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Europe Zone Office Annual Report 2013

 International Federation
of Red Cross and Red Crescent Societies

MAA65001

30 April 2014

**This report covers
the period
from 1 January 2013
to 31 December 2013.**

*Bed of a homeless person. Italian Red Cross
volunteers are helping homeless people in
Milan by checking in with them and offering
some basic food.
Photo: Jarkko Mikkonen/Finnish Red Cross*



Overview

With 53 National Societies, from the Atlantic Ocean to the borders of China, the Europe Zone is very diverse, and there are huge differences when it comes to the level of development and self-reliance. Some National Societies are still very much dependent on external funding, and the sustainability of their programmes and their overall organisation can often be questioned. In the given context, after a long-lasting economic crisis, we have more and more National Societies who are undergoing a major crisis that is triggered by the crisis itself, but the root causes are traced back to the past when the necessary organisational changes had not been undertaken. The traditional way of thinking that only National Societies in transition countries are underperforming is not true any more. The situation is more complex than that. Some of the National Societies in our region are in the middle of the implementation of their planned change processes (Italy and Ireland, for instance) and some others are embarking on a painful journey just now (Greece). Tailored support and individual approach have been the working philosophy of the Secretariat of the International Federation of Red Cross and Red Crescent Societies, and it will continue to be like this.

There is still an interest in the Organizational Capacity Assessment and Certification Initiative (OCAC) as a self-assessment tool with the possibility to plan more focused Organizational Development interventions and development plans within the NSs in the Europe Zone. To date, 17 NSs have undergone the self-assessment process in Europe and the majority have either developed or are in the process of developing a plan of action linked to the OCAC outcomes.

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

After several years of recession, the European economy is continuing to stabilize and return to gradual growth. However, the growth in GDP and employment is slow, uneven and still fragile, and this recovery will bring little hope for the jobless, since unemployment in Europe is expected to stay at 12 per cent in 2014. Most alarming

are the figures for youth unemployment. The consequences of the economic crisis will still be felt for long especially by the population and the small and medium size enterprises, but also by our donors and back donors: the governments and the large corporations.

The crisis in Syria affecting neighbouring countries and also countries beyond the region does not seem to ease. Turkey alone hosts approximately 800,000 Syrian refugees, among whom, according to the Turkish government and the Office of the UN High Commissioner for Refugees, 400,000 live outside the camps. Among the more than two million Syrians having fled from their homeland to countries in the region, women and children make up three quarters.

In Bulgaria, the flow of asylum seekers from Syria has increased rapidly up to more than 10,000 persons since August 2013. The developing crisis has greatly challenged the existing state mechanism of the country and increased the level of engagement of the Bulgarian RC. The deepening Syrian crisis also causes an influx of refugees in Armenia, where approximately 10,000 Syrian refugees were residing as of December 2013.

In Ukraine, anti-government protests organised by opposition parties as well as non-partisan groups were taking place continuously from 21 November 2013, when the President of Ukraine abandoned plans under pressure from Russia to realign the country closer to Europe. Incidents of localised violence occurred on several occasions in late November and early December. The political unrest in Ukraine created new vulnerabilities but increased the role and visibility of the Ukrainian RC. The December 20-22 visit to Kiev of the new IFRC Vice President, Mr Francesco Rocca, and the intensive work between the EZO and the URCS served as a good example of Movement cooperation and support by the IFRC.

With the growing needs and shrinking donor base, many National Societies in Europe and Central Asia which have been beneficiaries of external humanitarian aid, are struggling to continue with the programs they have been involved in over the past years. TB, HIV and community based health programs are some of those which have been impacted most. Due to this challenging situation National Societies in Eastern Europe and Central Asia are to start exploring opportunities for untraditional or multilateral donors supporting development, such as the Global Fund to Fight HIV, TB and Malaria, the European Commission's DG Development Cooperation and others. According to WHO, mental health has been the area that is most sensitive to economic changes. A long-term decline in suicides in the European Union reversed in 2013, with an increase concentrated on men of working age.

In 2013, the Humanitarian Diplomacy Unit (HDU) finalized and launched the report "Think differently" about the humanitarian impact of the on-going economic crisis in Europe. The official launch was held in Rome, Italy, followed by a presentation in Budapest to the diplomatic community and press. In addition to the economic crisis review project, the HDU started a communication capacity building pilot project providing long-term strategic, structural and skills-training support to interested National Societies. The IFRC president visited two countries in Europe (Hungary and Poland) in September 2013, meeting local decision-makers, National Societies and diplomats. In preparation for the upcoming 9th European Regional RCRC Conference (9th ERC), a consultative meeting was held with interested European Zone National Societies in Sydney, Australia, during the statutory meetings on the six planned Workshops of the 9th ERC. Further negotiations were conducted on the partnership agreement and induction with the Central European University at EZO, for their participation in the background research for two of the six workshops at the 9th ERC (3-6 June, 2014, Florence, Italy). Migration and anti-trafficking issues were also highlighted in the HDU's advocacy work on behalf of the IFRC Europe Zone Office.

Working in partnership

The key stakeholders for the IFRC Europe Zone comprise the beneficiaries of the health and care and other long term programmes as well as communities affected by, or at risk from, natural and man-made disasters; Red Cross / Red Crescent Movement partners representing the European National Societies and other participating National Societies working internationally in Europe and the International Committee of the Red Cross (ICRC). Other partner organizations include Governments in Europe and overseas; multilateral international institutions; humanitarian community actors including the UN and INGOs and private sector organisations engaging in corporate social investments.

The following major Movement partners are contributing to the Europe Zone projects and programmes either on a bilateral basis or through the regional and country offices of the International Federation of Red Cross and Red Crescent Societies (IFRC): American RC, Belgian RC (Flanders), British RC, Danish RC, Finnish RC, German RC, Icelandic RC, Italian RC, Irish RC, Japanese RC, Netherlands RC, Norwegian RC, Spanish RC, and Swedish RC. Significant support is coming from external partners and donors such as the European Commission, the United Nations Office for the Coordination of Humanitarian Affairs (UNOCHA), the UNFPA, the World Health Organization (WHO), the Global Fund to Fight AIDS, Tuberculosis and Malaria (the Global

Fund), the Deutsche Gesellschaft für Internationale Zusammenarbeit, DFID, USAID / OFDA, and corporate organizations such as the Coca Cola Company, the Eli Lilly Foundation, the Lebara Foundation and the Velux Foundation.

In addition to networks such as ERNA and ENDOV, further partners are listed in the respective country level annual reports on the implementation of the IFRC Long Term Planning Framework. On behalf of the National Societies assisted and the beneficiaries reached, the IFRC Europe Zone Office would like to thank all donors and partners for their generous support and constructive cooperation.

Progress towards outcomes

Business line 1: “To raise humanitarian standards”

Outcome: Uplifted thinking that inspires and underpins our services to maintain their relevance in a changing world, along with increased magnitude, quality, and impact.

Europe Zone Outputs:

1.1 Promotion and engaging of NSs in the revised commentary on the Fundamental Principles by organizing relevant discussion platform.
1.2 National Societies across Europe enrol in the Federation-Wide Databank and Reporting System and are assisted by EZO technical team upon request.
1.3 National Societies pilot and participate in the Organisational Capacity Assessment and Certification (OCAC) mechanism
1.4a Support is provided to National Societies in order to facilitate the establishment of learning and research partnerships and contribute to build an international academic network for education, training, knowledge-sharing, and research based on accumulated Red Cross Red Crescent experience.
1.4b IFRC online learning platform is promoted. IFRC and NS staff are encouraged to attend relevant courses, which can contribute to enhance their professional mastery and personal development.
1.4e Wider EZ and NS staff participating in Red Talks.

Measurement			
Indicators	Baseline (BL)	Annual Target ^[1]	Year to Date Actual
1.1a # NS the revised commentary is shared with	N/A	6	Subject to progress in the revision of the Fundamental Principles.
1.1b # of trainings and thematic sessions through which the dialogue is facilitated	N/A	4 trainings in NS	Subject to progress in the revision of the Fundamental Principles.
1.2a # NS that provide the minimum set of information (audited annual reports & strategic plans).	34	40	45
1.3a # NS participated in OCAC self assessment.	6	10	17
1.3b # NS participated in OCAC peer review.	0	2	
1.4a # new collaborations with academic partners.	0	2	2
1.4b # users (self-registered & licensed) of the IFRC learning platform / learning passport.	600	800	43,967 NSs' volunteers and staff
1.4c % completion rate of Red Cross Essentials course.	30%	35%	58%
1.4e # Red Talks with attendance over 20 people (live/online).	10	20	1

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

Comments on progress towards outcomes

The National Societies of Kyrgyzstan, Kazakhstan, Romania and Poland have finalised the work on their plan of action linked to OCAC recommendations.

Assistance was provided to Romanian Red Cross and recommendations given on the already developed Plan of Action / Strategy of the NS that addresses all shortcomings / deficits identified during the OCAC exercise. The Polish Red Cross has developed a plan of action along OCAC findings and recommendations and they requested support in establishing sequences and priorities of planned actions / activities.

In 2013 the Europe Zone Office actively promoted learning and knowledge sharing tools and opportunities by disseminating the related information through different networks, channels and platforms across National Societies and Red Cross Red Crescent Networks. As per December 2013, the number of self-registered users of the IFRC Learning Platform from Europe and Central Asia exceeded 46,900, with 43,967 self-registered users of the IFRC Learning Platform being staff/volunteers of Europe Zone National Societies. The target for 2013 (1000 new self-registered users) was achieved and over-fulfilled, nevertheless there are still relevant differences among National Societies in the number of self-registered users.

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

Business Line 2: “To grow Red Cross Red Crescent services for vulnerable people”

Outcome: Increased share of consistent and reliable Red Cross Red Crescent action in support of communities affected by disasters and crises.

Europe Zone Outputs:

2.1a EZ reviewing and addressing development needs in regard to the NS level of preparedness and readiness for contingent deployment to respond to disasters
2.1b Number of qualified RDRT members increased, network and roster developed and maintained. RDRT members are trained and have refreshed their knowledge.
2.1d NSs assisted in exploring possibilities and advocating for partnership with relevant partners, ministries, civil defence, and private sector.
2.1e National DP/DR and contingency plans are prepared, updated and support for contingency planning and preparedness is provided
2.1f Cooperation to promote IDRL; dissemination of laws, rules and principles is strengthened, knowledge of, and legal preparedness for, disasters is improved.
2.1g Beneficiary participation during the assessment phase and inclusion of beneficiary satisfaction surveys as an integral part of all operations is increased.
2.1h Support provided to NSs through regular programming and upon request, based on own developed DR/DP plans.
2.1i The response activities of NSs in the Europe Zone better meet older people`s needs when a disaster strikes
2.1j Disaster management database is regularly updated by National Societies
2.2a EZ NSs more familiar with DREF mechanism, and supported adequately in the process.
2.2b Emergency appeal coverage includes wide Federation contributions
2.2f RDRT are more involved and deployed in disasters as first support.
2.2g Implement Federation-wide reporting, where applicable.
2.2h Promotion and wide usage of the revised Principles and Rules for Disaster Relief
2.2i National Societies have developed their own Code of Conduct re security management
2.2j Climate change adaptation practices are being disseminated. NS encouraged participating in the programme. Pilot programmes are further rolled out.
2.2k Budgeting and implementing international disaster operations with an HD component

Measurement			
Indicators	BL	Annual Target	Year to Date Actual
2.1a % of NS with national disaster response assets meeting minimum standards which are available and deployed	60%	70%	65%
2.1b % of NS using standardised regional response assets	75%	80%	80%
2.1c % of NS meeting criteria for good staff and volunteer response capacity	51%	60%	65%
2.1d # partnerships with external actors which support increased share of RC/RC action in disaster management.	N/A	35	7
2.1e # NS with contingency plans in place.	10	11	21
2.1f % of new disaster management projects of NSs in compliance with IDRL	40%	50%	
2.1g % emergency operations with beneficiary participation/communications built in programmes and services.	N/A	50%	50%
2.1h % of NSs that receive the needed technical support	N/A	50%	50%
2.1i % of satisfaction rate in beneficiary surveys among older people	N/A	60%	60%
2.2a % of NS using regional / intl. / national disaster response tools	65%	70%	70%
2.2c Amount in CHF of Emergency Appeal & DREF operations combined	3.5 m CHF	No Target	2.5 m CHF within DREF + 44.5 m CHF under Turkey EA
2.2di % CHF growth of DREF allocations	29%	No Target	No Target
2.2dii # of operations supported by DREF	17	No Target	18
2.2f # of Notified Events where RDRT resources were used.	3	3	2
2.2j # of NSs adapting climate change practices	13	15	15

Comments on progress towards outcomes

In 2013, medium scale climate-related disasters affected a number of European and Central Asian countries. In 2013 the total number of DREF supported operations in Europe and Central Asia was 18 in the amount of CHF 2,254,446 assisting 114,429 people.

A DREF evaluation mission took place to Georgia in the period of October 2013 including a desk review of the operations related to the documentation of the DREFs and interviews with stakeholders in the Georgia RC Headquarters.

In October-December 2013 the IFRC's Almaty, Bishkek and Dushanbe offices took an active part in preparing a Disaster Risk Reduction proposal for DIPECHO-8 in close cooperation with the German RC, Central Asian National Societies, EZO and a consultant hired by the RCRC partners. In December 2013 the IFRC Almaty office and the German RC organized a meeting for five National Societies including Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan to discuss the details of the content and budgets of the proposal. At the same time a similar exercise was executed in Armenia and Georgia for the same ECHO Humanitarian Implementation Plan (HIP) in close cooperation with the Danish and Austrian RC.

In 2013 the Turkey Population Emergency Appeal was revised twice and tailored support to the Turkish Red Crescent was provided by EZO.

A workshop on Beneficiary Satisfaction Surveys was organized between 25 and 27 November 2013 by the IFRC EZ Office in Budapest, co-facilitated by Geneva. The workshop was set up in line with the initial purpose to improve the quality of the implemented operations and to use the beneficiary satisfaction surveys as a two-

way communication instrument. Representatives from Central Asia, Southern Caucasus and South Eastern Europe, IFRC Africa Zone Office and MENA Zone Office were among the participants.

With funding support from Norwegian MOFA, the Europe Zone facilitated the participation of the Montenegro Red Cross in a `Participatory-Video on Community-based Climate Change Adaptation and Preparedness` project. The aim of the participatory-video (PV) to empower and facilitate selected community members to document practical examples of climate change adaptation and preparedness undertaken in their local areas from their own perspectives.

In close and continuous cooperation with the EZ Communication unit, prompt and ad hoc DM communications and media support has been provided to EZ National Societies to profile their leading role in disaster management and crises both within the IFRC and with the media.

The EZ Disaster Management Coordinator represented IFRC at the Restoring Family Links Annual Meeting of the RC European Tracing Services and conducted a session and a working group related to RFL and Disaster Management.

In the reporting period the Russian RC significantly improved its disaster response capacity that was demonstrated during the floods disaster response operation in the Far East. IFRC provided overall coordination of the operation and necessary technical assistance to the National Society.

In Kosovo the Red Cross Organization held a training course in order to establish a Basic Disaster Response Team at branch level.

A workshop on International Disaster Response Law was held in Dushanbe, Tajikistan, during the session of the Inter-parliamentary Assembly of the CIS in early October where a presentation was given by the Special Advisor for the Russian speaking countries from EZO on practices how the NSs could improve their activities concerning disaster prevention and how they could contribute to the legal preparedness for disasters.

In Bosnia and Herzegovina two warehouses are to be established for the National Society for disaster response in case of floods. EZO assisted the NS in ensuring financial resources and provided continuous technical support for the project.

Three RDRTs from Croatia, Bulgaria and Israel were deployed during the Triplex 2013 Simulation Exercise organized and ran by the International Humanitarian Partnership (IHP). TRIPLEX 2013 was linked to the former exercises to simulate an emergency situation involving serious storms and flooding. The main tasks included the assessment of the situation and the needs, provision of good coordination and information, and ensuring the adequate response to emergency. Within this scenario the teams exercised cooperation and coordination, especially focusing on the collaboration between the humanitarian and the civil sectors.

One RDRT from Hungary was deployed during the America Zone Field School which was organized by the Pan American Disaster Response Unit (PADRU) to utilize the concept of learning by doing in safe environment.

During the reporting period the EZ DM Coordinator provided remote assistance to Magen David Adom Israel in the World Edge Simulation and also for the first DREF allocation requested by the National Society in December 2013.

Business Line 3: "To strengthen the specific Red Cross Red Crescent contribution to development"

Outcome: Appropriate capacities built to address the upheavals created by global economic, social, and demographic transitions that create gaps and vulnerabilities, and challenge the values of our common humanity.

Europe Zone Outputs:

3.1a Prepare and update trends reports
3.1b Support country vulnerability mapping and risk assessments for NSs in disaster prone countries
3.1c NSs are supported to develop a holistic health and resilience approach, based on their experiences
3.1d Support of TB and MDR-TB affected people through treatment adherence, provision of psychosocial support and conduction of advocacy activities is raised.
3.1e Establishment of national/community level project/campaigns as part of the global strategy on violence prevention, mitigation and response

3.1f Vulnerable people, especially children and youth, are given psychosocial support, and receive enhanced social protection.
3.2.a Effective anti-trafficking programmes are implemented and disseminated, and the work of the European RCRC Anti-Trafficking Network is supported
3.2.b Youth acts as agents of behavioural change.
3.2c Using the implementation of the Vienna Commitments with the electronic survey as a tool
3.3a Tailored OD support is provided to National Societies – also based on OCAC
3.3b Innovation, quality and learning are promoted and supported effectively
3.3c NS leadership capacities have raised
3.4a National Societies have received assistance in building effective governance and management structures; regional and local branches are strengthened through technical support provided to NSs
3.4b Establish a framework for peer support and capacity building
3.4c Better integration of Federation Secretariat structures into the National Societies is ensured
3.5a Social mobilization strengthened (communication clubs for ageing population, home care)through the involvement of more volunteers
3.5c Volunteer capacities have risen.
3.6 Support for European RC Youth programmes has been scaled up.

Measurement			
Indicators	BL	Annual Target ^[1]	Year to Date Actual
3.1a # reports completed on trends of humanitarian and development issues.	DM, H&C, Ageing	published	“Minimum standards of home care for older people in Red Cross Red Crescent volunteer-based programmes” and “Years that count - report on active ageing and intergenerational solidarity” has been completed and published
3.1b # new NS with community based risk reduction programmes in high risk communities.			10 different projects on VCA are implemented by the National Societies across Europe and Central Asia with their own funds
3.1c # NS with a holistic health and resilience approach (linking community based health and first aid to vertical programmes)	N/A		4 (Central Asia) & Irish RC
3.1d # projects aiming the improved well-being of TB and MDR-TB affected people treatment adherence, provision of psychological support and conduction of advocacy activities	N/A	11	20 different projects are implemented by the National

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

			Societies across Europe
3.1e # of projects implementing Drug Related Harm Reduction and improving the well-being of PLWH	N/A	11	(8) 70%
3.1f # NS implementing emergency health and PSS activities	N/A	5 NS	100% (PSS)
3.2a # Effective anti-trafficking and migration programmes implemented and disseminated	N/A	2	2 National Societies are implementing at the moment. A regional proposal approved by EU in 4 countries in Central Asia: will start implementation in 2013.
3.2.b # projects where Youth acts as agents of behavioural change	3	6	5
3.2c # NS activities on ageing are scaled up	3 NSs implement advocacy activities	6 NSs implement advocacy activities; 3 guidelines are prepared to support NS	At least 23 NSs implementing programmes in Ageing and Intercultural Dialogue
3.3a # NS receiving technical support to formulate and implement their self-development plans	7 NS	10 NS	10 NS (in HR, TB, Ageing) + ERNA Secretariat, European First Aid Network, European Psychosocial Network
3.3b # learning platform courses completed by NS staff/ volunteers	850	950	1,333
3.3c # senior NS staff completing leadership/ management learning.	0	10	N/A
3.4a # NS assisted by the National Society Development Facility (NSDF) ¹	7 CBF	6	2
3.4b # subscribers to the National Society development community of practice (COP).		40	N/A
3.4c % heads of IFRC regional and country offices trained in advanced NS development principles, approaches and methods.	0	25	N/A.
3.5a # people volunteering more than 4 hours a year in National Societies.	N/A ²	TBD	1,332,250 ³
3.5b # NS with <i>effective</i> volunteer management systems in place.	10	14	N/A.

¹ Successor to the Capacity Building Fund.

² Not yet available, this data is based on the FWRS-Databank

³ From 38 National Societies

3.5c # Volunteers participating in activities of the reference centre once established	N/A ⁴	TBD	N/A.
3.6a # users to online youth community of exchange	100	500	"Alpha phase" launched in summer 2013.
3.6b # contribution to EZ newsletter	5	30	24

Comments on progress towards outcomes

Due to the growing number of small and medium scale disasters, National Societies, mainly from Eastern Europe, highlighted the need of building capacity on emergency health, with special regard to psychosocial programming. The Europe Zone Office has been working with the IFRC Psychosocial Reference Centre, Russia delegation and the psychosocial network of European National Societies to conduct psychosocial trainings in Europe.

Two Trainings for Trainers (ToT) took place during the reporting period, one for the Russian speaking NSs and the second for the other NSs in the Europe Zone prior to the annual meeting of European Network of Psychosocial support (ENPS). The ToT was designed to provide ENPS participants with basic skills on planning, implementation and training in relation to their psychosocial support programmes.

During the reporting period Europe Zone Office in cooperation with the Psychosocial Centre worked on a Guidance note for the NSs affected by the economic crisis to support their programming.

EZO considers assisting programs related to active aging as a priority. Two publications, titled "*Minimum standards of home care for older people in Red Cross Red Crescent volunteer-based programmes*" and "*Years that count Report on active ageing and intergenerational solidarity*" to provide knowledge in home based care for older people and advocacy for active aging were officially launched during the visit of the President of IFRC, Mr. Tadateru Konoé, to Budapest within the framework of a diplomatic gathering at the Europe Zone Office. These were the only materials available for reference across the movement on active aging. A working group comprising of NSs and IFRC started to develop a training curriculum on minimum standards for volunteers working with older people. The curriculum was pilot-tested with the Portuguese RC, Montenegro RC and BiH RC.

A regional meeting on tuberculosis took place in Tbilisi, Georgia between 14-15 May 2013 with the participation of National Societies involved in implementing Multi Drug Resistant Tuberculosis. The main focus of the meeting was to review the forthcoming TB programs supported by the Eli Lilly Company in Armenia, Azerbaijan, Georgia and Kazakhstan. Armenian RC and Turkmenistan RC are implementing country wide TB programmes as sub-recipients for the Global Fund. County Coordination Mechanism of Kyrgyzstan has recommended the National Society as a potential partner to become a principal recipient of the Global Fund to implement the TB programme.

Cash and voucher mechanisms are expected to become more and more dominant in supporting vulnerable communities in humanitarian assistance in the nearest future. In the course of 2013 EZO together with the British RC has developed a concept note outlining a plan of piloting cash / voucher element in health programming and a vision for further mainstreaming of this approach in longer term resilience programmes. Initially this pilot activity would concern TB programmes in Kyrgyzstan and Turkmenistan.

Injecting drug use is still considered as one of the major driving causes of HIV epidemic in the Europe Zone. Based on requests from three National Societies a Harm Reduction ToT took place in Villa Marianne in June 2013 with the participation of Russia, Belarus and Lithuania.

First aid is also among the main programme areas for the Europe Zone in 2013 and 2014. As the follow-up of the findings of the First Aid Workshop organized by the ICRC in Ukraine, a number of consultations were held between the Global First Aid Reference Centre, ICRC and IFRC to agree on a strategy of assistance for National Societies to concentrate on the capacity building of trainers. A new curriculum for ToT has been developed with the support of the European First Aid Network and the First Aid Global Reference Centre. A five-day Training of First Aid Master Trainers took place in Minsk with the support of FA Global Reference Centre, the Armenian RC, Belarus RC and French RC with the participation of 18 representatives from 15 NSs.

The theme of the World First Aid Day in 2013 was Road Safety, therefore the Global Road Safety Partnership (GRSP) was working closely with the European First Aid Network with the aim to reduce the rate of deaths and traumatism resulting from traffic accidents.

⁴ Not yet available

According to the statistics published by WHO the European Region is the most affected by non-communicable diseases. The impact of the major non-communicable diseases (diabetes, cardiovascular diseases, cancer, chronic respiratory diseases and mental disorders) is equally alarming as these five conditions account for an estimated 86% of the death rates and 77% of the disease burden in the region. The RCRC approach to address this issue has been debated on different fora and there is a common understanding to mitigate the common risk factors and underlying determinants.

Mental health is gaining more and more attention on the global health agenda. EZO was involved in an initial assessment of implementing a Mental Health Pilot Project which the Belarus RC has been implementing from the end of 2013 with the support of the Icelandic RC, as the only NS in the Europe Zone with experience of carrying out a programme of this type with mentally ill people.

The European First Aid Network Steering Committee with the support of First Aid Global Reference Centre finalized the Training of Trainers Curriculum and manual for first aid training for elderly people. It will be field tested in the coming months and expected to be finalized in June 2014.

The report and the video on the economic crisis in Europe were launched in October 2013 in Italy. EZO Health and Care Coordinator worked closely with the communications team in finalizing the health component of the report.

In the third quarter of 2013 EZ participated in a training organized by WHO in Florence on “Impact of Economic crisis on the determinants of health and response strategies in Europe” to present the findings of the Economic Crisis Report, which was well received by WHO and the participants.

Business Line 4: “To Heighten Red Cross Red Crescent influence and support for our work”

Outcome: Evidence-based humanitarian diplomacy conducted to draw attention to the causes and consequences of vulnerability, giving voice to vulnerable people, and demonstrating the value of Red Cross Red Crescent humanitarian work and leadership

Europe Zone Outputs:

4.1a Strengthen IFRC and NS visibility in Europe and Central Asia
4.1 d Enhance capacity of NS communication focal points to deliver timely and accurate information on activities/ and impact
4.2a Opportunities for National Societies to develop their auxiliary role to public authorities and improve the legal basis for their existence and activities are identified
4.2b Tailor-made support for individual National Societies that wish to enhance their auxiliary role and / or improve the legal basis for their existence and activities is provided
4.3a Dependence on single partners is reduced while maintaining and expanding existing partnerships and establishing new and innovative partnerships is ensured
4.3b Best practices developed/shared in resource mobilisation among NSs in EZ.
4.3c Resource mobilisation capacity has been developed, leading to an overall increase of funding and support both in emergency and non-emergency funding
4.3e NSs willing to improve their Fundraising capacities received the needed support through Federation or through experienced NSs willing to contribute by “coaching”

Measurement			
Indicators	BL	Annual Target ^[1]	Year to Date Actual
4.1a # of stories published on ifrc.org	53	60	22
4.1b # of mentions of NS in electronic newsletter	104	120	103
4.1c # of mentions of NS in social media (IFRC-managed platforms)	N/A	TBD	128

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

4.1 d # trainings, learning opportunities, and other types of technical support ⁵ provided	N/A	4	1
4.2a # of project proposals reflecting auxiliary partnership roles	0	6	4
4.2b % NS participating in OCAC offered assistance if needed on auxiliary role	0	80%	80%
4.2 c # EZ NS receiving support from EZ technical team			
4.3a # new external partnerships entered annually.	0	1	1
4.3b # best practices developed/shared in resource mobilisation among NSs in EZ.	0	5	4
4.3c % annual growth of income for non-emergency programmes.	N/A	2%	-29.2 %
4.3 d % funding against budget for secretariat long-term development programmes	90%	95%	89 %
4.3e # of NS with focused RM support		2	5

Comments on progress towards outcomes

In early 2013, the EZO Humanitarian Diplomacy Unit (HDU) embarked on a review project of the humanitarian impact of the on-going economic crisis in Europe, sending a survey with open-ended questions to all 52 National Societies at the time. 42 National Societies responded which, together with further research, resulted in the “Think differently” report that was launched in October 2013 amid sizeable media attention in both traditional and social media. The report was intended as a platform for further discussion, research, advocacy and sharing, and it already seems to have fulfilled most of these purposes. It was warmly welcomed by National Societies (many of whom have translated the report or the summary, shared with branches, organised national launches and debates) who also share their approaches through direct contacts and in the “Activity Catalogue”, which was developed in connection with the report. It is worth mentioning that in early 2013 we were “warned” that the crisis might soon be over, whereas nine months later many more people were beginning to talk about long-term crisis and necessary adaptations. Focusing on the humanitarian impact of the crisis is a Red Cross Red Crescent force and obligation, and this focus will be the main theme for the 9th European Conference in June 2014.

The report included a number of revealing statistics; among them our own showing that food aid by 22 National Societies had increased by 75 per cent between 2009 and 2012. A video under the title “In a Better World” was embedded in the report. It was produced together with the Finnish Red Cross and focused on the humanitarian impact of the crisis on five individuals and their families in Latvia, Kyrgyzstan, Portugal, Moldova and Italy. Over ten National Societies participated in the report production process contributing their expertise through the National Society Advisory Group (NSAG) which met in Budapest in March 2013.

In addition to the economic crisis review project, the HDU started a communication and resource mobilization capacity building pilot project providing long-term strategic, structural and skills-training support to interested National Societies. The first action undertaken during the reporting period for communications was a mapping of National Societies’ communications-related strengths and needs. 31 National Societies replied and more have since been added. Due to lack of resources and the focus on the economic crisis report (as well as numerous other priorities), communications capacity building did not receive the intended attention. However, support was provided to a few National Societies developing communication strategies or plans of action, as well as some on-line and direct training to new communication officers. Capacity building received a boost when the new RM capacity building delegate joined the HDU in August. Capacity building in RM and communication is a high priority for 2015 and this work will be carried out in close cooperation with the EZ organisational development (OD) team and will be linked primarily to the NSs involved in the OCAC process.

The communication team has good and frequent contact with colleagues in National Societies, who request support and who are happy to support each other and joint projects, such as the economic crisis report and the website. The electronic newsletter was ceased during 2013 and replaced by increased traffic on the website, frequent newsletter for communicators and a special newsletter for staff interested in the economic crisis project progress. During the second half of the year, the originally two-member communication team was

⁵ Face-to-face trainings, online platforms, courses, support in emergency communication.

halved as one delegate took up a new position. This naturally had an impact on the communications output although the coordinator was supported by short term consultants during two different periods. Nevertheless, the communication unit managed to respond to almost all requests and also provide timely updates on major events such as the Syrian refugees in Turkey and other European countries, the floods in UK and Central Europe, as well as support to a variety of conferences, the IFRC President's visit to Hungary and Poland and diplomatic functions, the COP 19 in Warsaw as well as global events and launches.

In close cooperation with the Geneva based migration unit, the RC EU Office migration team, PERCO, CCM and the Russian speaking migration network, a strong emphasis was given to advocacy support to National Societies in their work on migration and anti-trafficking issues throughout the year.

In addition to the economic crisis review project, the HDU worked closely particularly with the sub-regional anti-trafficking network of four countries (BiH, Croatia, Montenegro and Serbia), supporting their HD action through the Red Bell Campaign "Ring for Freedom", to mark the European Anti-trafficking Day on 18 October, 2013, and by organizing a two-day lessons learnt workshop at the Europe Zone office in Budapest with participation of staff and youth representatives of the four National Societies, Geneva Secretariat and EZO representatives.

Moreover, the PERCO had two meetings in 2013. The April meeting was hosted by Europe Zone in Budapest and the October meeting by ICRC in Geneva. In this forum, the HDU joined the newly established working group on studying the vulnerabilities related to migratory trails inside/outside the region and endeavoured to conduct a research using a questionnaire sent to National Societies.

Close cooperation was maintained with the Geneva based HVDD and its various units, as well as with the Red Cross EU Office, who adopted their Strategy 2013-2020 and approved their annual plan of action and budget for 2014 in their December annual meeting.

In preparation for the upcoming 9th European Regional RCRC Conference, a consultative meeting was held with interested European Zone National Societies in Sydney, Australia, during the statutory meetings on the six planned Workshops for the 9th ERC. The consultation was highly appreciated and well attended by close to 30 National Societies and IFRC Secretariat participants.

Further negotiations were conducted on the partnership agreement and induction with the Central European University at EZO, for their participation in the background research for two of the six workshops at the 9th European Regional RCRC Conference (3-6 June, 2014, Florence, Italy).

Business Line 5: "To deepen our tradition of togetherness through joint working and accountability"

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

Europe Zone Outputs:

5.1a EZ actively promote and share humanitarian activity experience and contribute to learning exchange.
5.1b Customer relations management system created and maintained at National Societies with employed staff over 100.
5.1c Applying the Federation-wide communication strategy
5.1d Disseminating the IFRC gender strategy training pack
5.2a Cooperation, coordination and dialogue are enhanced through regular Europe Zone National Society leadership meetings, dialogue platform meetings, Red Cross Red Crescent E.U. Office coordination group, Russian speaking networks, Mediterranean network, Balkan network and other National Society groupings (PERCO, ERNA, EPSG, ENY), with an aim of optimising communication and dialogue between members and their Secretariat.
5.2b Partnerships with EU, UN agencies, other external multilateral organizations and the private sector regarding our main areas of focus (Aging at the European level; TB and HIV (WHO, UNFPA), disaster risk reduction, climate change, migration and anti-trafficking) are developed
5.3 NSs are supported to implement the Bridging the Digital Divide project.
5.4a Continue assisting the NS in developing their strategic plans and adapting them to S2020 while using the trained facilitators.
5.4b National Societies providing data on the seven FWRS indicators
5.5 The use of and adherence to IFRC Framework for Evaluations is promoted and supported
5.6a Assistance to National Society human resources development (training, guidelines and examples of good practices) is provided
5.6d Secretariat budgets are carefully monitored against implemented activities. Revision is made where necessary.

Measurement			
Indicators	BL	Annual Target ^[1]	Year to Date Actual
5.1a # subscribers to online humanitarian diplomacy Community of Practice	0	40	33
5.1b # of registered calls and emails per year	0	TBD	N/A
5.1c # of NS participating in the Federation-wide communication strategy	0	5	N/A
5.1d # NS using the IFRC gender strategy training pack	N/A	8	N/A
5.2a # of new Movement alliances or partnerships.	N/A	5	2
5.2b # of joint initiatives, statements and positions developed with ICRC	N/A	5	N/A
5.3a # NS with action plans in place to “cross the digital divide”.	3	6	TBD
5.3b # NS benefitting from the new ICT catalogue	0	-	N/A
5.4a # NS with a strategic plan in line with <i>Strategy 2020</i> .	13	25	32
5.4b # NS providing data on all seven FWRS indicators.	24	30	21
5.4c # NS providing data on one or more FWRS indicator.	27	35	39
5.5a # project evaluations carried out.	3	5	6
5.5b % of disaster operations which meet the criteria where an RTE was carried out.	100%	100%	There were no such big scale emergency operations that meet this criteria
5.6a # actions conducted to assist EZ NSs	2	4	N/A
5.6b responses in Governance satisfaction survey.	0	TBD	N/A
5.6c responses in NS satisfaction survey.	0	TBD	N/A
5.6d % expenditure against budget of secretariat long term plans	90%	95%	90%
Comments on progress towards outcomes			
<p>An OCAC follow-up meeting was held at the EZ office in Budapest with those 17 NSs of EZ, which went through OCAC process of self-assessment, and the outcomes of the process as well as experiences and plans for the future were discussed. The outcomes of the meeting were shared by the Director of EZ with 53 NSs in Europe.</p> <p>Three regional OCAC sessions concluded a series of similar events at the Russian RC, namely in the regions of Petropavlovsk-Kamchatsky, Novosibirsk and Rostov-na-Donu. The final national OCAC session with Russian RC took place at end of November 2013 in Moscow. Earlier, in August 2013, the Latvian RC underwent the first OCAC phase of self-assessment. Two National Societies, in Georgia and Macedonia, respectively, are getting ready for the second phase of OCAC, which is the peer review.</p> <p>The final narrative reports for the Bridging the Digital Divide project have been finalized and shared with IFRC by NSs of Kyrgyzstan, Tajikistan and Uzbekistan. Armenian RC has been supported with the finalization of DDI project proposal and document has been submitted to a potential partner, the Icelandic RC, which committed itself to support financially the project in 2014. The Kazakh RC has been supported with development of project proposal linked to recommendations of DDI assessment.</p> <p>In 2013 meaningful engagement of EZ National Societies' youth and the European Youth Coordination</p>			

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

Committee (EYCC) in global and regional initiatives continued to be fostered and supported.

31 youth delegates, coming from 29 Europe Zone National Societies participated in the Global RCRC Youth Conference 2013 and the Statutory Meetings in Sydney. Support was ensured to National Societies' youth and the EYCC in getting prepared for actively participate and contribute in the Global RCRC Youth Conference and the Statutory Meetings. The Europe Zone Office actively contributed in the organizational process, substance development and execution of the Global Red RCRC Youth Conference, in close coordination with the Youth Action and Volunteering Development Department.

EZ youth engagement in CoP19 was promoted and supported, youth delegates from Italian Red Cross, Red Cross of Montenegro and German Red Cross participated in CoP19 as members of the IFRC delegation.

The Europe Zone continued to work closely with the European Youth Coordination Committee (EYCC) ensuring constant technical support and advice in the implementation of the work plan for 2012 – 2014. The planning process for the 21st European Youth Cooperation Meeting of Red Cross Red Crescent Societies (Volterra, Italy, 31st of May – 3rd of June 2014) progressed smoothly during the reporting period with the EYCC playing a leading role. The RCRC European Youth Network was involved in the EZ Economic Crisis project, as the vice-chair of the EYCC was participating in the NSs Advisory group. Moreover, the RCRC European Youth Network played a very active role in the preparations for the upcoming 9th European Red Cross Red Crescent Regional Conference. The EYCC continued to support the Planning Committee and during the reporting period submitted a proposal for the youth-led session “Crisis as an opportunity” which was approved by the Planning Committee and endorsed by the Governing Board. EYCC members are also part of the working groups responsible for the substance development and planning of the three workshops under the theme “Crisis as an opportunity”, thus they are expected to continue contributing very actively to the preparations for the 9th European RCRC Regional Conference.

Lessons learned and looking ahead

The major external trends in Europe and Central Asia have linkages to the financial and economic crisis. It was visible that the European National Societies were coping differently with the impact of socio-economic crisis. The Europe Zone Office has strengthened its focus on advocacy and humanitarian diplomacy, particularly with the launch of the economic crisis review project. Quite a few National Societies are still heavily dependent on external funding, primarily from traditional Red Cross channels. This is posing an immediate threat to these NSs as many traditional Red Cross donors are either withdrawing from some sub-regions or completely stopping international development assistance.

In the area of disaster and crisis management, the priority investment in the RDRT tool will continue with a focus on updating RDRT Standard Operating Procedures, planning for the maintenance of an RDRT roster and mentoring system and disseminating information on the global disaster response tools NSs colleagues. Relationships with key external partners will be strengthened through disseminating a clear IFRC position and signing MOUs and agreements where appropriate. In 2013 priority will also be given to the support of global response preparedness, response and recovery – including reviewing the global RDRT/RIT system, support to follow up on the contingency planning guidelines and the roll out of standard approaches to simulation exercises, the development of Movement guidance on camp and collective centre management, operational guidance for needs assessment.

Many of the National Societies in Europe Zone that have been involved in the OCAC self-assessment exercise have mentioned communications (particularly internal communications) among their weaknesses. This is a clear signal of the need to invest more time and resources on communications capacity building in 2014 as well.

Financial situation

Click here to go directly to the financial report.

<http://www.ifrc.org/Docs/LTPF%20Process/LTPF/2013/MAA6500113arf.pdf>

How we work

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

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



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

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

Find out more on www.ifrc.org

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Annex to the Europe Zone Humanitarian Diplomacy Unit (HDU)'s Annual Report 2013 (January–December 2013)

Progress made in the year 2013 (cumulative report)	
	PROGRESS MADE
Goal 1: "To raise humanitarian standards" (Business Line 1)	
Outcome 1.1: National societies are more relevant to meet humanitarian needs by increasing the magnitude, quality and impact of their work.	
Output 1.1.1 A learning and knowledge-sharing network to strengthen the professional qualifications and competences of staff and volunteers is established.	
Activities for 1.1.1	
1.1.1.1 Support the DoZ and the EZ team to identify one relevant academic institution for a meaningful research partnership.	The Central European University (CEU) in Budapest, Hungary CEU and EZO DM unit already have an existing cooperation and the HD unit also started negotiations with them during the 1 st half of the year for possible partnership in relation to the on-going European Economic Crisis review process. Partnership was not possible at the beginning of the year due to time constraints and tight deadlines for the Economic Crisis survey, but negotiations have successfully continued during the 2 nd half of the year and are at the final stage to sign a partnership on research related to two or three workshops for the upcoming 9 th European Regional RCRC Conference in Florence, Italy (3-6- June 2014); namely: Theme 1/Workshop 1: "New aspects of migration"; Theme 1/Workshop 2: "Food security, livelihoods and other social issues", and Theme 2/Workshop 3: "Future of humanitarian aid: addressing changing patterns through innovation".
Goal 2: "To grow Red Cross Red Crescent services for vulnerable people" (Business Line 2)	
Outcome 2.1: Strengthen the positioning of RCRC as a major actor in the response to disasters and crises	
Output 2.1.1: Increased presence of RCRC on national and international media in the response to disasters and crises	
Activities for 2.1.1.	
2.1.1.1 Deploy EZ communications team to disaster affected areas on demand.	Numerous stories were posted on www.ifrc.org portraying activities of National Societies in smaller and larger disasters – as well as other activities. No major disaster required the deployment of the

	comms team, but support was provided to deal with different situations (i.e. asylum seekers in Italy and Bulgaria).
2.1.1.2 Contribute to the development of global Guidance on HD in emergencies ensuring that HD practice is emphasized at all levels of the EZ and NSs in their emergency context.	A close relationship has been maintained with the IFRC Geneva based HD colleagues developing the necessary tools for the HD in emergencies. Contributions to documents and tools have been submitted as requested. In September, a week long global meeting was conducted by the HVDD involving comms, international relations, resource mobilization and P&V. Representatives from EZO HD unit participated in the meeting, contributing to the global approach and aligning EZO activities with the global plan and approach, as relevant. The HVDD LTPF created a lot of discussions in terms of alignment with the zones, and what can be considered common goals and expected outcomes to all zones.
Outcome 2.2: Improved aid effectiveness through increasing national societies' capacity to work in communities and respond to disasters and crises events.	
Output 2.2.1: IFRC and three (3) target National Societies have the knowledge, relationships and resources to integrate Beneficiary Communications (BenComs) into programmes and services	
Activities for 2.2.1.	
2.2.1.1 Conduct baseline study in each target country, including: orientation sessions with three (3) National Societies, map footprint of media and communication service providers, consult vulnerable communities to identify preferred communication/media channels.	Beneficiary communication activities were concentrated on promoting the global boot camp in Sri Lanka, which in the end had six European NSs participating. Follow up will be in 2014.
2.2.1.2 Undertake national level BenComs and accountability training workshops for key programme staff and volunteers in three (3) pilot NSs.	See above
2.2.1.3 Integrate BenComs into DM / health programming in three (3) NS in collaboration with PNS partner(s).	See above
2.2.1.4 Undertake training and orientation sessions for IFRC programme managers in EZ to integrate BenComs programming into disaster management/health systems, and introduce BenComs training modules into relevant DM and health trainings.	See above
2.2.1.5 Develop strategic partnerships with Telecom providers and roll-out the Trilogy Emergency Relief Application (TERA) or similar system with three (3) national	See above

societies in EZ.	
Goal 3: “To strengthen the specific Red Cross Red Crescent contribution to development” (Business Line 3)	
Outcome 3.1: National societies scale up leadership and institutional capacities that extend their reach and quality of services.	
Output 3.1.1: A stronger culture of communications is promoted through the development and strengthening of NSs’ communications capacity, benefitting from the expertise of the Movement, external partners and existing consortia.	
Activities for 3.1.1	
3.1.1.1 Conduct a mapping of NSs’ communications needs/strengths.	A baseline survey in the communications sector was conducted among the 52 NSs with 31 responses received. The results are being analysed and a plan for communication and RM capacity building will be drawn up in early 2014.
3.1.1.2 Organize regional HD and communications trainings in close coordination with EZ OD team and based on the outcomes of the OCAC process.	<p>Due to other commitments and lack of staff, only one comms training was conducted (Turkey) with the assistance of colleagues from Geneva. However, support was provided especially to new communication colleagues with advice and through on-line FedNet training, and the communication coordinator assisted Georgia RC with completing their 4-year strategy. The arrival of a new Capacity Building (CB) Delegate in resource mobilization (RM) for NS support in August gave a boost for an integrated approach for HD, communications and RM. Discussions on joint approaches in specific countries are ongoing.</p> <p>The anti-trafficking sub-regional group, consisting members of four NSs (BiH, Croatia, Montenegro and Serbia) met in Budapest in November to review lessons learnt in their HD action through the Red Bell Campaign “Ring for Freedom”, to mark the European Anti-Trafficking Day on 18 October. During the LL workshop, a 2-hour training HD training was also conducted, with the support of a Geneva based HD colleague to test the HD training tool and slides prepared. Feedback was given for some further improvement of the session.</p>
3.1.1.3 Disseminate IFRC communications tools among NSs.	The HD unit communications team interacts frequently and intensively with their communications colleagues through the

	<p>network in the Europe Zone, including reminder of the existing and/or new communications tools. Comments and contributions have been provided for a number of tools. A lot of positive feedback has been received from NSs on the <i>NS Economic Crises Activity Catalogue</i>, which is another result of the EC survey. NSs find it useful to know what other NSs are doing, and the possibility to easily connect with sister societies for experience and learning as needed. The activity catalogue is a living document and can be updated at any time as NSs initiate new activities and projects (focal point at the HD unit: alexandra.hulse@ifrc.org).</p>
<p>Outcome 3.2: EZO and NS Leadership undertake robust analyses of external environment and current NS performance in resource mobilisation (RM) and commit to delivering growth in key income streams.</p>	
<p>Output 3.2.1: A comprehensive country-based analysis of external environment is conducted in selected countries (focus on countries involved in OCAC) and in EZO for potential new partnerships.</p>	
<p>Activities for 3.2.1:</p>	
<p>3.2.1.1 Recruit an intern to undertake an analysis – in close cooperation with IFRC Geneva based strategic partnership unit (SPU) - of potential partnerships in Europe and utilization of the global partnership arrangements.</p>	<p>There was no intern recruited in 2013 since the RM related partnership research was initiated in Tajikistan and Kazakhstan through a professional research company with the support from DiFD, Finnish RC, British RCS and IFRC own resources. Results will be available from this pilot research during the 1st quarter of 2014.</p> <p>Negotiations are underway to engage interns from the Central European University (CEU) in early 2014 for the migratory trails related research, in relation to the upcoming 9th European Regional RCRC Conference Migration workshop.</p>
<p>3.2.1.2 Identify and cultivate strategic partnerships with potential partners in Europe in close consultation with Geneva based SPU, RC EU Office in Brussels, and NSs when relevant.</p>	<p>Special Olympics: The HDU facilitated contact between the Special Olympics and the IFRC office in Kazakhstan to initiate discussions on possible partnership with the NS and Special Olympics on disabled children, and build on or expand and/join the existing partnership the Special Olympics has already with UNICEF in the country. Their interest with RC was particularly to build inclusive communities for children with intellectual disabilities, with a focus on the east of the country. Special Olympics national office of Kazakhstan is located in</p>

	<p>Almaty, and they have regional directors located in various parts of the country. The initiative needs follow-up in 2014 by the EZO programming unit.</p> <p>OSCE: EZO also participated, through various NS representatives, in some relevant OSCE (Organization for Security and Cooperation in Europe) meetings, particularly related to migration.</p> <p>EU institutions: Partnership opportunities with EU institutions for possible funding are highly encouraged; particularly at the country level for NSs. Programme unit follows up the open calls, while HD unit also participates in relevant meetings and liaises with the RC EU Office in Brussels. During the 2nd half of the year, major focus of intensive discussions, teleconferences and meetings was on several funding opportunities, which may bring opportunities also for some NSs within Europe Zone: i.e. FEAD (Fund for European Aid to the Most Deprived) 2014-2020; DEAR (Development Education and Awareness Raising); DG-DEVCO (Directorate-General for Development and Cooperation – Europe Aid for a 48-month project for 15 countries across the globe “Civil Society Action for Promoting Human Rights of Migrants”).</p> <p>World Bank - Global Partnership for Social Accountability (GPSA) - 2nd Call for Proposals: This call offered a new learning opportunity at the country level to explore the WB finding mechanism for grants. In the Europe Zone there were four eligible countries, namely Belarus, Kyrgyz Republic, Moldova and Tajikistan. After NSs studied the call and requirements, only Belarus RC decided to submit an application, aiming at improved quality of life of vulnerable people through enhanced social accountability and response to the needs of voluntary service delivery in the social sector. According to the feedback from the WB focal point, a total of 8 applications were received by the WB in Belarus, and the one from Belarus RC is among four strong proposals. Results will be announced most likely in Q1/2014.</p>
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	<p>The German foundation Schüler Helfen Leben (SHL) Call for Proposals 2014: Bosnia and Herzegovina, Croatia, Montenegro and Serbia applied jointly for an anti-trafficking project funding for the first time from this foundation. Results will be received during the Q1/2014. The general funding purpose was to strengthen the social development of children and youth in the target countries, with a particular emphasis on supporting democratic educational work and social integration. The ultimate aim is to strengthen civil societies, in which young people take on responsibility and participate. The foundation was looking for problem-sensitive, strategic-oriented, sustainable and innovative projects, that are capable of creating a difference in the focus areas such as migration, inclusion, regional cooperation and youth empowerment.</p>
<p>3.2.1.3 Hold a high level meeting with leaders of selected NSs to discuss the EZO support to the NS capacity building efforts in EZ, readiness of their NS to participate in it, and commitment to make the necessary changes in their approaches to RM.</p>	<p>It was not possible to follow through on this activity. However, upon invitation of the leadership of two National Societies, this dialogue took place and resulted in some longer-term capacity building initiative in resource mobilisation. Dialogue with Georgian and Armenian National Societies is underway, as well as with the Norwegian RC that supports Russian RC in the north – east region, regarding possible involvement of the EZO in capacity building efforts.</p>
<p>3.2.1.4 Undertake a research of external environment that would focus on:</p> <ul style="list-style-type: none"> ✓ existing legislation and regulations in country in relation to RM and fundraising activities for RCRC societies and NGO's in general ✓ donor market to understand who are the potential and existing donors, what do they think about the work of non-profit organisations in general, and RC in particular, and what are their interests ✓ approaches used by other organisations of the third sector for RM ✓ image / perception survey to identify areas for improvement and those that need to be continued and strengthened. 	<p>Following an intensive preparatory phase during which negotiations were held with the leadership of RC of Tajikistan and of Kazakhstan, TOR for two pieces of research developed, funding mobilised from Finnish RC and British RC, along with internal IFRC resources, recruitment process commenced and successfully completed; the EZO launched two in-depth market research projects in Tajikistan and in Kazakhstan. The research started in December 2013, and will be completed in February 2014. It is undertaken by a joint initiative from Think Consulting International and Daryl Upsall Consulting.</p> <p>The image and perception survey is not part of the Terms of Reference. However, the American Red Cross, in a meeting initiated by the EZO, expressed their interest to support RC of Kazakhstan to conduct an image survey in 2014.</p>
<p>3.2.1.5 In close cooperation with NS leadership prepare for and hold 'stakeholder analysis'</p>	<p>This work is included in the research and will be available in</p>

meetings with government officials to get a good understanding of the expectations and potential to support NS in their humanitarian work.	February 2014. Based on this information, further face-to-face meetings will take place to build up on the stakeholder analysis. Further support will be provided to the team in Kazakhstan in January 2014, to support their preparation for their first large scale “check-out fundraising campaign” at supermarkets.
3.2.1.6 NS leadership provide feedback on the presented analysis along with their action plans.	A workshop is planned for Q2 with Tajikistan and Kazakhstan to follow up on the analysis and to start developing their fundraising strategies.
Output 3.2.2: Analysis of internal practices and procedures in relation to RM	
Activities for 3.2.2:	
3.2.2.1 Conduct an assessment of NS internal practices and procedures in relation to their fund-raising and RM potential.	The first level analysis was conducted with the RC Societies of Kazakhstan and Tajikistan. Further in-depth analysis will take place after the market research is complete.
Output 3.2.3: National Society RM plans reflecting development of key income streams	
Activities for 3.2.3:	
3.2.3.1 Support the NS to identify 2 or 3 income streams (based on the analysis) that could be long-term and guaranteed on a regular basis, and put together a plan for developing, sustaining and improving access to these income sources.	This work is underway as the research in two countries is being conducted and some three scenarios with Return on Investment (three and five years) will be developed based on the income streams that have greatest potential.
3.2.3.2 NS leadership guide the development of their RM plans with concrete targets.	Concrete targets were initially developed with Kazakhstan and Tajikistan and the leadership is guiding their NS towards achieving these. For example, RC of Kazakhstan employed a Fundraising Manager and is working towards launching a fundraising campaign and towards establishing mechanisms for launching emergency appeals at national level. Both NS are in the process of developing their RM Strategy.
3.2.3.3 IFRC EZO to provide feed-back and support to NS on their RM plans when required.	Support and feedback was provided to Kazakhstan and Tajikistan. Georgia and Armenia have requested this support. Further work and expansion of coverage is expected in 2014.
Outcome 3.3: (RM) NS Leadership contribute their knowledge and expertise in effective RM in support of themselves and others through establishing strong communication channels	
Output 3.3.1: Experience exchange and information exchange channels strengthened and/or established.	
Activities for 3.3.1:	
3.3.1.1 Support NSs to optimize resources through engagement with a broad range of	The CB in RM Delegate participated in the Skillshare organised by

<p>partners/donors at the regional and country levels. Learn from the European Funding Practitioners Group (EFPG).</p>	<p>the British RC in London; in the International Fundraising Congress in October; and in the meeting of European Partners Support Group (EPSG) in Copenhagen. These meetings were used as opportunity to presented the capacity building plans in RM to a number of RC partners and receive their interest to cooperate. Many fundraising initiatives and tips were brought from all these meetings and are being actively shared with a number of National Societies. As a result of the delegate attending these meetings, RC of Kazakhstan and Tajikistan got online donation widgets on their web-sites and Facebook pages; learned about digital peer-to-peer fundraising, and are planning to use it on a regular basis; RC of Kazakhstan is planning to launch a fundraising campaign and some other initiatives.</p> <p>Comments were provided to the work plan of the European Fundraising Practitioners Group (EFPG). Regular dialogue is maintained with the Chair of EFPG. The group is focused only on EU funding and includes EU professionals from European National Societies and thus, at this stage, is limited in scope in terms of sharing the learning and practice.</p>
<p>3.3.1.2 Review existing documents and reports from the Asia-Pacific Fundraisers' Network and European Funding Practitioners Group (EFPG).</p>	<p>The CB in RM Delegate is actively networking across the globe with relevant networks for knowledge sharing and learning.</p>
<p>3.3.1.3 Participate in and contribute to the work of EFPG and ensure knowledge management/information exchange and linkages between the NSs and RM/HD Community of Practice.</p>	<p>Both the RM and communication delegate participated in the ESPG meeting in Copenhagen presenting status on the economic crisis project and discussing capacity building with potential peer supporters.</p>
<p>3.3.1.4 In cooperation with the EFPG and IFRC Geneva based strategic partnership unit (SPU), prepare and conduct RM workshops on an annual basis with the majority of examples coming from countries successful in RM at the country level.</p>	<p>Two RM related workshops were conducted with RC of Kazakhstan and Tajikistan. Capacity building and advisory support was provided to the anti-trafficking network of four National Societies (Bosnia and Herzegovina, Croatia, Montenegro and Serbia) in the course of the proposal development and formulation to a German Foundation.</p> <p>Negotiations were held with ICRC, Geneva, on possible cooperation in organising jointly a Russian speaking fundraising Skillshare towards the end of 2014.</p>
<p>3.3.1.5 Capture and disseminate, on a regular basis, information on successful approaches</p>	<p>See above, activity will continue in 2014.</p>

and examples used by other organizations in RM in Europe through EZ newsletters, meetings and Community-of-Practice.	
3.3.1.6 Coordinate the establishment of a coaching relationship with appropriate NSs who have high RM performance (ideally in a similar context). Use the knowledge from the EFPG and other relevant networks.	<p>Negotiations are underway with the British Red Cross for provision of coaching support to RC of Kazakhstan to help the NS prepare for their large fundraising campaign.</p> <p>In addition to discussions with the British RC, initial meetings were held with RC Societies of Switzerland, Finland and France, and a good degree of interest achieved.</p>
Output 3.3.2: Existing RM tools and good practices reviewed, revised and disseminated among the target NSs	
Activities for 3.3.2:	
3.3.2.1 Collect existing good RM practices and tools used by the target RCRC Societies.	Mapping of good practices and RM tools in use is underway. Information will be actively disseminated in early 2014.
3.3.2.2 Share existing IFRC and Movement RM tools and improve NSs use of these tools.	See above, will be implemented once the mapping results are available.
3.3.2.3 Monitor the use of the RM tools and contribute to the improved practice.	See above, will be implemented once the mapping results are available.
3.3.2.4 Contribute to improvement of global level RM tools based on EZ experience and consultations with the NSs.	See above, will be implemented once the mapping results are available. A visit from the Sr. Officer for NS CB from Geneva is expected in Q1 at EZO. Improvement of global level RM tools will be discussed then.
Goal 4: “To heighten the Red Cross and Red Crescent influence and support for our work” (Business Line 4)	
Outcome 4.1: As a result of evidence-based HD actions, the IFRC and NSs are respected and recognized as neutral, impartial humanitarian actors; are effectively positioned to promote principles, values, policies and legislation in support of humanitarian action; and voice support for the needs and aspirations of vulnerable communities.	
Output 4.1.1: IFRC and NSs, through the effective use of diplomatic tools and actions, are better able to engage with policy-makers and opinion leaders to heighten their influence and address key humanitarian issues that affect the most vulnerable and marginalized and ensure critical access to humanitarian space.	
Activities for 4.1.1:	
4.1.1.1 Support NSs to strengthen the dissemination of FPs and their auxiliary role through	EZO proactively promoted the discussion and consultation of the FP

<p>the use of appropriate diplomatic tools and leadership trainings.</p>	<p>prior to the GA that took place in Sydney in Nov 2013. The Secretary General of the Belarus RC was one of the panellists at the Council of Delegates workshop on FPs.</p>
<p>4.1.1.2 Roll out the guidance document to NSs for “Strengthening the auxiliary role” in Europe once document finalized at the global level.</p>	<p>Any new relevant publication shared with the EZ by the Geneva based Secretariat is being disseminated through the office of the Director of the Zone to all NSs in Europe, as well as to the EZ staff in the office and in the field. The EZ field staff in particular are encouraged to use the existing and new tools for their discussions and dialogue with the NSs as relevant.</p> <p>The guidance tool “Strengthening the auxiliary role” is not finalised yet by the Geneva based HD colleagues, and we trust that it will be treated as a priority agenda for next year. As soon as available, the EZ will participate in the global roll-out.</p>
<p>4.1.1.3 Roll out the guidance document “Introduction to HD” to NSs in Europe once document finalized at the global level.</p>	<p>The guidance tool “Introduction to HD” is not yet on FedNet, the Geneva based HD colleagues are working on the HD Tools section and the “Introduction to HD” is currently being translated into French, Spanish, and Arabic. As soon as available, the EZ will participate in the global roll-out.</p>
<p>4.1.1.4 Participate in the global roll-out of the “The Guide for the Parliamentarians” in Europe and contribute to the globally led monitoring of the implementation.</p>	<p>The “Guide for the Parliamentarians” tool continues to be a useful dissemination tool that can be used in various occasions when visiting authorities.</p>
<p>4.1.1.5 Share the “Protocol Handbook” with NSs as a reminder of its continued relevance for HD work.</p>	<p>Thus far the reminder about this useful tool has been shared with the EZ staff in the office and field only, no other progress made with it since it the tool is well known in the region already.</p>
<p>4.1.1.6 Provide general support and guidance to CRs, RR and coordinators promoting and supporting the implementation of the International Conference (IC), Council of Delegates (CoD), and General Assembly (GA) resolutions and decisions.</p>	<p>Prior to the statutory meetings, EZO followed up intensively with the NSs on the various surveys and questionnaires that were initiated globally to facilitate accurate report writing for the statutory meetings. After the Sydney meetings, an information session was held to the EZO staff on main outcomes and the link for all documentation shared (www.rcrdmeetings.org). Next opportunity for discussing the implementation of GA and COD resolutions and commitments from the European perspective with the entire zone will be at the 9th European Regional RCRC Conference in Florence, Italy on 3-6 June 2014. Preparations for the next IC will be discussed at the same conference in Italy.</p>

<p>4.1.1.7 In cooperation with CRs and RR, conduct events with Government missions (embassies) and visit them in a systematic way to build relationships and promote agenda on IC resolutions.</p>	<p>EZ continues to maintain a regular contact with missions in Budapest, Vienna and countries where IFRC is still present (9). During the 2nd half of the year, EZO organised two functions for the embassies, one during the IFRC President's visit to Hungary and Poland, and the second one when the new IFRC Economic Crisis Report "Think Differently" was presented to the diplomatic community. In some of these occasions it was possible to promote the importance of the implementation of the IC resolutions and pledges made.</p>
<p>4.1.1.8 Represent the EZ in relevant events, workshops, meetings, seminars and functions (e.g. diplomatic missions, OSCE, various UN events).</p>	<p>The Sr. Advisor continued as a focal point for the RC EU Office in Brussels as well as for the advocacy and networking with the various migration and anti-trafficking forums. Both files require a lot of attention and are time-consuming to manage due to a volume of correspondence and consultation both files create on top of the meetings which require physical presence.</p> <p>Sr. Advisor participated in the ICRC hosted PERCO meeting in Geneva, and contributed to the migratory trails survey on behalf of Europe Zone. The survey process still continues for 2014 until the next PERCO meeting, scheduled for April 2014.</p> <p>The HD unit also hosted a 4-country (BiH, Croatia, Montenegro, Serbia) lessons learned workshop in November on the HD actions the NSs undertook when marking the European AT Day on 18th October. A comprehensive report was prepared and available on request at the HD unit.</p>
<p>4.1.1.9 Utilize the World RCRC Day for meaningful dissemination, persuasion and info sharing.</p>	<p>In 2014 again.</p>
<p>4.1.1.10 Organize annual World Disasters Report launch.</p>	<p>Focus was on the launch of the economic crisis report. However, the EZO actively supported launches of the WDR in Moscow and Vienna.</p>
<p>Output 4.1.2: IFRC and NSs have effective communications, relationship management and resource mobilization capacities that strengthen visibility and understanding of their work and inspires more reliable and diversified contributions that match the scale of humanitarian challenge.</p>	

Activities for 4.1.2:	
4.1.2.1 Provide NS communicators with high quality and timely communications materials that support marketing efforts linked to emergencies and recovery operations.	Regular and informal newsletters are sent to NS comms and country reps. EZO also contributes to Newswire, FedLife and other platforms.
4.1.2.2 Undertake strategic communications activities / campaigns in support of significant events / issues linked to HD and IFRC business group priorities.	Main focus has been on developing a campaign plan for the economic crisis. This includes a social media plan.
4.1.2.3 Manage production of news content from EZ for IFRC online communications platforms.	Several stories have been uploaded during the six months period.
4.1.2.4 Organize media training sessions for EZ HoD's, country reps and programme staff.	Has been suggested/offered but has not materialized yet.
4.1.2.5 Implement standard operating procedures for communicating in emergencies.	Done.
4.1.2.6 Organize FedNet editor Training of Trainer (ToT) sessions for IFRC focal points in management of EZO FedNet content / site structure.	Began in July 2013, more will follow.
4.1.2.7 Provide tailored communications support on demand to the RCRC-EYN and European Youth Coordination Committee (EYCC), in the implementation of its communications strategy for 2012-2014.	Communication delegate has worked closely with EYN and EYCC to provide communication support for initiatives, plans, meetings and Facebook.
4.1.2.8 RCRC Youth case studies and human interest stories featured on IFRC EZ communications tools, including online and social media.	Some have been uploaded.
4.1.2.9 Raise awareness about existing communications tools among members of RCRC-EYN	Communication delegate has continuously been doing this.
Output 4.1.3: The humanitarian activities and mission of the Red Cross Red Crescent are well communicated, understood and supported by key external stakeholders	
Activities for 4.1.3:	
4.1.3.1 Support the documentation of successful HD actions from the country level (case studies).	Examples of this are Belarus RC working for people with mental health problems, Balkan NSs work on anti-trafficking (Red Bell campaign "Ring for Freedom"), migration network in four Russian speaking countries, and first aid promotion in Denmark and Slovakia – all stories uploaded to web. Additionally stories about people and issues in connection with the economic crisis often have HD elements included.
4.1.3.2 Support the development of HD actions, (outlining NS priority HD requirements) within their National Plans.	HD unit has been very active in promoting migration and AT related HD actions throughout the year, and a lessons learnt workshop on the HD actions in the joint 4-country was held in November. A detailed report is available on request. Representatives from BiH and Serbia have also given a presentation at the IFRC Secretariat in Geneva about the Red Bell campaign prior to the lessons learnt

	<p>workshop in Budapest.</p> <p>Along with the Economic Crisis Report “Think Differently”, a NS Economic Crisis Activity catalogue was published. It has gained a strong interest by the NSs to learn what others are already doing. It helps in the NSs in their advocacy work referring to the strength of the joint actions, and it promotes peer-to-peer learning and support. EZO updates it regularly as per advice of NSs who initiate new activities when the need arises.</p>
4.1.3.3 In close cooperation with the RC EU Office in Brussels, engage regional bodies on behalf of the membership, particularly focusing on strengthening relations with EU institutions.	The Sr. Advisor continues to act as a focal point to RC EU Office and is actively engaged to all relevant meetings as per the invitations. Careful consideration is also given in relation to each workshop as to whom from the EZ is best placed to participate to ensure optimal inputs (e.g. DM, health, programmes, and strategies). This ensures that EZ staff are adequately informed and involved in cooperation with the RC EU Office, EU NSs and EU institutions. In December the RC EU Office Annual Meeting adopted the Strategic Plan 2013-2020, as well as their operational plan and budget for 2014.
4.1.3.4 Input into the IFRC/DiploFoundation on-line e-learning course on humanitarian diplomacy and ensure NS leadership and EZ staff participation.	There was no participant from EZO in the HD on-line course during the 2 nd half of the year.
Output 4.1.4: IFRC and NSs are able to promote a culture of social inclusion, non-violence and peace, and ensure better integration of minorities, ethnic groups and disadvantaged people through mainstreaming gender, diversity, tolerance and anti-discrimination in their programming support	
Activities for 4.1.4:	
4.1.4.1 Strengthen advocacy in relation to migration and anti-trafficking programming within NSs, and Secretariat engagement on migration issues by participating in relevant global and regional campaigns, meetings and workshops, and highlighting the issues of migration and anti-trafficking in EZ newsletters, magazines and other advocacy tools.	Please refer to point 4.1.1.8
4.1.4.2 Contribute to the further development of global advocacy tools on migration and anti-trafficking.	A close cooperation is continued to be maintained with the Geneva based IFRC Migration unit, the RC EU Office migration team, European AT network, the 4-country AT network (BiH, Croatia, Montenegro, Serbia) and contributions have been submitted for

	documents and tool developments as requested.
4.1.4.3 Participate in relevant regional networks related to advocacy on migration and AT.	Please refer to point 4.1.1.8
4.1.4.4 Promote the monitoring of the implementation of statutory meeting resolutions related to migration.	The survey report is available in the draft form and EZO will look into possibilities to assist the Gva based Migration unit to contribute to a more user friendly document.
Outcome 4.2: IFRC and NSs highlight the humanitarian impact of the European economic crisis and advocate for assistance to the most affected up to and beyond the next European Conference in Italy in 2014	
Output 4.2.1: IFRC Secretariat and National Societies use produced materials to highlight and raise awareness of new and existing vulnerabilities in Europe, and advocate on behalf of the most vulnerable people to decision-makers, partners and donors.	
Activities for 4.2.1:	
4.2.1.1 Map out the trends of the economic crisis' impact with inputs from a # NSs, to be used for media queries and future work.	Mapping was carried out in early 2013 with overwhelming response, more than 40 NSs replied (and a few explained why they could not reply).
4.2.1.2 Consult, in close cooperation with the EZ Youth Delegate, the RCRC European Youth network on how the economic crisis has impacted youth in Europe.	Discussions have taken place and cooperation has been close after the new youth delegate took up her position. Social media plan developed in close cooperation with youth and a youth led "tweetathon" took place on October 10 in connection with the launch. Youth will play an active role in discussion about the impact of the economic crisis, and they will lead a significant part of the European Conference, where the crisis is the main theme.
4.2.1.3 Establish a task force (TF), an extended task force (ETF) and a NS advisory group (NSAG) to carry out the economic crisis review.	12 NSs and one youth representative were invited to the Advisory Group and all accepted. Likewise, for the ETF comprising of colleagues from Geneva and Brussels. The Budapest task force carried out the survey with input and support from the NSAG and the ETF.
4.2.1.4 Organize social media campaigns, competitions and European events.	Launches took place in a number of countries, video was rolled out, and the tweetathon was a success.
4.2.1.5 Produce a written report giving a humanitarian face to the crisis and a video documentary with interviews and human interest stories from selected NSs to be used as advocacy and diplomatic tools for persuasion.	The report "Think differently" was finalized, shared and launched in October, and subsequently translated into official IFRC languages. Some NSs made their own translations of the summary or the entire report. The video "In A Better World" was finalized and translated

	into nine different languages.
4.2.1.6 Launch the European economic crisis review report: <i>“Beyond the figures: the power of humanity during the economic crisis”</i>	The slogan was changed to “Think Differently” before the report was launched.
Output 4.3.1: HDU is involved in editorial issues concerning publications and production of AV materials	
Activities for 4.3.1:	
4.3.1.1 Produce video on Active Ageing in cooperation with the EZ Health and Care sector.	Will be done in 2 nd half of the year or early 2014, before the European Conference.
4.3.1.2 Provide communication support on demand.	HD unit communications team is actively involved with all units within the EZO for communications issues as needed, and supports the NSs on communications as requested.
Goal 5: “To deepen our tradition of togetherness through joint working and accountability” (Business Line 5)	
Outcome 5.1: Red Cross Red Crescent Movement utilizes effective cooperation mechanisms and tools that build greater collective responsibility and trust.	
Output 5.1.1: NSs have improved their reach by shared capacities and resources through alliances and partnerships that achieve collective higher value from working together as a Movement	
Activities for 5.1.1:	
5.1.1.1 Promote knowledge in all NSs on the Movement platforms for sharing HR, knowledge, skills and learning.	EZ is actively participating in and promotes all relevant Movement networks and forums for knowledge and information sharing. Careful consideration is also given within the EZ team to the fact as to who is best placed to represent EZ in various forums to ensure optimal inputs.
5.1.1.2 Update existing EZO FedNet pages to facilitate enhanced sharing of resources, knowledge and inspiring practices.	The EZ communications team manages the EZ updates at the Fed Net regularly, and based on the change of communications staff member, the rights for managing the EZ Fed Net pages have been moved to the relevant colleague to ensure smooth flow of information.