the lotteries nationwide (the law is at its final stage), and the rental of part of the BRC Headquarters compound to a private company that will use it to build new premises (whose property will rest with the BRC), paying a lump sum and a monthly rent. The report from the auditors has been shared.

Besides, the negotiation with the Government for the repayment of the outstanding bareme has progressed, and it is highly probable that at least 50 percent of this debt will be covered by the Government.

The BRC, ICRC and the Federation carried out a partial evaluation of the tripartite cooperation agreement and confirmed that the National Society needs to strengthen and professionalize its management team to intensify humanitarian action and continue developing branch operational plans. The Operational Alliance (Voluntary blood donation and Club 25, sponsored by the Finnish Red Cross and a private donation from a Swiss trust – Gabrieli trust) is under revision, with the inclusion of new potential and interested actors, such as O Globo, Coca Cola, McCann Erickson, and the Ministry of Health.

Colombia

The coordination platform for the Movement partners developed by the Federation representative and a thorough risk analysis are the major results in support to the Colombian Red Cross Society (CRCS). The former has put solid basis for the Cooperation Agreement Strategy (CAS): a first official meeting will be held in Guayaquil amongst interested partners, with September (Bogota) and November (Geneva) as the next steps of this process.

The CRCS, different PNS working in Colombia and the ICRC all value and have shown interest in the work being carried out by the International Federation, whose presence is extremely important considering the organizational risks that the CRCS is currently facing and the context of the country. Unfortunately, despite the reiterated requests by the Director, National Society Field Support Division (now Support Services Division), the section of the Regional Representation's appeal to cover the International Federation's presence in Colombia has been deserted by donors. It is of the utmost importance that the required CHF 220,000 be funded by donors, in order to continue the coordination of Movement actors and the CAS process, the support to organizational development of the CRCS, and to be positioned for the day when the 40-year-long conflict will finally end and a large humanitarian operation will be needed to support the CRCS in the new context.

Constraints or challenges:

One of the prioritized challenges in the region is the development of improved leadership capacities in National Societies that includes in many cases the need for renewal of leaders at branch and national levels.

Thanks to the generous support by the Swedish and Finnish Red Cross, and to the CBF, most of the needs of the OD area have been covered for 2007, but some key outstanding needs remain to be funded in order to comply with the commitments of the programme:

- The shift in paradigm in volunteering is now a priority for the National Societies of South America. Integrated volunteer development programmes accompanied by efficient volunteer management are the rule for only few National Societies. The need for financial support to this area is therefore crucial to support the next phase of this long process. Support from the Swedish Red Cross has been confirmed, yet additional support is much needed.
- Youth is also a priority for National Societies in the region, as shown by the upcoming Red Cross Youth meetings to take place in Guayaquil. This priority area needs financial support for activities to take place in the coming period.
- The key support being provided to the integrity case of the Peruvian Red Cross needs further financial support. To date contributions have been received from CBF, the Italian and Spanish Red Cross, and the ICRC, but this only covers 50 percent of the needs in this area.
- With the name, respect and credibility that the Red Cross enjoys in the region, it is difficult to imagine that most National Societies have difficulties gaining financial support. Sustainability for the programme to accompany innovative processes for resource mobilization is needed.
- In order to guarantee continuity and sustainability of the presence of the Federation in Brazil, it is important that the in-country costs of the OD delegate made available by the Spanish Red Cross are covered.
- In Colombia, the Federation's presence is in much need of financial support to guarantee the continued accompaniment to the National Society in this conflict-stricken country. Present coverage, at an alarming 0 percent, would oblige the Regional Representation to discontinue its presence in this priority country.

Humanitarian Principles and Values

Objective: National Societies are promoting the Fundamental Principles and Humanitarian Values of the Movement both internally and externally.

Since the approval of Strategy 2010, the support of the Regional Representation to its ten National Societies in Humanitarian Values, has been focusing on global campaigns such as HIV and AIDS anti-stigma campaigns and the development of pilot initiative especially focused on gender violence (North of Argentina) and gender-equal opportunities and participation.

The identified priorities for 2007 are focused on the achievement of the fourth goal of the Global Agenda, and the revised objectives reflect the following three areas: ensuring National Societies are references in Humanitarian Principles and Values; promoting respect for diversity and human dignity, reducing intolerance, discrimination, social exclusion and violence; increasing exchanges between programme areas to ensure Humanitarian Principles and Values is cross-cutting and is strengthening alliances with external actors.

Since March 2007, a focal point for Humanitarian Principles and Values is in place in the Regional Representation to implement the revised objectives for this programme.

Achievements: During this period a case study was developed by the Federation, on the project focusing on gender based violence in Rosario de la Frontera, in Argentina. This case study gathers the findings developed by the National Society, lessons learned and best practices and will be widely disseminated in the region amongst other National Societies. This experience is being replicated in three Argentine Red Cross branches in 2007, with



Gender equity and reduction of violence against women are more and more urgent actions for the Red Cross in South America. Source: International Federation.

actions to fulfil the programme objective.

Progress has also been made in incorporating humanitarian principles and values into National Societies' agendas, programmes and projects, through Organizational Development activities such as well-functioning National Societies, review of their statutes and strategic plans, thus increasing their capacities to work with vulnerable people.

The comparative study carried out on gender perspective, which showed that National Societies in the region have yet to make changes to show greater consideration for gender in their internal structures, is being incorporated into National Societies, and is being used to promote diversity in the composition of governing bodies, staff and volunteer service.

Constraints or Challenges: The need to increase National Societies' resources and capacities to implement activities has been identified. The Meeting of Presidents and Technical Seminars (Rio de Janeiro, 2006) suggested that alliances be developed internally - between programme areas - and externally - with main actors working in the area (such as Ombudsmen and NGO's). A capacity building kit on non-discrimination and respect for diversity is to be built, with special emphasis on advocacy, awareness and strategic alliances.

A major constraint at this point in time is the lack of financial support for this strategically important area. At least 35 percent of the Humanitarian Principles and Values programme budget needs to be covered to ensure the full development of activities in 2007: the development of a capacity building kit on non-discrimination and respect for diversity, with special emphasis on advocacy, awareness and strategic alliances; a baseline and mapping document; a collection of materials produced on discrimination; and a regional network to share information and resources on non discrimination and respect for diversity issues.

Communications

Objective: National Societies' communications areas have been strengthened to scale up the work in favour of the most vulnerable and to promote the Movement's Fundamental Principles and Values.

The identified priorities for 2007 are focused on the definition of key communications actions and strategies to achieve the four goals of the Global Agenda, and on the preparation of a new "Communications Plan for the Americas" based on the Inter American Plan 2007-2011 that will be approved in Guayaquil. This work highlights the need to carry out at least three main initiatives at both national and regional levels: support national communications networks, develop the skills of the ten National Society Communications Departments as regards communications for community work and ensure the strong positioning of the Global Agenda with national and regional actors such as international agencies, the media, NGOs and governments.

support in some branches from the Swedish Red Cross. These will highlight the issue of violence against women, prevention and the positive experience from the project which could be replicated in other Red Cross National Societies.

The Humanitarian Principles and Values programme has actively participated in the thematic group promotion of non-discrimination and respect for diversity in communities, in preparation for the XVIII Inter-American Conference. This thematic discussion has taken place amongst National Societies and Regional Representations on a continental level and will contribute to the debate of areas of work for the next four years.

The Regional Officer for Humanitarian Principles and Values is working on the identification of focal points in each of the National Societies in the region to coordinate and develop

Achievements: Since January 2007, communications has supported disaster response operations, especially in Bolivia, within the framework of the Emergency Appeal designing an integral communications plan to attend to the needs of communities, the media and donors. Following the experience from the Tungurahua Emergency Appeal in Ecuador, 2006, this communications plan budget was funded directly through the Appeal.

In Paraguay, the need to invest in communications was also underlined. The Paraguayan Red Cross (PRC) in close coordination with Pan American Health Organization (PAHO) and supported by the Regional Representation produced a media campaign for newspapers, radio and television stations across the country to face the dengue outbreak and reduce the impact of the disease. Almost 150,000 people were reached by PRC messages.

Key communication actions have also supported the Red Cross international work on HIV and AIDS in the Americas. Nine National Societies and the International Federation promoted their anti-stigma and prevention campaigns at the IV Latin American and Caribbean Forum on HIV, AIDS and STIs, which took place in Argentina last April. International agencies, the media, UNAIDS and 3,000 people from organizations and civil society were the main audience of National Societies' initiatives at the forum.

Under the framework of the DiPECHO regional project, a community disaster preparedness toolkit and a learning platform on community risk reduction have been designed together with the Community Risk Reduction Programme. These products will be launched at the XVIII Inter-American Conference. As part of the DiPECHO project, around 100 Red Cross communicators from the Andean countries will be trained on communications for risk reduction before the end of June. In terms of communications, this project has also paved the way to the setting up of strategic alliances with communications organizations at the regional level such as the Communication Initiative and ALER (Latin-American Association of Radio Education).

Constraints or Challenges: The major constraint is the lack of financial support. To date, the communications programme has not received any contributions through the appeal. The current coverage is about 1 percent. To guarantee the continued support to the development of communications capacities within National Societies, a dramatic increase in funding is needed. Minimum outstanding needs for the communications programme are of CHF 100,000.

Working in partnership

Over time, the Lima Regional Representation has implemented global partnerships and developed new ones locally. The existing partnership with PAHO has provided a number of practical collaborations such as joint work in the Andean Plan for the Response to disasters of the health sector, joint training for health leaders, joint activities for the promotion of voluntary blood donation, amongst others. The full potential of the partnership is still to be exploited.

ProVention Consortium has resulted into a useful framework for the promotion of common agendas such as the Hyogo framework. The agreement signed with the Organization of American States (OAS) has eased the preparation of the continental conference on the International Disaster Response Law (IDRL).

A renewed approach to the Economic Commission for Latin America and the Caribbean (CEPAL/ECLAC) has identified areas of common interest: better comprehension of the socio-economic causes of vulnerability being the first. A MoU is being developed, which will be signed before the end of 2007. A practical result of the renewed contact is the invitation to the Regional Representation to take full part of the ECLAC/UN teams that evaluate the impact of disasters.

The MoU signed with the Facultad Latinoamericana de Ciencias Sociales - Latin American School of Social Sciences (FLACSO) has so far given life to two tailored postgraduate Leadership courses, one in health and another one in youth. The two-year investment on common work with the Comité Andino para la prevención y

atención ante desastres (CAPRADE) has developed a solid basis of trust, the Federation being invited to all its high-level meetings, and CAPRADE has several times requested specific support from the Federation. Exchange of information and common planning in case of disasters is by now a consolidated routine for OXFAM, while the potential for joint training in development work is still to come. A contact has been established with Save the Children Foundation with great interest for the perspective of work in youth.

The coordination with the ICRC has been excellent during the period. Despite the difficulty represented by the fact that the ICRC maintains four Regional Delegations and the Federation one Regional Representation, communication has been frequent and quite open with ICRC's Lima, Bogota and Buenos Aires delegations, and somehow less frequent with Caracas, which covers part of the Caribbean. For Brazil, Colombia and the integrity issue of Peru, partnership with the ICRC has been crucial.

There are several Partner National Societies that cooperate, bilaterally or multilaterally, with the 10 National Societies of our region, such as American Red Cross, Chinese Red Cross, Finnish Red Cross, French Red Cross, German Red Cross, Italian Red Cross, Netherlands Red Cross, Spanish Red Cross, Swedish Red Cross and Swiss Red Cross. During the reporting period, the Regional delegation facilitated the submission of coordinated and coherent proposals to DiPECHO. The Inter-American plan 2007 – 2011 represents an excellent opportunity to continue approaching donor agencies in a coordinated way supporting the scale up in programme activities in South America.

In the next period, the Regional Delegation will support two National Societies (Argentina Red Cross and Ecuador Red Cross, whose Strategic plans are a good basis for programme scale-up) to develop the necessary partnerships with local and international organizations, the private sector and other actors.

Contributing to longer-term impact

The next Inter-American Conference and the Inter-American Plan 2007 – 2011 strengthen the link between the country strategic and operational plans and the cooperation platforms with the Global Agenda of the Federation. The setting of baselines (like the OD one) and the measurement of progress through common indicators – a process which is presently underway - will contribute to the overall performance framework.

On the other hand, the ongoing mainstreaming of community work into the plans of action of the National Societies, well captured in the theme of the Inter American Conference – safer and healthier communities - has supported and in some cases helped to guide the development of the Federation vision and of Global Agenda goal 3. The several documented experiences of community development work of some of the National Societies of South America have been shared and analyzed well beyond their south American borders, contributing to overall knowledge management and goal setting.

The integrity cases managed in South America have, for their uniqueness, helped identifying gaps in Federation tools and systems to face integrity issues. This comes in the very moment when, after the approval of the Integrity Policy and before the proposals of modification of the Federation constitution, integrity is quite high on the agenda of the Federation. The systematization of the lessons learned and the development of an integrity risk management tool will feed into this process.

Looking Ahead

While in many parts of the world the next period will be of change to reflect the new structure of the Zones, the team in South America will be able to focus on programmes and results, since most of the changes have taken place during 2006. The team is now a consolidated one that consists of committed professionals (most of whom are from within the region), that value integration of programmes and are clearly focused on capacity building. The geographical location of the regional office in Lima and of the two other Federation Representations will not change. With the new 2007 – 2011 Inter American Plan, the regional office will be able to support the National Societies' scale up in programmes and contribute to the consolidation of the zonal approach in the Americas. The

orientation and strategic direction for the next planning cycle 2008 – 2009 will be discussed and analyzed in August with the new Zone team.

The appeal coverage for 2006 has been of 97.3%, while for 2007 present coverage stands at 81%. Overall, the appeal coverage for 2006 – 2007 is of 79%.

While the level of funding of our programmes is high, there are some key areas of our appeal that need urgent support by donors in order to fulfil our commitment to properly support our 10 National Societies and promote the scale-up in programmes. Present outstanding needs are as follows:

Colombia Federation representation	CHF 220,000
Brazil, in country costs OD delegate	CHF 20,000
Community Health	CHF 100,000
Humanitarian Principles and Values	CHF 40,000
OD,	CHF 120,000
Communications,	CHF 100,000
Coordination,	CHF 35,000

Contributions to this appeal will enable the fulfilment of the Federation's commitments with the 10 National Societies of the South America region. Gratitude in advance to those donors who support the Lima Regional Representation's initiatives in the region.

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**To support or find out more about the Federation's programmes or operations,
click on www.ifrc.org**

International Federation of Red Cross and Red Crescent Societies

MAA46001 - SOUTH AMERICA

Interim Financial Report

Selected Parameters	
Reporting Timeframe	2006/1-2007/05
Budget Timeframe	2006/1-2007/12
Appeal	MAA46001
Budget	APPEAL

All figures are in Swiss Francs (CHF)

I. Consolidated Response to Appeal

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	TOTAL
A. Budget	1,196,821	1,391,369	144,652	2,843,310	860,424	6,436,577
B. Opening Balance	98,423	62,680	20,259	289,074	10,210	480,646
Income						
Cash contributions						
American Red Cross	284,437			12,160		296,597
Australian Red Cross				1,737		1,737
British Red Cross	0	0	0	19,168		19,168
Capacity Building Fund	38,485			129,500		167,985
DFID Partnership	75,042	124,773		119,177	10,172	329,164
ECHO		0				0
European Commission		250,400				250,400
Finnish Red Cross	17,025	86,260		163,565	11,350	278,200
ICRC				3,621		3,621
Italian Red Cross					16,688	16,688
Spanish Red Cross				6,663		6,663
Swedish Red Cross	487,529	101,805	52,046	320,842	80,793	1,043,014
Swiss Red Cross				7,500		7,500
C1. Cash contributions	902,518	563,238	52,046	783,933	119,002	2,420,737
Outstanding pledges (Revalued)						
American Red Cross	-27,164					-27,164
Capacity Building Fund				80,000		80,000
DFID Partnership		550,000				550,000
ECHO		66,000				66,000
Finnish Red Cross				72,465		72,465
ProVention				119,756		119,756
Swedish Red Cross	189,953		26,505	477,090		693,548
Switzerland - Private Donors	49,500					49,500
C2. Outstanding pledges (Revalued)	212,289	616,000	26,505	749,311		1,604,105
Reallocations (within appeal or from/to another appeal)						
British Red Cross		0	-7,030	7,030		0
Capacity Building Fund				80,000		80,000
DFID Partnership		-17,462		60,000		42,538
Finnish Red Cross	-1,892	-6,558		4,666	3,784	0
Irish Red Cross Society				0		0
Monaco Red Cross				0		0
New Zealand Red Cross				0		0
On Line donations					27,000	27,000
ProVention				59,878		59,878
C3. Reallocations (within appeal or	-1,892	-24,020	-7,030	211,574	30,784	209,416
Inkind Personnel						
Italian Red Cross					144,500	144,500
Spanish Red Cross				114,700		114,700
Swedish Red Cross				123,533		123,533
C5. Inkind Personnel				238,233	144,500	382,733
Other Income						
Miscellaneous Income				4,216		4,216
Services & Recoveries				6,465		6,465
C6. Other Income				10,681		10,681
C. Total Income = SUM(C1..C6)	1,112,915	1,155,218	71,521	1,993,732	294,286	4,627,672
D. Total Funding = B + C	1,211,338	1,217,898	91,781	2,282,806	304,496	5,108,318

International Federation of Red Cross and Red Crescent Societies

MAA46001 - SOUTH AMERICA

Interim Financial Report

Selected Parameters	
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Budget Timeframe	2006/1-2007/12
Appeal	MAA46001
Budget	APPEAL

All figures are in Swiss Francs (CHF)

II. Balance of Funds

	Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation	TOTAL
B. Opening Balance	98,423	62,680	20,259	289,074	10,210	480,646
C. Income	1,112,915	1,155,218	71,521	1,993,732	294,286	4,627,672
E. Expenditure	-790,548	-593,098	-41,846	-1,317,400	-400,033	-3,142,925
F. Closing Balance = (B + C + E)	420,790	624,800	49,935	965,406	-95,538	1,965,393

International Federation of Red Cross and Red Crescent Societies

MAA46001 - SOUTH AMERICA

Interim Financial Report

Selected Parameters	
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Budget Timeframe	2006/1-2007/12
Appeal	MAA46001
Budget	APPEAL

All figures are in Swiss Francs (CHF)

III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure					TOTAL	Variance
		Health & Care	Disaster Management	Humanitarian Values	Organisational Development	Coordination & Implementation		
A		B					A - B	
BUDGET (C)		1,196,821	1,391,369	144,652	2,843,310	860,424	6,436,577	
Supplies								
Construction - Facilities/Infrastruc					6,697		6,697	-6,697
Construction Materials					4,578		4,578	-4,578
Clothing & textiles						35	35	-35
Water & Sanitation					3,764		3,764	-3,764
Medical & First Aid		3,843	5,012				8,854	-8,854
Utensils & Tools			944				944	-944
Other Supplies & Services		43	1,197		898		2,138	-2,138
Total Supplies		3,885	7,153		15,937	35	27,010	-27,010
Land, vehicles & equipment								
Computers & Telecom	9,250	3,531			11,919	2,194	17,645	-8,395
Total Land, vehicles & equipment	9,250	3,531			11,919	2,194	17,645	-8,395
Transport & Storage								
Storage		1,236	13		259	96	1,604	-1,604
Distribution & Monitoring		1,480			458		1,938	-1,938
Transport & Vehicle Costs	32,280	821	1,656	16	877	276	3,647	28,633
Total Transport & Storage	32,280	3,537	1,669	16	1,594	372	7,189	25,091
Personnel Expenditures								
International Staff Payroll Benefits	994,106	109,422	103,321		334,571	295,515	842,829	151,277
Delegate Benefits	303,400							303,400
Regionally Deployed Staff	84,904		11,769		3,284		15,053	69,851
National Staff	936,868	120,633	61,006	8,628	248,068		438,336	498,532
National Society Staff	151,500	28,308	6,046	3,322	77,597		115,273	36,227
Consultants	445,162		33,542	4,217	99,928	193	137,880	307,282
Total Personnel Expenditures	2,915,940	258,363	215,686	16,167	763,448	295,707	1,549,371	1,366,569
Workshops & Training								
Workshops & Training	2,047,643	260,000	135,830	1,108	176,549	18,667	592,154	1,455,489
Total Workshops & Training	2,047,643	260,000	135,830	1,108	176,549	18,667	592,154	1,455,489
General Expenditure								
Travel	537,780	83,676	39,215	637	136,758	32,358	292,644	245,136
Information & Public Relation	169,949	31,108	38,539	530	17,858	3,457	91,491	78,458
Office Costs	79,017	11,375	15,998	1,022	23,781	1,514	53,691	25,326
Communications	108,561	18,276	21,809	599	30,220	4,277	75,181	33,380
Professional Fees	1,000	240	3	158	19,885	415	20,701	-19,701
Financial Charges	15,129	13,078	4,784	1,498	23,061	-2,088	40,333	-25,204
Other General Expenses	101,650	325	56		1,466	-3,457	-1,610	103,260
Total General Expenditure	1,013,087	158,079	120,405	4,443	253,031	36,475	572,432	440,654
Program Support								
Program Support	418,378	51,390	38,551	2,720	84,624	25,392	202,677	215,700
Total Program Support	418,378	51,390	38,551	2,720	84,624	25,392	202,677	215,700
Operational Provisions								
Operational Provisions		51,762	73,805	17,391	10,297	21,191	174,446	-174,446
Total Operational Provisions		51,762	73,805	17,391	10,297	21,191	174,446	-174,446
TOTAL EXPENDITURE (D)	6,436,577	790,548	593,098	41,846	1,317,400	400,033	3,142,925	3,293,652
VARIANCE (C - D)		406,273	798,271	102,806	1,525,911	460,391	3,293,652	