

Annual report

 International Federation
of Red Cross and Red Crescent Societies

South America

Appeal No. MAA46001

27/05/2009

This report covers the period 01/01/08 to 31/12/08



The Chilean Red Cross applied the VCA methodology with community members in Melipeuco. **Source: International Federation**

In brief

Programme purpose: Support the ten National Societies in the South American Region to effectively operationalize the Inter American Plan 2007 - 2011.

Programme summary:

2008 was a transition year for the Federation Secretariat in South America. After the establishment of the Zone office, the Regional Representation for South America reduced its personnel to 16, revised budgets and plans in line with adjusted capacities and support, and implemented the decision to create a second Regional Representation for the Southern Cone with the aim to be closer to the National Societies. The new office, staffed by two delegates, opened on 1 September as planned. The Regional Representative in Lima has since been focusing support to the Andean countries and coordinating programme support from Lima for all ten National Societies in South America.

During 2008, as part of the New Operating Model, the Lima Regional Representation has based its planning for 2009-2010 on a consultation process with all ten National Societies. Although the consultation tool showed some flaws, the process was important to integrate needs-based planning with strategic plans, the recommendations/priorities of the technical areas and networks of the National Societies and the recommendations from the Study of the Americas carried out in 2007 by the Complutense Institute for International Studies (Instituto Complutense de Estudios Internacionales - ICEI), together with Latin American School of Social Sciences (Facultad Latinoamericana de Ciencias Sociales – FLACSO) and the University of West Indies. In addition, both Regional Representations made the decision to pilot a Federation Secretariat support 'country plan' in three countries: Argentina, Colombia and Ecuador. These plans were developed by the

National Society and Federation regional staff in joint meetings at the end of the year and will be finalized at the beginning of 2009. These plans allow for more targeted support to the identified and agreed-upon priorities of these National Societies. The process will be gradually extended to all ten National Societies in South America.

Programme areas successfully implemented the 2008 plan with progress made in the following areas: the disaster risk reduction programme contributed to strengthened institutional and community capacities to face vulnerabilities; the health and care programme ensured increased support to National Society capacities in HIV and AIDS and community health; the organizational development support to National Societies has been strengthened through the new zone model and working mechanism; and the humanitarian principles and values programme promoted non-discrimination, non violence and respect for diversity as well as gender equity. Programmes have continued to work in an integrated way, to ensure complementarity between initiatives, and the optimization of resources with a strong focus on capacity-building.

The consolidation of partnerships with key Red Cross partners and external actors during 2008 has further strengthened the implementation of strategic lines of work, ensuring improved support to National Societies and increased positioning in key areas.

Financial situation: The revised budget for 2008 is CHF 3,290,719 (USD 3,122,124 or EUR 2,208,669), of which 91 per cent was covered by the end of 2008.

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

For more information on the progress and current figures of the Peru Earthquake Emergency Appeal, click here: <http://www.ifrc.org/docs/appeals/07/MDRPE00308.pdf>

No. of people we help: Both Regional Representations focus on building the capacities of National Societies in South America. The direct beneficiaries of the Regional Representations' programmes are National Societies' volunteers, staff, and governance bodies. The Regional Representations' indirect beneficiaries are the communities with which our National Societies work.

For more information on the figures of beneficiaries of the Peru Earthquake Emergency Appeal, click here: <http://www.ifrc.org/docs/appeals/07/MDRPE00308.pdf>

Our partners: Movement coordination has continued with the four regional delegations of the International Committee of the Red Cross (ICRC) and Partner National Societies (PNS) that cooperate, bilaterally or multilaterally, with the ten National Societies of our region, such as the American Red Cross, the Belgian Red Cross, the Finnish Red Cross, the French Red Cross, the German Red Cross, the Italian Red Cross, the Netherlands Red Cross, the Spanish Red Cross, the Swedish Red Cross and the Swiss Red Cross.

The Regional Representations have been working closely in partnership with the following actors: the Pan American Health Organization (PAHO), UNAIDS, the United Nations Development Programme (UNDP), FLACSO, the European Commission's Humanitarian Aid department (ECHO), the Canadian International Development Agency (CIDA), the Spanish Agency for International Cooperation for Development (Agencia Española de Cooperación Internacional para el Desarrollo–AECID), Andean Committee for Disaster Prevention and Response (Comité Andino para la prevención y atención ante desastres – CAPRADE), the ProVention Consortium, the Organization of American States (OAS), the International Strategy for Disaster Reduction (ISDR), MERCOSUR, Oxfam and the Save the Children Foundation. During the Peru earthquake operation, partnerships with other actors have also been developed, see below for details.

Context

2008 was a year of economic growth and relative political stability in South America, although in the second part of the year the growing impact of the global economic crisis became a real threat for the future of vulnerable communities in this part of the world. As a reminder, inequality is at its peak in Latin America, according to the Gini index from the UNDP Human Development Report.

As a number of countries saw the consolidation of democracy, political, social and economic challenges were evident throughout 2008. Regional instability ensued after the killing of a prominent FARC (Fuerzas Armadas Revolucionarias de Colombia) commander on the Ecuadorian border by the Colombian Army. Although a regional diplomatic solution was immediately found, this renewed fears of the regionalization of the internal conflict in Colombia and heightened tensions with the neighbouring countries of Ecuador and Venezuela. Months later, the liberation of a number of rebel-held hostages in Colombia did not pave the way to a solution to the 40 year long conflict.

In Argentina, tax increases on agricultural exports sparked months of protests by farmers. Despite social and political tensions in Bolivia, a national referendum showed strong support for the current president and the new constitution was approved by the Bolivian congress and later by popular vote (early 2009) giving greater rights to the indigenous majority. Likewise in Ecuador, a constitutional referendum showed strong support for the current president. The current President of Brazil continued with very high approval rankings, while the president in Chile had to face ongoing protests generated by the public transmillennium transportation system.

Food prices hit record highs during 2008, as fuel prices temporarily rocketed, primarily impacting the livelihoods of vulnerable people across the Latin American continent. The global financial crisis in the latter part of the year rapidly transformed into an economic crisis, impacting local economies with increased unemployment, the reduction of acquisitive power, dramatic variations in exchange rates, as only some early indicators. While the South American countries seem much better equipped to face the global crisis than in the 1970s, when it took decades to recover, the real impact of the crisis has not hit with its full strength yet. Governments have started to take national measures to alleviate the crisis, but no regional coordinated actions are foreseen, and humanitarian organizations are alerting of the more serious impacts such as the increase of poverty and the widening gap between rich and poor.

Peru hosted two relevant international summits in 2008. In May the V Latin America and Caribbean - European Union summit brought together heads of state of some 60 countries to address key issues for the eradication of poverty, inequality and exclusion, and to address sustainable development and the links to environment, climate change and energy. In November, the leaders of the 21 Asian Pacific Economies (APEC) gathered in Lima for their annual summit. These 21 economies represent more than half of the world's population and about half the world's GDP, and include Russia, the People's Republic of China, Japan and the United States of America. Thanks to the intensive work of the Regional Representation office in support to the governments of Peru, Australia and Singapore, an Asian-Pacific strategy for disaster risk reduction was approved and the leaders explicitly mentioned it in their final declaration.

Recurrent small- and medium-scale disasters continued to hit the region in 2008. These include: floods in Argentina, Bolivia, Brazil, Chile, Colombia and Ecuador; volcanic eruptions in Chile and Colombia; and dengue and yellow fever epidemics in Brazil and Paraguay, to name a few. These emergencies of a "smaller" scale return each year, damaging homes and livelihoods. The National Societies in each country responded immediately thanks to capacities in place at the branch and community level, and with support from the International Federation's Disaster Relief Emergency Fund (DREF). In addition, South America is one of the areas of the world most affected by climate change.

Progress towards outcomes

Global Agenda Goal 1: Reduce the number of deaths, injuries and impact from disasters.

Community Risk Reduction and Disaster Risk Reduction Programme

Objective: National Societies are implementing programmes which contribute to reducing the impact of disasters on the lives and livelihoods of vulnerable people.

The focus of the community risk reduction and disaster risk reduction (DRR) programme during 2008 has been on strengthening **institutional preparedness** for disaster risk reduction. Institutional preparedness allows National Societies to carry out **community based disaster risk reduction**, ensuring that **preparedness capacities** are in place for disaster response and early recovery; a further focus is the promotion of **coordination and advocacy**. Progress during 2008 can be seen through the conceptual and methodological development of DRR work at the community level, the increase in territorial coverage (branches and volunteers), the complementarity between initiatives and the development of communities, which involves the National Societies in their role as facilitators of services with an integrated approach. This has contributed to ensure the positioning of the Red Cross at the local, national and regional level as a key organization in risk reduction and disaster preparedness through its work at the community level and in disaster response, reaffirming its auxiliary role and strengthening the link with governments, communities and the civil society.

Institutional preparedness for disaster risk reduction within National Societies has been particularly strengthened through planning processes. In 2008 four National Society strategic plans under revision have prioritized strengthening capacities in risk management and disaster management, through the application of the *Well Prepared National Societies* instrument. During 2009 it is expected that this will continue in three more National Societies. At the end of 2008, the development of country plans led to the identification of National Societies' needs in disaster risk reduction in Colombia, Ecuador and Argentina for 2009.

An additional contribution to the planning process was that, for the first time, the National Societies of Argentina and Paraguay participated in the consultation processes at the national level during the development of the DIPECHO country documents, as part of the regional Gran Chaco project¹. Both country documents represent a framework instrument not only for the next DIPECHO action plan but also for DRR/DPP National Society work at the national level. This has contributed to ensuring close working relationships between National Societies and the National Civil Defence systems in both countries, positioning the multi-hazard environment of El Chaco through joint agreements and concrete actions.

The Chilean Red Cross with the support of the Secretariat and the Reducing Risk in America (RRA) initiative (DFID) has developed the National Disaster Plan and the Response Plan which will be validated at the national level in 2009 and approved by the National Society's governing board. These plans stipulate the programmatic lines, operational procedures and protocols to reduce, prepare and respond to disasters.

One of the most important achievements of the Paraguayan Red Cross (PRC) in 2008 with the support from the RRA initiative and complementary support from other initiatives, such as the above-mentioned one in Gran Chaco, is the incorporation of the Paraguayan Red Cross within the National Emergency System (Sistema Nacional de Emergencia - SISNE) new National Law 2615/95 where its role is established as part of the executive, technical and operational council at the institutional level. Operationally, the PRC has a role in prevention, preparedness and response levels.

¹ In 2008 the transboundary initiative developed in the Gran Chaco region through the support of DG-ECHO and the Finnish Red Cross to promote the understanding of the regional dimension of risk and disaster in the Pilcomayo river basin continued during 2008 until February 2009.

The focus on strengthening institutional capacities of National Societies directly relates to the development of **community based disaster risk reduction**, which aims to strengthen communities' resilience capacities through participatory and integrated methodologies. National Societies in South America have made important steps for the incorporation of risk management as an integrating and fundamental pillar in the new Red Cross vision within the region. This is a result of the DRR/DPP initiatives to reduce risk in the region, the strengthening of conceptual, strategic and methodological frameworks with increasing participation of branches and volunteers, as well of governance and management.

The National Societies participating in the RRA initiative (DFID 2007-2010) and the Gran Chaco transboundary project (DG-ECHO 2007-2008), the Vulnerability Capacity Assessment (VCA) in America (ProVention Consortium 2007-2008) and DesAprender learning Platform (Finnish Red Cross 2007-2009) have directly contributed to improving capacities in disaster risk reduction and preparedness at institutional and community levels. There is a strong recognition amongst National Societies and partners that strengthening community DRR requires fortified institutional capacities for branches and volunteers, a solid foundation and a clear vision, as well as a planning and working model.

The RRA initiative is contributing to long term capacity-building in DRR at the National Society territorial network level and increasing human talent and skills. During 2008 capacity-building has taken place in 7 of 12 regional committees in Chile, 6 of 9 departmental branches in Bolivia and 6 of 13 branches in Paraguay. For the 2009 plan, these three National Societies will have covered the whole territorial network through the initiative with a harmonized implementation model, tools and national participation.

The number of trained focal points for the application of common participatory community methodologies for DRR continues to grow, particularly through the support from the RRA initiative. In Chile, training has taken place as follows: 49 facilitators in VCA, 30 volunteers in response planning preparation, 22 volunteers in NDRT, 20 volunteers in social micro-projects, and 2 in systematization techniques. In Bolivia, support from the RRA initiative has led to an increase of 30 per cent in new volunteers in the three branches, with a total of 69 volunteers. During 2008 the number of volunteers trained in DPP and community first aid has tripled to more than 180 and there are now 50 NDRT members, 25 volunteers and staff trained to develop response and contingency planning. In Paraguay an average of 100 volunteers per year have been trained in first aid through the support of the RRA initiative (in 12 branches and 5 sub-branches). Together with other DRR initiatives, the National Society now has 100 people trained in VCA, 10 in response and contingency planning, 120 people in DRR, 30 with NDRT and Sphere training, and 2 volunteers and staff trained in the management of Operations Centres. The PRC has personnel trained to develop DRR/DPP/DR actions related to natural and social hazards. The National Society has 40 volunteers in 8 branches and 3 sub-branches trained in the DRR toolkit and to work in response, from damage and needs assessment to humanitarian aid. Also, the National Society has approximately 20 volunteers trained to work in conflict situations with the support of the ICRC.

The Gran Chaco initiative will continue until February 2009, and has worked with a total of seven Red Cross branches in Argentina, Bolivia and Paraguay, increasing the number of beneficiary communities from 12 to 17. The branches and communities involved complement those within the RRA initiative. The main achievements in 2008 include: a) setting up of the DesInventar disaster database in Paraguay with the support of the Paraguayan Red Cross as part of the agreement with the National Emergency Secretariat; b) the application of the DRR indicators by the Bolivian and Paraguayan Red Cross Societies for the community baseline studies, contributing to the diagnosis and the improvement of the tool and methodology for the application. During this period the study (within the project) on the regional risk dimension in the Gran Chaco Region continued. Agreements signed in the three countries involved support to the local civil defence operation centres for preparation of contingency plans for droughts, fires and floods. Tools were adapted and produced considering local traditional knowledge. More than 400 people were trained in the use of community risk reduction and local preparedness instruments (DRR toolkit), as well as traditional methods, applying action plans as a result of the training.



Communities in Gran Chaco played a central part on this regional initiative, through which the National Societies of Argentina, Bolivia and Paraguay addressed the multi-hazard risk dimension. **Source: International Federation.**

The promotion of common tools and methodologies **links institutional capacities with community capacities** as these are used and applied by the Red Cross and by communities themselves. For example, the Argentine, Bolivian, Brazilian, Chilean, Paraguayan and Peruvian Red Cross are applying the **DRR Toolkit** (hosted on DesAprender) in initiatives supported by ECHO, ProVention, DFID, Finnish Red Cross and the Federation's Peru Earthquake operation. The toolkit includes and makes available more than 350 DRR/DP community participatory tools for community practitioners within and outside of the Red Cross Movement.

The application of the **Disaster Risk Reduction Indicators** (developed by five National Societies from South America and the Lima RR in 2007) by Red Cross and ECHO partners in South America is another example of the use of common tools for DRR work. With the aim of increasing knowledge on the Gran Chaco risk dimensions and measuring impact in the communities, the National Societies of Argentina, Bolivia and Paraguay met to apply a baseline incorporating the indicators into their local context as part of the DIPECHO V project. The analysis and systematization of the process is now contributing to the validation, update and enrichment of the set of indicators.

The adaption, training in the application and institutionalization of the VCA methodology and 7 of 12 modules of the **Better Be Prepared** ('Es Mejor Prevenir' in Spanish) series, as well as the close link with the public, private and academic sectors have been key for the development of the national community education programme in disaster risk reduction in the Brazilian Red Cross. This has been shown by positive results in the VCA initiative implemented up to the end of 2008 with financial support from the ProVention Consortium and technical support from the OAS and the Federation in the region.

In Bolivia, Chile and Paraguay, the harmonization and use of common methodologies and tools has allowed for a participatory analysis processes and transformation actions and the implementation of community micro-projects in coordination with community networks and local authorities. In the RRA initiative in Chile, based on capacity-building at committee and branch levels, the National Society is implementing four micro-projects together with the communities participating and the local authorities. Over 14 proposals harmonized with the government local development plans (hazard maps, prioritized areas, national capacities, etc.) benefit 1,000 families directly and indirectly in 2008. In 2008 the Healthy Life national programme started (hygiene and food handling campaigns) together with the company Clorox. In 2009 a proposal to access government funds was also approved for 2009 to work in the north of the country in DRR actions. In Bolivia the micro-projects facilitated the building of two community centres in Beni and Cochabamba in 2008 in coordination with the community and local authorities.

Increased preparedness capacities naturally strengthen disaster response capacities, as the approach of all DRR initiatives have been integrated ensuring coherence and the optimization of resources. Risk reduction and contingency planning tools and instruments were adopted by Red Cross and local organization practitioners across the region. Activities to develop **preparedness capacities for disaster response** and early recovery such as the development of national disaster response and contingency plans have also taken place in Argentina, Bolivia, Colombia and Paraguay.

Peer to peer support has increased between National Societies improving Red Cross disaster response capacities and coordination within National Societies in the Americas. Some examples include: the Colombian Red Cross Society supported the **Regional Centre of Reference for Disaster Preparedness** in El Salvador by co-facilitating training workshops to develop response plans in Central America; the Chilean Red Cross participated in an internship and a workshop on micro-projects in Central America, in coordination with the **Regional Centre of Reference for Community-Based Education on Disaster Management** in Costa Rica; the Chilean Red Cross also participated in a NIT Training of Trainers' basic training course, coordinated with the Centre of Reference in El Salvador; the Paraguayan Red Cross participated in a course on the Management of Emergency Operation Centres hosted by the Salvadoran Red Cross; the Paraguayan Red Cross participated in the Sphere Training of Trainers (Spanish) course, hosted by the Venezuelan Red Cross and organized with the Italian Red Cross, in coordination with the International Federation's Shelter Department; support from the Centre in Costa Rica was facilitated to the National Societies of Brazil, Colombia and Peru; the Centre of Reference in El Salvador supported NDRT training courses in Bolivia and Paraguay; training and exchanges between National Societies and the Regional Centres of Reference for strengthening DRR capacities have also been possible thanks to the Finnish Red Cross and the DesAprender learning platform.

Disaster risk reduction **coordination and advocacy** has been promoted with key government, humanitarian and academic actors during 2008. Through the Gran Chaco initiative, coordination has taken place with CAPRADE, Civil Defence, local governments and institutions, the Pilcomayo Project, OSSO Corporation, the Chaco Communicators Network, the German Technical Cooperation (Deutsche Gesellschaft für Technische Zusammenarbeit – GTZ) and the local, target populations' involvement in the multi dimensions of disaster risk reduction and the multi-hazard situation of the Gran Chaco Region is increasing. This strengthens existing and potential synergies between the research components of the project and other institutions, increasing the overall understanding of the multi-hazard aspects of the region. Communication between the sub regional blocks in South America has been promoted during 2008. The Gran Chaco Forum, programmed for February 2009, will bring together representatives from the Andean Community and Mercosur to define priorities, synergies and mechanisms for the coordination in disaster prevention and response in the Southern Cone based on the experience with CAPRADE.

The International Federation with other actors such as the United Nations System, the Inter-American Bank, among other partners, contributed to the development of the Strategy for Disaster Risk Reduction and Emergency Preparedness and Response in the Asia – Pacific region for 2009-2015. This strategy aims to strengthen capacities of Asian Pacific Economic Cooperation (APEC) member economies to mitigate the effects of disasters and was approved in November 2008. The Regional Representation ensured ongoing technical support during the formulation and facilitated the connection between the countries and representations involved. In 2009, the Federation will participate in an advisory group which will develop the corresponding action plan.

During 2008, concrete actions were carried out to strengthen coordination with the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) with the new office opening in Peru. The formation of the Humanitarian Network for Disaster Response – REDHUM (IASC Peru), and steps towards the development of a National Disaster Reduction Platform are two initiatives that have been supported by the International Federation and the Peruvian Red Cross. At the regional level the building of the first regional DRR platform has been supported, led by International Strategy for Disaster Reduction and in which the Federation takes part.

The national ProVention Forum was held in Brazil within the framework of the VCA in Americas project, with support from the OAS. Representatives from the public and private sectors participated during this forum. Issues of common interest for community risk reduction work were analyzed in Barra Mansa, Rio de Janeiro. The Forum was based on the cost-benefit study developed as a tool to advocate for DRR actions within the private and public sectors in Brazil through the ProVention project.

The Regional Representation facilitated coordination with Red Cross partners working in DRR, bringing together 14 National Societies (ONS and PNS) to share outcomes from the DIPECHO V action plan and identify new DRR initiatives in the region and complementary lines of work. Ten DRR initiatives were identified for 2009, and it was agreed that the International Federation will facilitate information, methodologies and tools. As with the DIPECHO V action plan, a virtual coordination space was set up on DesAprender to follow up and share the developments of each proposal. Following up commitments made in line with the CAPRADE plan of action and in fulfilling its auxiliary role, the International Federation made steps towards the development of the regional proposal to strengthen volunteering systems in emergencies, to present to DIPECHO, in coordination with the CAPRADE Secretariat and the National Societies in the Andean Region.

During 2008 the definition of the Global Alliance on Disaster Risk Reduction continued, and it will be launched in 2009. The first countries to formally join the Alliance in South America, Colombia and Ecuador, organized early initiatives within this framework, as is the case for the proposal presented to the World Bank's Global Facility for Disaster Reduction and Recovery. Ecuador was the only National Society in the Americas, with support from the Lima RR, to access funds during 2008 to develop a proposal for a three year DRR programme.

The Lima RR has promoted the Disaster Management Services Improvement Project, which the Americas Zone DM Reference Group is supporting. Support was also provided to the Zone office in the organization of the first Cooperation and Disaster Management meeting, with the participation of the DM Reference Group, PNS working in the Americas and ICRC, who all agreed to contribute through concrete actions to improving Movement cooperation and coordination within disaster management during 2009.

In Peru, after the cold wave and the 2007 earthquake and as part of the recovery actions, an initiative to strengthen community capacities to create more resilient infrastructure and the use of renewable energy was developed together with the Pontifical Catholic University of Peru (Pontificia Universidad Católica del Perú - PUCP). The outcomes of this project will contribute to the construction of houses for 30 families and the improvement DRR capacities at the community level. As part of the earthquake operation in Peru, the International Federation continued to carry out the disaster response and resilience strengthening programme as part of the reconstruction and rehabilitation efforts. This includes the development of improved traditional building technologies with strategic partners. The construction of 600 houses started in September and will continue to be carried out by the International Federation and its partners in four districts during 2009. The International Federation is part of the Group for Healthy and Safe House advocating the promotion and legal validation of these technologies with the Peruvian government. In association with PUCP, the International Federation is providing support to the earthquake-affected families on land tenure issues in the rural areas.

Constraints or Challenges:

- One constraint has been and continues to be the plummeting exchange rates during the period.
- Challenges include the continuation of the development of programmatic plans, harmonized with National Society strategic plans.
- Ensuring of the continuity of planning in line with the country priorities promoting regional connections that allow for the optimization of resources.
- Continuing the promotion of the working model in DRR capacity-building with a strong emphasis on the development of branches, volunteering and integrated work.
- Promotion of instruments validated, such as the DRR local indicators and toolkit. The evaluation of the application of both instruments will start in 2009, improvements will be incorporated and the application guide will be developed.
- Contribution to the continentalization process of the outreach of the Centres of Reference and the DesAprender platform, particularly focusing on the development of the continental network of focal points, the main component and propeller for the exchange of experiences and learning.
- Promotion of the integration of additional National Societies in the Global Alliance for DRR.

- Strengthening of the support role in the facilitation of coordination and communication of National Society DRR initiatives in the region.
- Maintenance of the representation role and the commitment to advocate for the improvement in coordination mechanisms for disaster prevention and response between regions (Andean-Southern Cone and Asian Pacific).

Global Agenda Goal 2: Reduce the number of deaths, illnesses and impact from diseases and public health emergencies.

Health and Care Programme

Programme Objective: National Societies are increasing health 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.

Achievements: The health and care programme has continued to provide technical support to National Societies' health departments to strengthen their capacities to work at the community level using harmonized tools, improving management capacities and coordination.

During the second half of 2008 the **Global Alliance on HIV** was launched in three National Societies in South America: Argentina, Colombia and Ecuador. The focus of this three-year initiative is on prevention, care, treatment and support, reducing HIV stigma and discrimination and strengthening capacities, and to improve the impact of actions by focusing on highly vulnerable groups and by strengthening partnerships. The launch of the Global Alliance on HIV in each country took place on 1 December 2008, World Aids Day, which ensured broad media coverage and the participation of NGOs, institutions and groups of people living with HIV (PLHIV) who committed their support to the initiative.

Part of the Global Alliance on HIV is the dissemination of the Code of Good Practices to improve the quality, coherence and incorporation of ethics in National Societies. This process was already underway in the Argentine Red Cross and the Ecuadoran Red Cross. The Colombian Red Cross Society has started strengthening alliances with other partners and started using the Code prevention tools along with 15 other organizations. These processes have strengthened the relationship with the Good Practices Committee in this region, as well as positioning National Societies as references of the Code.

The Global Alliance on HIV allows for efforts to be joined within a continental scope. Currently, the plans of the three National Societies in the region aim to reach approximately 1,200,000 direct and indirect beneficiaries in the next three years. Alliances with other organizations at the national level are being built and the recognition of other institutions such as the Ministries of Health has also been gained as external actors are keen to form part of the Global Alliance on HIV, which will increase the level of social cohesion on HIV and AIDS in each country.

Within the framework of the Global Alliance on HIV, support has continued for the implementation of the Together We Can methodology in the National Societies of Chile and Colombia. The replications of this methodology are increasing the number of peers with capacities to promote the prevention of pregnancies, STI, HIV and AIDS. Additional



Colombian Red Cross Society volunteers at talks on the importance of the use of condoms in preventing STI, HIV and AIDS at the National Volunteering meeting held in Cali in November. **Source: Colombian Red Cross Society**

replications are taking place in six departments in Colombia - Tolima, Valle, Quindio, Cauca, Huila and Bogota - particularly working with schools. In Chile, eight representatives from the regions of Araucanía, Concepción, Valparaiso, Región Metropolitana, Arica y Parinacota and Tarapacá were trained at the national level in order to replicate the methodology at the local level.

The health and care programme promoted and facilitated the formation of a representative group of International Federation members living with HIV in the region, known as RCRC+, and is promoted by the global Federation's HIV and AIDS governance group. It is expected this will make visible an often socially excluded group, reduce stigma and discrimination and increase representativeness and democratization of National Societies. So far four (of the total 13 members globally) Red Cross members PLHIV form part of the group (volunteers and staff) from National Societies in Argentina, Colombia and Ecuador, who expect to recruit further volunteers.

In **community health** National Societies and the Regional Representation have confirmed their commitment to adopting a community-based approach in first aid and health, through First Aid (FA) and Community-Based First Aid (CBFA) initiatives. National Societies' capacities have been mapped to identify and optimize the available resources in the region. During 2008, the Bolivian Red Cross strengthened CBFA capacities through the formation of community health brigades with the direct participation of their community members and use of local capacities. The CBFA initiative has been successful and will continue to be promoted ensuring full participation without discrimination. Also, the National Societies of Argentina, Brazil and Paraguay have carried out First Aid education on healthy lifestyles and injury prevention, helping to build safer and healthier communities. The health programme will continue supporting National Societies, promoting Federation standards and the development of evidence-based guidelines and common tools in first aid and community health that reflect the needs and realities of National Societies and its volunteers.

Mother and child health continues to be promoted and clear improvements have been made by the Bolivian, Colombian, Ecuadorian and Venezuelan National Societies working with the Integrated Management of Childhood Illness (IMCI) strategy, supported by the health programme. The numbers of community trained volunteers have increased and household practices promoted by Red Cross volunteers have focused on child growth promotion and development, disease prevention, home management of illnesses, care seeking and compliance with treatment and advice. Vulnerable communities have improved domestic hygiene, parenting practices, feeding practices for children under five years old and have participated in community child health care activities. As a result, the Red Cross has contributed to reducing the prevalence of common childhood illness and deaths of children under five in the homes and communities where the community IMCI programme has been implemented.

In order to identify valuable experiences and lessons learned in **water and sanitation**, a systematization and evaluation was carried out by the Peruvian Red Cross on water and sanitation interventions during the emergency response to the earthquake operation during 2007-2008. This systematization allowed for the identification of valuable experiences and lessons in order to improve future water and sanitation interventions during emergency response. Based on the recommendations, the RIT training will be revised and improved in coordination with PADRU during 2009.

In the promotion of **voluntary non-remunerated blood donation**, the Club 25 initiative is starting to reach more young people, making them aware of the importance that altruistic blood donation has in other people's lives and for their own healthy lifestyles. During 2008, the National Societies of Bolivia, Brazil, Chile, Colombia, Ecuador and Paraguay implemented the Club 25 initiative with a total of 42 clubs and approximately 3,500 young people now involved. The following activities have been carried out to promote the initiative; courses of youth promoters of the initiative; capacity-building in STI, HIV and AIDS; sexual and reproductive health; drug prevention; camps; walks; cycles and competitions with the aim of creating spaces for young people to meet and get involved in the initiative. The National Societies of Brazil, Colombia and Ecuador received further support from the Finnish Red Cross to improve capacities and increase work with schools and universities. The strengthening of clubs is essential to ensure their sustainability. The National Societies with management capacities in place,

carry out regular activities to promote healthy lifestyles and regularly coordinate with institutions, are those that guarantee the success of the Clubs. The National Societies continue to work with blood banks and Ministries of Health in the promotion of Club 25 and voluntary non-remunerated blood donation. While the total figures of young people recruited are still timid, Club 25 is contributing to the consolidation of youth actions within one initiative and opening up volunteers to contribute to the community through altruistic blood donation.

Health in emergencies has been supported in an integrated way considering prevention, preparedness and response to public health emergencies. The health programme has ensured ongoing technical support to National Societies during the response to the following emergencies, all supported by the Federation's Disaster Response Emergency Fund:

- Dengue and yellow fever outbreak in **Paraguay**: the operation focused on the prevention and control of dengue and yellow fever, and the overall improvement of health conditions of the affected communities to reduce the spread of the infections. Support was provided in the design of the community awareness-raising campaign (coordinated with the Ministry of Health and PAHO) which mobilized 439 people (289 Paraguayan Red Cross volunteers and 150 volunteers from the targeted community) reaching a total of 137,585 families (576,545 people).
- Dengue outbreak in **Brazil**: support was provided to the operation, which focused on the prevention and control of dengue through awareness-raising campaigns in the state of Rio de Janeiro, promoting prevention actions with an integrated and participatory focus at the community level. Trained volunteers carried out campaigns in their own communities and educational centres using communication materials. Coordination also facilitated with the Brazilian Red Cross, the ICRC, the Health Secretariat and the Municipality of Rio de Janeiro.
- Floods emergency in **Bolivia**: support was provided to the Bolivian Red Cross in the preparation of educational campaigns against dengue which showed high rates of incidence during the emergency.

Constraints or Challenges:

- Overall, the low level of funding for the health and care programme is a major challenge which has meant focusing efforts on prioritized areas of work, through specific technical support to National Societies. Considering the diverse actions carried out by National Societies in health and care in South America (HIV and AIDS, voluntary non-remunerated blood donation, community health and health in emergencies) it is essential that the health and care programme can provide the necessary technical support in these areas whilst ensuring a strategic vision to these actions.
- As the continental health coordinator was not in place during 2008, coordination efforts were supported particularly in promoting voluntary non-remunerated blood donation at the national level in coordination with national blood banks, PAHO, and the International Federation of Blood Donor Organizations (IFBDO/FIODS).
- Establishment of one training curriculum in first aid for volunteers at the regional level.
- Strengthening of National Society capacities in epidemic preparedness at the institutional and community levels in coordination with the Ministries of Health and other organizations.
- The inclusion of psychosocial support in National Societies' emergency operations has yet to be carried out as financial resources are limited and there is a need to consider this within disaster risk reduction. The inclusion of psychosocial support during emergency operations will contribute to improved mental health for volunteers and communities affected by disasters.

Global Agenda Goal 3: Increase local community, civil society and Red Cross capacity to address the most urgent situations of vulnerability

Organizational Development Programme

Programme Objective: 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.

Achievements: During 2008 the organizational development setup changed considerably to take into account the challenges of the New Operating Model:

- With the establishment of the new office for the Southern Cone, organizational development support to those five National Societies is now ensured from the new Regional Representation.
- OD as area has received support through a core allocation that allows each of the five regional offices to count on an organizational development officer.
- The new organizational development zone coordinator (previously organizational development manager at the Lima RR) with the direct participation of all the organizational development programme staff in the continent has developed an approach and working mechanisms based on the needs and capacities centred on the existing zonal team. This ensures organizational development support to National Societies at the national level (as before) and support to specific areas across the continent when needed, as already shown in the areas of legal bases and planning/project development support, where the Lima based organizational development officers have supported the Caribbean and Central America Regional Offices. Such a reciprocal mechanism ensures the optimization of expertise and resources and the necessary tailored support to each National Society.
- The restructuring of the programme capacities implied a reduction of human resources within the Regional Representation, which passed from four staff to two. Accordingly, the expected results of the original working plan for 2008 had to be prioritized and revised.

Two concrete initiatives contributed to strengthening **renewed, representative and diverse leadership** amongst National Societies in the region during this period. The second postgraduate diploma on Youth and Society in Latin America took place between March and December, in coordination with FLACSO, Ecuador (the course awards a postgraduate diploma for those students who hold a degree, and exceptionally a certificate for those young participants who do not). 17 of the 20 participants were from five National Societies in South America (Argentina, Colombia, Chile, Ecuador and Uruguay), mostly from branches. The diploma ensured that participants were brought up to date with public policies and current issues faced by youth in the region, and new perspectives and approaches to these were introduced. Participants provided positive feedback and the application of learning in the diploma can be seen with previous graduates as they are more actively involved in youth initiatives in their National Societies, such as the development of micro-project proposals supported by the Finnish Red Cross. Between July and December youth micro-projects were implemented in Argentina, Bolivia, Colombia and Chile. These contributed to the strengthening participatory spaces for youth, Club 25 initiatives, the consolidation of the Together We Can methodology and training of young leaders through information and communication technologies.



Innovative activities contributed to team work, mutual understanding, improved ways of working and strengthened leadership skills. **Source: International Federation.**

Renewed leadership was also promoted in the National Societies of Brazil, Peru and Uruguay, with close Federation support during the recruitment and induction process for the new Secretary General in Brazil, the new Director General in Peru and securing funding for the new Executive Director in Uruguay. Leadership development was also identified as a key need in the potential integrity risk in Ecuador and a tailored programme for the Guayas ERC branch is being developed. In addition, a major change of leadership took place, with support from the International Federation, in the Colombian Red Cross Society, where a new President and two new Vice Presidents appointed a new General Director (previously the relief director).

Despite the departure of the volunteering officer at the beginning of 2008, processes have continued to support **volunteering within National Societies** with the ongoing commitment of the OD team. Two main areas have been strengthened in volunteering within National Societies: volunteer management and volunteering in emergencies.

Volunteer management (including volunteer databases, tools and volunteer management cycle) was strengthened through micro-projects in Argentina, Bolivia, Brazil and Colombia. The micro-projects, supported by the Swedish Red Cross, are in line with the proposal to strengthen volunteering in South America and contribute to Objective N° 12 of the Inter American Plan 2007-2011 as well as the commitment made during the annual volunteering meeting in Chile in 2007. Specific support and advice was provided to the Brazilian Red Cross in the development of the volunteer data base.

Moreover, volunteering in emergencies was also addressed. In October, a volunteering in emergencies meeting took place in Lima, which was organized by the America Zone Office with support from both the Andean and Southern Cone RR. In total, 24 people from 14 National Societies across the Americas participated. Most National Societies in South America seek increased efficiency in volunteer management, to make the work carried out by volunteers more well-known and increase security in the work that they do. The issue of volunteering in emergencies was raised by the CAPRADE Presidency in relation to the need to enhance coordinated training and deployment among the different volunteering organizations: the Red Cross has been requested to take the lead in this process by CAPRADE, and a proposal to ECHO is being prepared centered on this issue.

The Lima RR, particularly the OD area, has continued to provide close support to the Peruvian Red Cross (PRC) and its *integrity case*. The election of a National Transitional Council (NTC) during the PRC National Assembly in October paved the way towards the holding of elections. The PRC membership register needs to be compiled for elections to take place, which are planned for June 2009. In November, the judge overseeing the case also made the decision to discontinue the term of the then judicial administrator and allow the NTC to take on these functions. The General Assembly has cancelled the agreements of the 2005 statutory meetings (the foundation of the legal suit) and requested the judge to call off the judicial intervention as the reasoning behind the legal suit no longer exists. The NTC immediately began the recruitment process for the Executive Director which closed successfully in December 2008 for the person to start functions in January 2009. With new and democratic leadership in place in the PRC, key steps have been made towards the resolution of the intervention process and the full functioning of the National Society in fulfilling its humanitarian mission.

Support in managing integrity risks was also provided to the National Societies in Ecuador (potential conflict of interests with politics by a President of one branch) and Bolivia (misuse of the emblem on state ambulances).

Revision of **legal bases** has continued during this period. Support to the Colombian Red Cross Society in the revision of Statutes has been provided, which will contribute to the incorporation of a code of ethics and integrity committees in Statutes and clearly define roles and responsibilities between governance and management. The Bolivian Red Cross, the Chilean Red Cross, the Ecuadorian Red Cross and the Venezuelan Red Cross are now finalizing or have just finalized the revision of their Statutes. The OD team facilitated the formal comments on Statutes from the Joint Statutes Commission to these four National Societies, in coordination with the zone OD coordinator. The Bolivian and Chilean National Societies proposals include articles in the Statutes giving volunteers full voting rights as active members of the National Society. Overall support provided to National Societies has been ensured in: planning the Statutes revision process, monitoring these processes and analyzing the Statutes of each National Society according to the International Federation's "Guidance for National Society Statutes".

In June, the Americas Zone Office, with support from the Lima RR OD area, organized a course on **accountability** for non-profit organizations including National Societies in the Americas. The course was organized in coordination with AECID and was held in Cartagena de Indias, Colombia. Accountability is a cross-cutting issue: concepts such as transparency, accountability and stakeholders were developed in the course and some challenges were identified by participants:

- Need to involve the entire organization in accountability processes to develop the appropriate organizational culture.
- It is essential to work with all stakeholders.

- Internal accountability within the structure of each organization guarantees improved motivation for human resources and the sustainability of the organization itself.
- It is essential that governing bodies within the organization are involved in this process to ensure the needed drive at all levels.
- Need for a specific accountability policy.

During a **resource mobilization and development** (RMD) meeting organized by the Zone Office, governance representatives from National Societies in the Americas (including Ecuador, Colombia and Uruguay from South America) agreed that the International Federation's Secretariat could play a very important role in facilitating the strategic alliances in order to develop their resource mobilization actions. At the same time, initiatives have started to be developed by National Societies with the support of the Federation, such as a donation to the Argentine Red Cross from Universal Assistance S.A. for health actions. In addition to this, other resources have been accessed through the Latin American network of this company (consisting of over 15,000 travel agencies).

The organizational development (OD) programme also continued to support the integration of National Societies' **planning, monitoring and evaluation processes**, with the strategic planning process as an essential starting point. The Argentine Red Cross approved its 2008-2011 strategic plan after a participatory process that involved all levels in the National Society. Active support was provided in the development of the new Brazilian Red Cross Strategic Plan 2008-2011. The Bolivian Red Cross has completed the participatory evaluation of its 2004-2008 strategic plan as part of the agreement made between the National Society, the International Federation and the ICRC. An analysis of the latest draft version of the Venezuelan Red Cross strategic plan took place in 2008. The Chilean Red Cross finished the participative process of the new strategic plan 2009-2012, with technical support by the Federation from the beginning of the process, which formed part of the agreement between the National Society, the Federation, the ICRC and the Spanish Red Cross. This process was carried out alongside the revision of Statutes through several workshops at the branch level. Support has begun to be provided to the Colombian Red Cross Society for the mid-term evaluation of the 2006-2010 strategic plan.

Now that strategic and operational planning is embedded in the organizational culture of our National Societies, attention is devoted to strengthening **organizational development at the branch level**. The Branch Development Game, originally developed by the International Federation's Myanmar Delegation in 2005, adapted by the OD Zone team for the Americas, allows for participants to discuss the realistic implementation of strategies, planning and programmes in non-threatening way. This initiative was financially supported by DFID and the Finnish Red Cross.

The National Societies of Brazil and Colombia were pre-selected for the 2008 round of **Intensified Capacity Building Fund (ICBF)**. Both proposals were thoroughly prepared involving all levels of the National Societies. In the case of Brazil, the proposal was not approved. However in the case of Colombia, ICBF requested the revision of the proposal by January 2009. Opportunities to strengthen capacities in those National Societies which do not have the minimum capacities required to apply to ICBF were also opened through the Federation's Specific OD Support S.O.S. Fund. The Uruguayan Red Cross was supported in the preparation of the proposal to this fund.

Constraints or Challenges:

Challenges highlighted in the previous period remain for the OD area:

- Internally, the OD area is adapting to a new way of working, with resources focused towards continental OD results. The development of a continental OD plan will be key to make best use of resources for the needs of the membership.
- The need for improved leadership capacities within National Societies remains.
- National Societies need to ensure integrated volunteer development within efficient volunteer management cycles.
- Support for the integrity case of the Peruvian Red Cross continues to be a challenge to guarantee the future of the National Society.

- Resource mobilization is important for National Society development: during the revision of 2008 plans this was one area that was compromised while others had to be prioritised.
- The concept of networks, as it has been implemented to date, must be revised.
- In Brazil, the solution to the financial crisis continues as the biggest challenge for the National Society.

Global Agenda Goal 4: Promote respect for diversity and human dignity, and reduce intolerance, discrimination and social exclusion.

Humanitarian Principles and Values Programme

Programme Objective: National Societies are promoting the Fundamental Principles and Humanitarian Values of the Movement, and the promise of no discrimination and respect for diversity.

Promotion of non discrimination, non-violence and respect for diversity, gender equity and dissemination of fundamental principles and humanitarian values were the key components of the Humanitarian Principles and Values programme for 2008. The 2008 plan was developed with a two year perspective, and outcomes will continue throughout 2009. During 2008 much emphasis has been given to ensuring the Fundamental Principles and Humanitarian Values of the International Red Cross Red Crescent Movement are crosscutting in Regional Representation and National Society plans, as part of a more emphatic approach in the coming years. Subtle attention has been focused on deepening the meaning of the Fundamental Principles within the Red Cross, taking the Fundamental Principles beyond posters on a wall and linking them to everyday activities. This has highlighted previously invisible initiatives that promote principles and values within National Societies.

Achievements: As a step towards promoting interactive self-learning processes in the **promotion of non-discrimination, non-violence and respect for diversity**, a module was developed for the DesAprender virtual learning platform to be used by a wide audience of Red Cross partners and external actors. The module will be incorporated into the new format of the platform during 2009. The module includes a mapping of activities, projects and initiatives developed by all ten National Societies in principles and values. Special emphasis was given to non-discrimination and respect for diversity in order to ensure the inclusion of initiatives broader than the traditional promotional ones. Thus, some of the initiatives that have taken place during the last five years are visible in the map: the work with deaf children in disaster preparedness (Colombia and Venezuela), gender-based violence prevention (Colombia), first aid guidelines in native languages such as Guarani (in Paraguay) and Mapuche (in Chile), business-oriented micro-projects for women (Peru) amongst others. The mapping has been shared with the Americas Zone Office in Panama and with the humanitarian principles and values department in Geneva to ensure a greater understanding of what is being done in the theme of principles and values, where and by whom in the South American region, and to exchange experiences and good practices with other regions. The capacity-building kit is currently in its production phase, 500 booklets and CD's will be distributed by the end of April 2009 to all ten National Societies.

With the revision of Statutes taking place in the National Societies of Bolivia, Chile, Colombia, Ecuador and Venezuela, the process has allowed for increased advocacy for the inclusion of non-discrimination and respect for diversity. National Societies have received feedback from the principles and values officer on the final draft in close collaboration with the OD programme. This has been taken into consideration and is expected to continue with ongoing revision processes.

A regional forum on capacities and vulnerabilities related to migration movements was held in Guatemala at the beginning of April, providing an invaluable opportunity to National Societies (such as Chile, Colombia and Venezuela from the South American region), to share experiences and enhance their capacities. AECID and the Americas Zone actively supported the forum. A national Migration Office was set up in the Venezuelan Red Cross, and it organized a national workshop for five days on migration in October in Zulia near the Colombian border, to give follow up on the topic of migration. This workshop provided the opportunity to know the important work the VRC does in migration issues,

and the difficult conditions they face to advocate for the rights and respect of dignity of people affected by the internal conflict in Colombia, such as those displaced, and also indigenous and afro-Venezuelans.

Initial steps have been made for the more profound inclusion of principles and values in disaster management. In this sense, the principles and values area developed a checklist showing specific needs of vulnerable people and was shared with the Federation's PADRU. Improvement in this area is expected, further strengthened with support from National Societies' volunteers who work in emergencies. During the volunteering in emergencies meeting in Lima the checklist and the DesAprender Principles and Values module were discussed and the content was enriched with valuable comments from the participants. The need to have information on the living conditions of especially vulnerable people before a disaster or emergency occurs was one of the conclusions of this exchange, as was the need to incorporate principles and values in everyday programmes.

In the **promotion of non-violence** a focus group on violence prevention was organized in June, as a first step towards the development of a regional strategy, with participation of ICRC and the support of the Spanish Red Cross. The resulting document has contributed to the planning of a global strategy on violence prevention led by the principles and values department in Geneva, which is expected to be ready by the end of 2009.



Participant from Uruguayan Red Cross at the workshop to incorporate gender in community social development interventions.
Source: International Federation

During 2008, the project for the prevention of gender-based violence, originally planned and committed to continue in Rosario de la Frontera in Argentina, was cancelled after the National Society withdrew due to the lack of capacities at the local level as the coordinator resigned. A practical solution was found with the Colombian Red Cross Society, which showed strong interest and capacities working in gender-based violence. The current project is based in the south-west of Colombia, and is being led by the national health department with the active participation of the youth department. This experience highlighted the effectiveness of incorporating principles and values projects within programmes and the need to continue promoting the incorporation of non-discrimination and respect for diversity in all National Societies programmes, activities and projects in a cross-cutting way.

Technical support was provided to the Colombian Red Cross Society national volunteers' meeting, which in 2008 had an emphasis on equity, gender and humanitarian action. Copies of the gender handbook developed by the International Federation (2005) were given and comments were provided on the meeting agenda. The "vaccination against violence" strategy, developed by this National Society to raise

awareness amongst staff, governance and volunteers on violence prevention, was actively shared with participants at this meeting. Based on the success of this strategy, it is hoped that it can be replicated in other National Societies in the region as a simple, fun, cost-effective strategy to engage with.

Gender and ethnic studies related to vulnerability have been developed for the promotion of **gender equity**, as part of the Gran Chaco disaster risk reduction initiative (supported by DIPECHO). The Bolivian Red Cross gathered information about traditional and indigenous knowledge, applicable to disaster preparedness. Ongoing technical support has been ensured in developing the terms of reference for the study and reviewing the final draft. Once finalized the study will be posted on DesAprender.

Incorporating gender in community social development interventions was the aim of the workshop organized in November by the Argentine Red Cross and the International Federation with support from the Spanish Red Cross. More than 30 participants from Central and South American National Societies (from governance and management) worked together on diverse issues such as: a historical review of the concept of gender; gender roles and relations; operational tools for the integration of gender in social interventions; gender, language and communications; violence against women and experiences of National Societies in the field. A call was made by the principles and values department Secretariat for contributions to the revision of the Federation's gender policy. Some of the issues highlighted to be taken into account for this revision include moving from the promotion of only gender equality to enabling equal opportunities for men and women, participation in governance and decision making, gender accountability, and gender capacity-building. This regional meeting proved to be important for the exchange of experiences and a second workshop to incorporate gender approach in social projects is expected to take place.

Constraints or Challenges:

New collaboration with the area is needed. A way of dealing with this challenge is looking for resources for National Society projects both from external sources and in-country donors. Some progress has been made in Colombia, but there is still much to be done.

Focal points for principles and values were identified in most National Societies except for Argentina, Brazil and Uruguay. Differently from previous years, focal points have been appointed because of their particular interest, or their work on issues such as gender, international humanitarian law or migration.

Empowering women and promoting gender equality, Goal 3 of the Millennium Development Goals (*Promote gender equality and empower women*), remains to be achieved within National Societies. The Federation's gender policy is to be revised, and the Argentine, Colombian and Ecuadoran National Societies have expressed their interest in developing gender policies of their own. This work will be carried out on 2009, and discussion groups in National Societies are being encouraged. Participatory community tools with a focus on gender equality have not yet been adapted. The workshop held in Argentina – where a manual developed by the Spanish Red Cross was presented - and the project currently under development by the Colombian Red Cross Society, will facilitate the drafting of tools.

The discontinuation of the gender-based violence project in Argentina was a disappointment but it highlighted the need for local capacities to ensure the sustainability of initiatives at the local level. The Argentine Red Cross is interested in developing a gender and diversity programme in which these initiatives can be included, ensuring their sustainability. Additionally, initiatives can be promoted within other programme areas in a crosscutting way to ensure their sustainability.

Working in partnership

During 2008 several of the partnership processes started in recent years were consolidated, while new elements were announced by the Zone office as cornerstones of the New Operating Model (e.g. thematic holder).

Within the Red Cross and Red Crescent Movement, the contacts with the four ICRC offices was quite fruitful in Bogota, Buenos Aires, and Lima, and less so with the Caracas office. In Colombia the Cooperation Agreement Strategy (CAS) process has progressed despite the difficulties in the first half of the year due to the internal leadership situation; and the Movement coordination mechanism, made up of two levels (the Directive committee where the CRCS, the ICRC and the International Federation are represented, and the Executive Committee enlarged to the PNS) has already taken decisions such as the signature of a tripartite agreement and the future establishment of a specific pre-agreement on disasters. Three of the four PNS present in Peru have signed an integration agreement that legally hosts them under the umbrella of our Federation Status agreement. In addition ongoing coordination has been ensured within the framework of the earthquake operation in Peru (see below for details).

In an attempt to align Red Cross disaster risk reduction initiatives in South America, the VI call for interest from DIPECHO was coordinated by the Federation as National Societies and PNS showed their appreciation for this role and support. The DIPECHO V project served to facilitate access of the Southern Cone to DIPECHO funds and to position the National Societies as key actors in the inter-institutional arena through their lead role in the action plan.

Movement cooperation in disaster management was also addressed by the DM Reference Group, PNS working in the Americas and the ICRC, who all agreed through concrete actions to improve this area during 2009, including a particular focus on shelter.

The mature relationship with CAPRADE, of which the Federation is de facto permanent observer, allowed for two significant contributions in 2008:

- Support, together with PAHO, for the creation of a handbook for Ministries of Foreign Affairs in case of disasters. This handbook identifies common criteria to be followed for mutual support.
- The approval of the Strategy for Disaster Risk Reduction and Emergency Preparedness and Response in the Asia – Pacific region for 2009-2015 for the 21 APEC economies, which the Lima Regional Representation supported and facilitated with CAPRADE.

CAPRADE has also requested the Red Cross to lead the work on volunteering in emergencies and to be a relay with MERCOSUR on common issues. This in turn represents a golden opportunity for future support to the DRR agenda, since MERCOSUR has shown increasing interest in developing a coordination mechanism among civil defences.

Partnerships with the academic world have been strengthened. Ongoing work with FLACSO has ensured added value, particularly in relation to the diploma on youth and society, providing Red Cross volunteers and staff with academic training and solid understanding of the context and in developing research on issues related to the Red Cross with a renowned academic institution. The partnership with the Pontificia Catholic University of Peru has strengthened initiatives to improve housing conditions in the Andes and land tenure issues in the Peru earthquake operation.

Contacts with Economic Commission for Latin American and the Caribbean (ECLAC) were renewed, and it is hoped that a partnership agreement can be signed soon. Contacts with UNDP, OCHA, UNICEF, UNAIDS and PAHO have increased, and in some cases resulted in effective interagency work, as in the case of the establishment of the Humanitarian Network in Peru.

The initial partnerships with the Ministries of Health, PAHO, and the contacts with EUROsociAL² and Rotary Club on voluntary non-remunerated blood donation initiatives and Club 25 hint at the possibility of scaling up this programme both at the national and regional level, approaching new partners from the media, the private sector, foundations and cooperation agencies.

The earthquake operation in Peru has led to new interesting partnerships through the reconstruction and resilience strengthening programme, relevant for the shelter agenda, with Red Cross Movement partners such as the the American Red Cross, the Belgian Red Cross – French speaking community – the German Red Cross and the Spanish Red Cross. External partnerships have been strengthened with the PUCP, the Canadian International Development Agency and the Canadian Red Cross, PREDES, the Centre for Information, Documentation and Population Advice (Centro de Información, Documentación y Asesoría Poblacional - CIDAP), Emergency Architects, and potential contacts to be followed upon with COSUDE, CARE international and the GTZ. Working in partnership with the private company, Telefónica, has also continued and led to further support for the Peruvian Red Cross in disaster preparedness.

Contributing to longer-term impact

² EUROsociAL in a technical cooperation initiative from the European Commission that seeks to promote social cohesion in Latin America through the exchange of experiences between public entities. For more information please visit: www.programaeurosocial.eu/

In 2008 the regional representations in South America (the Regional Representation for Andean Countries and the Regional Representation for Southern Cone countries and Brazil) prioritized support to the ten National Societies of the region with increasing commitment to working with vulnerable communities while adapting to the changes brought about by the New Operating Model. It has done so balancing reduced resources and clearer needs of support by the National Societies in an efficient way, but always aiming at building sustainable processes that enhance longer term impact:

- **Better context analysis:** the study of the Americas carried out by the Complutense Institute for International Studies for the XVIII Inter-American Conference in Guayaquil was shared with all National Societies for improved context analysis of future trends. The recommendations from the renewed analysis of National Societies (the previous one dating from 1995) were used as a tool for better focus and constitute an updated baseline for work to be carried out in the coming years.
- **Focus on capacity-building:** support is clearly devoted to building capacities in the National Societies alongside the Membership Services of the Federation of the Future. It is the National Societies themselves that scale up programmes in favour of vulnerable communities.
- **Improved needs-based planning:** the planning process for the period 2009-2010 included a consultation process with the member National Societies on their priorities for the next period. In three National Societies a participatory planning process between National Societies and the Federation took place focusing on the needs of the National Societies for assistance and support from the Federation Secretariat, to be gradually extended to eight National Societies in 2010-2011.
- **Proactive integrity risk management and intervention:** besides the leading role in driving the process towards the solution of the Peru integrity case, the Lima RR has actively and effectively supported two more National Societies in the management of their integrity risk situations.
- **Knowledge management:**
 - The virtual learning platform DesAprender, set up by the community risk reduction programme, was further developed to share experiences, tools and mechanisms to generate learning and optimize disaster risk reduction, and has been promoted amongst Red Cross actors and external risk reduction practitioners. It was widely used by decision-makers of the 21 economies of APEC in the formulation of the Strategy for disaster risk reduction.
 - As part of the DIPECHO V project, the National Societies of Argentina, Bolivia and Paraguay are contributing to the registration of previously unrecorded information on disasters in the Gran Chaco region for the regional DesInventar database, contributing to transboundary and inter-institutional learning.
 - The promotion and application of Sphere standards took place at a Training of Trainers Sphere course hosted by the Venezuelan Red Cross and organized by the Federation and the Italian Red Cross
- **Building relations with the academic world:**
 - The fourth successful year of intensive collaboration with a renowned postgraduate academic institution (FLACSO) with tailor-made postgraduate distance learning diploma courses for health professionals, for health and DM professionals, and for youth leaders.
 - Two initiatives with the renowned PUCP in Peru: the first on improving housing conditions in highlands, the second on land tenure issues in the aftermath of the earthquake.
- **Advocacy:** inclusion of a Disaster Risk Reduction Strategy in the APEC leaders' agenda.

Looking ahead

With the implementation of the New Operating Model, the Secretariat is getting closer to its membership and its needs in order to support it better to achieve our common mission. The step towards country plans clearly focused on the needs of the National Societies is a critical step in this direction, which needs to be followed, expanding it to the ICRC and the PNS and establishing the basis for CAS-type coordination processes around the needs of a given National Society. The first step towards being closer to our National Societies with the opening of the new Regional Representation for the Southern Cone is another example. As mentioned in the feasibility study carried out in relation to the opening of the new office, further decentralization will be considered in future.

As mentioned in previous reports, the strategic positioning of the Federation in South America is positive, and there are many opportunities to provide support for scaling-up of humanitarian activities of the membership in the region. As an example, the intensive relationship developed with CAPRADE has allowed for high-level advocacy with APEC, and has provided a point of contact with MERCOSUR and their request to develop a regional mechanism of coordination in disaster risk reduction. This, in turn, is helping strengthening the positioning of the five National Societies as key actors in disaster risk reduction in their respective countries. The interest of ECLAC, based in Santiago de Chile, to establish a stronger relationship with the International Federation and formalize it through an agreement, or the interest of the Inter-American Bank and the private sector to investigate new ways of working together are all opportunities to enhance our membership work with vulnerable communities.

During 2009 the integrity case of the Peruvian Red Cross will finally come to an end with new elections. The learning generated by this case is being gathered and will be shared with the Compliance and Mediation Committee of the Federation. Again during 2009 the CAS process in Colombia will be signed, and a specific tripartite pre-agreement in case of disasters is expected to be adopted. There will be eight country plans based on explicit needs of these National Societies, and the last two National Societies will be included in country planning in 2010. In the same period, the majority of reconstruction activities relating to the Peru earthquake of 2007 will come to an end, and the learning generated on shelter and its necessary coordination mechanisms will feed into the overall shelter agenda.

How we work	
<p>The International Federation's activities are aligned with its Global Agenda, which sets out four broad goals to meet the Federation's mission to "improve the lives of vulnerable people by mobilizing the power of humanity".</p>	<p>Global Agenda Goals:</p> <ul style="list-style-type: none"> • Reduce the numbers of deaths, injuries and impact from disasters. • Reduce the number of deaths, illnesses and impact from diseases and public health emergencies. • Increase local community, civil society and Red Cross Red Crescent capacity to address the most urgent situations of vulnerability. • Reduce intolerance, discrimination and social exclusion and promote respect for diversity and human dignity.
Contact information	
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International Federation of Red Cross and Red Crescent Societies

MAA46001 - South America

Annual Appeal Report

Selected Parameters	
Reporting Timeframe	2008/1-2008/12
Budget Timeframe	2008/1-2008/12
Appeal	MAA46001
Budget	APPEAL

All figures are in Swiss Francs (CHF)

I. Consolidated Response to Appeal

	Goal 1: Disaster Management	Goal 2: Health and Care	Goal 3: Capacity Building	Goal 4: Principles and Values	Coordination	TOTAL
A. Budget	1,352,926	645,727	546,447	169,696	575,922	3,290,719
B. Opening Balance	12,535	104,801	379,582	12,614	12,356	521,888
Income						
<u>Cash contributions</u>						
British Red Cross		20,535	-20,535			0
Capacity Building Fund			-9,810		46,689	36,879
DFID Partnership grant	223,748					223,748
ECHO	-15,122		-229,448			-244,570
Finnish Red Cross	10,424	6,105	19,244		0	35,773
Finnish Red Cross (from Finnish Government)	59,069	34,592	107,046		0	200,707
Italian Red Cross					30,679	30,679
Norwegian Red Cross		-20,535	20,535			0
ProVention			59,878			59,878
Spanish Red Cross			198,713		64,915	263,628
Swedish Red Cross				32,081		32,081
Swedish Red Cross (from Swedish Government)		281,575	-18,476	40,012	306,885	609,996
Unidentified donor	-1		-1,772			-1,773
C1. Cash contributions	278,119	322,272	125,375	72,093	449,168	1,247,027
<u>Outstanding pledges (Revalued)</u>						
DFID Partnership grant	224,347					224,347
ECHO	361,414	0	272,814			634,228
Italian Red Cross					-29,934	-29,934
Swedish Red Cross (from Swedish Government)		101,915				101,915
C2. Outstanding pledges (Revalued)	585,761	101,915	272,814		-29,934	930,556
<u>Inkind Personnel</u>						
Finnish Red Cross	74,400					74,400
Spanish Red Cross					73,367	73,367
Swedish Red Cross					102,000	102,000
C4. Inkind Personnel	74,400				175,367	249,767
<u>Other Income</u>						
Miscellaneous Income					21,437	21,437
Services					37,626	37,626
C5. Other Income					59,063	59,063
C. Total Income = SUM(C1..C5)	938,280	424,186	398,189	72,093	653,664	2,486,413
D. Total Funding = B + C	950,815	528,988	777,771	84,707	666,020	3,008,301
Appeal Coverage	70%	82%	142%	50%	116%	91%

II. Balance of Funds

	Goal 1: Disaster Management	Goal 2: Health and Care	Goal 3: Capacity Building	Goal 4: Principles and Values	Coordination	TOTAL
B. Opening Balance	12,535	104,801	379,582	12,614	12,356	521,888
C. Income	938,280	424,186	398,189	72,093	653,664	2,486,413
E. Expenditure	-966,831	-359,066	-378,525	-57,256	-446,557	-2,208,234
F. Closing Balance = (B + C + E)	-16,016	169,922	399,246	27,451	219,463	800,066

International Federation of Red Cross and Red Crescent Societies

MAA46001 - South America

Annual Appeal Report

Selected Parameters	
Reporting Timeframe	2008/1-2008/12
Budget Timeframe	2008/1-2008/12
Appeal	MAA46001
Budget	APPEAL

All figures are in Swiss Francs (CHF)

III. Budget Analysis / Breakdown of Expenditure

Account Groups	Budget	Expenditure						Variance
		Goal 1: Disaster Management	Goal 2: Health and Care	Goal 3: Capacity Building	Goal 4: Principles and Values	Coordination	TOTAL	
A		B						A - B
BUDGET (C)		1,352,926	645,727	546,447	169,696	575,922	3,290,719	
Supplies								
Construction - Housing		383					383	-383
Construction - Facilities/Infrastruc		382					382	-382
Construction Materials		15,330					15,330	-15,330
Clothing & textiles		1,398					1,398	-1,398
Water & Sanitation		255					255	-255
Medical & First Aid		4,792	458			12,100	17,351	-17,351
Teaching Materials	200,242	6,597	2,160				8,757	191,485
Utensils & Tools		1,757	795				2,552	-2,552
Other Supplies & Services	115,902	31					31	115,871
Total Supplies	316,144	30,925	3,413			12,100	46,439	269,705
Land, vehicles & equipment								
Computers & Telecom	17,878	1,846					1,846	16,032
Office/Household Furniture & Equipm.		4,113			322		4,436	-4,436
Medical Equipment	4,932							4,932
Others Machinery & Equipment	64,575							64,575
Total Land, vehicles & equipment	87,385	5,959			322		6,281	81,104
Transport & Storage								
Storage		436					436	-436
Distribution & Monitoring		127					127	-127
Transport & Vehicle Costs		16,828	2,102	480	181	96	19,687	-19,687
Total Transport & Storage		17,392	2,102	480	181	96	20,250	-20,250
Personnel								
International Staff	433,823	98,505				263,813	362,318	71,505
Regionally Deployed Staff				-1,728			-1,728	1,728
National Staff	267,075	41,546	89,525	96,162	46,408	55,290	328,930	-61,855
National Society Staff	78,181	165,851	31,573	20,880	5,631	25,948	249,883	-171,701
Consultants	172,655	83,107	1,375	20,535	650	3,018	108,686	63,969
Total Personnel	951,734	389,010	122,472	135,849	52,689	348,069	1,048,089	-96,355
Workshops & Training								
Workshops & Training	1,000,432	259,133	42,522	109,197	1,091	4,069	416,011	584,421
Total Workshops & Training	1,000,432	259,133	42,522	109,197	1,091	4,069	416,011	584,421
General Expenditure								
Travel	288,329	88,335	16,436	47,396	2,731	31,480	186,378	101,951
Information & Public Relation	111,220	65,327	20,039	25,394	3,277	177	114,214	-2,994
Office Costs	126,589	73,478	9,279	8,393	1,471	5,363	97,984	28,605
Communications	54,320	24,076	4,035	10,866	1,610	11,245	51,833	2,487
Professional Fees	9,650	5,069	664	14,375		9,146	29,253	-19,603
Financial Charges	62	29,353	17,870	12,420	4,320	9,000	72,962	-72,900
Other General Expenses	138,799	542	15,169	43,933		20	59,664	79,135
Total General Expenditure	728,969	286,179	83,492	162,778	13,408	66,431	612,288	116,680
Programme Support								
Program Support	206,055	58,703	23,746	25,640	3,722	17,627	129,438	76,617
Total Programme Support	206,055	58,703	23,746	25,640	3,722	17,627	129,438	76,617
Operational Provisions								
Operational Provisions		-80,470	81,318	-55,418	-14,158	-1,834	-70,562	70,562
Total Operational Provisions		-80,470	81,318	-55,418	-14,158	-1,834	-70,562	70,562
TOTAL EXPENDITURE (D)	3,290,719	966,831	359,066	378,525	57,256	446,557	2,208,234	1,082,485
VARIANCE (C - D)		386,095	286,661	167,923	112,440	129,365	1,082,485	