



20th European Youth Cooperation Meeting of Red Cross and Red Crescent Societies

Final report

Lozen, Bulgaria

18-22 April, 2012



International Federation
of Red Cross and Red Crescent Societies
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Cover photo: Youth participants during one of the group activities of the workshop on the review of the RCRC European Youth Network on 19 April 2012/ Giovanni Zambello, IFRC

Photos in the report are by Ana Izvorska, Bulgarian Red Cross, Ádám Csordás, Hungarian Red Cross and Giovanni Zambello, IFRC.

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Introduction

The **Red Cross Red Crescent European Youth Network** gathers National Societies' Youth from Europe and Central Asia. It was established in 1978 and is thereby the oldest of the existing Red Cross Red Crescent Youth Networks. Over the last thirty four years the Red Cross Red Crescent European Youth Network has contributed to further strengthen member National Societies Youth structures and Youth action through providing a platform for sharing relevant knowledge, ideas and experiences among Youth representatives from Europe Zone.

The 20th European Youth Cooperation Meeting of Red Cross Red Crescent Societies, hosted by Bulgarian Red Cross in coordination with the European Youth Coordination Committee and the IFRC Europe Zone Office, took place in Lozen from 18th to 22nd of April 2012 at the National Training Center of the Bulgarian Red Cross.

77 Youth representatives, coming from **41 National Societies**, attended the Meeting together with Youth Commission members from Europe Zone and representatives of the IFRC Secretariat (Youth Action and Volunteering Department and Europe Zone Office). The Meeting saw also the participation of the Center for the Cooperation in the Mediterranean (CCM) and the Smiling Hospital Foundation.

The Terms of Reference of the Red Cross Red Crescent European Youth Network were developed more than five years ago, in the meanwhile the broader context in which the Network is positioned has gone through some relevant changes, among which the rise of new challenges and opportunities, as well as the commitment Red Cross Red Crescent Youth made "to do more, do better, and reach further" with the Solferino Youth Declaration, the endorsement of Strategy 2020

The **European Youth Cooperation Meeting of Red Cross Red Crescent Societies** is the biennial meeting of the Network's members. It was initially established as a meeting of the Youth Directors and since 1992 saw the participation of at list two Youth representatives from each Europe Zone National Society. This forum has proved of utmost importance for the youth in the member National Societies as it has given them the opportunity to identify common priorities in the broader Red Cross Red Crescent framework on the base of which coordinate their ideas, goals and actions regarding youth, to share good practices as well as to deepen their knowledge and understanding of the processes in the International Federation of Red Cross Red Crescent Societies (IFRC), contributing in this way to equip and enable them to actively participate in the decision making processes at international level. During the European Youth Cooperation Meeting of Red Cross Red Crescent Societies, participating members elect the European Youth Coordination Committee, who is in charge for ensuring the follow up of the outcomes of the Meeting.

by the 17th session of the IFRC General Assembly, the adoption of the Youth Policy and the Volunteering Policy by the 18th session of the IFRC General Assembly.

Given this context, the 20th European Youth Cooperation Meeting of Red Cross Red Crescent Societies aimed at re-energizing the Network and reviewing its Terms of Reference, in order to enhance its capacity to provide a valuable impact on National Societies Youth action, to further strengthen the Network itself, to ensure its sustainability and continuity and to better position it in the current broader Red Cross Red Crescent framework.

Moreover, through the five thematic Youth-Policy-focused workshops ("Youth in decision making processes", "Youth in strategic innovation", "Communication and social media", "Inclusion and empowerment of beneficiaries", "Evaluation, follow up and reporting systems"), the Meeting aimed at contributing to the effective roll-out and implementation of the Youth Policy in the National Societies, also by looking at the specific contribution the Network could bring and setting accordingly the related priorities.

The 20th European Youth Cooperation Meeting of Red Cross Red Crescent Societies served also as an information sharing opportunity between the Youth Commission and the National Societies Youth representatives as well as an occasion to share updates regarding the main current and future planned global Youth initiatives.

On the 21st of April the elections of the seven members of the European Youth Coordination Committee for 2012 – 2014 took place.

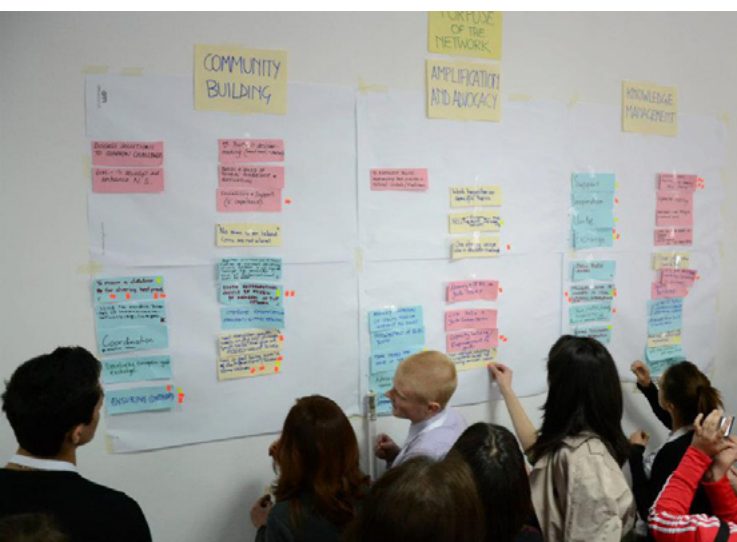


2. Workshop on the review of the Red Cross Red Crescent European Youth network

facilitated by Flavio Ronzi, (IFRC EZO, OD and Youth Action Delegate)

The IFRC Guidelines for Red Cross Red Crescent networks underline that networks should not be seen as permanent structures. Successful networks evaluate their progress regularly and are open to reconsider their purposes and how they work, especially when major changes affect the framework in which they are placed.

The Terms of Reference (ToR) of the Red Cross Red Crescent European Youth Network were developed more than five years ago. In the meanwhile the broader context in which the Network is positioned has gone through several changes with the raising of new challenges and opportunities and the endorsement of Strategy 2020, new Youth Policy and new Volunteering Policy. Moreover the commitment Youth made to “do more, do better, and reach further” (Solferino Youth Declaration), implies also the need to adapt Youth contribution to our humanitarian work to the challenges and opportunities presented by a fast changing world.



Given this context, the workshop had the following objectives:

- To brainstorm and discuss on strengths, weaknesses, as well as potentials and threats of the Red Cross Red Crescent European Youth Network;
- To review and update the mission and the Terms of Reference of the Red Cross Red Crescent European Youth Network in order to ensure its impact, to further strengthen the Network itself and to ensure its sustainability;

The Terms of Reference of the Red Cross Red Crescent European Youth Network (purposes, role, functions and form) were reviewed through a participatory and step-by-step approach on the base of the key points highlighted in the final report of the European Coordination Committee for 2010 – 2012 and the main findings of the SWOT analysis conducted by participants during the workshop. The Terms of Reference were reviewed with the aim to address the weaknesses and

threats and to maximize the strengths and opportunities that had been identified.

The IFRC Guidelines for Red Cross Red Crescent networks and the discussion paper on Youth networks in the Red Cross Red Crescent were background materials for this workshop.

The final report of the European Coordination Committee for 2010 – 2012¹ pointed out the following key points about how further strengthen the Network:

- To re-view the form of the Network and the responsibilities of the subjects involved in the Network (member National Societies, EYCC);
- The role of the Network should be better defined in the realistic terms for approaching properly the 'right actors/stakeholders';
- To stimulate and enhance the sense of ownership within the Network as well as the commitment and the responsibility of all the members;
- To design a more effective division of tasks in a way that contributes to ensure the sustainability and the continuity of the EYCC's and the Network's work;
- To re-think the approach for sub-regional networking, in a way that ensures a well-functioning Network;
- To agree on a new commitment in finding sustainable solution to make the Network work in an effective and efficient way and serve Youth within Europe Zone;
- To increase the visibility of the Network and keep Youth informed through both internal and external communication;
- To promote and mainstream a participatory approach, in order to make the Network more inclusive toward all members;

In groups participants discussed about the Red Cross Red Crescent framework in which the Red Cross Red Crescent European Youth Network is positioned, identifying the following cornerstones:

- Fundamental Principles and humanitarian values
- Strategy 2020
- Youth Policy
- Volunteering Policy
- Youth Declaration
- Vienna Commitments (adopted by the 8th European Red Cross Red Crescent Conference)
- Pledge 129
- Tarragona agreement
- Youth Commission work plan for 2011 - 2015
- IFRC Guidelines for Red Cross Red Crescent networks
- Youth networks in the Red Cross Red Crescent discussion paper
- Global Youth Consultation 2011

¹ See annex VII

In groups participants discussed the purposes of the Red Cross Red Crescent European Youth Network, identifying the following ones that were categorized to three functions.

1. Knowledge Management

- To ensure that good practices, experiences and areas of improvements are shared among National Societies;
- To contribute to the training of youth leaders on a local, national and international level;
- To ensure information from the International Federation of Red Cross Red Crescent Societies and IFRC Youth Commission is disseminated to all members of the Network;
- To contribute to the implementation of the Youth Policy in National Societies;



2. Amplification and Advocacy

- To contribute to enhancing the impact of youth-led advocacy efforts conducted within National Societies;
- To support National Societies in empowering Youth to be actively and effectively involved in decision making processes;
- To represent the voice of Youth from member National Societies within the International Movement;
- To ensure open channels of communication between member National Societies, the IFRC Youth Commission and other relevant Youth Networks;

3. Community Building

- To contribute to further strengthen cooperation among National Societies;
- To enhance a sense of ownership of the Network among member National Societies, based on common and shared values;
- To support the development of European Youth Exchange with member National Societies;
- To promote cooperation and facilitate the establishment of possible partnerships with other Youth Networks and Youth Organizations;

In groups participants analyzed and identified the strengths, weaknesses, opportunities and threats of the Red Cross Red Crescent European Youth Network:

STRENGTHS	WEAKNESSES
Positioning in RCRC framework	Funding
For youth by youth	Communication and information
Structure and functioning	Structure and functioning
Communication and information	
OPPORTUNITIES	THREATS
Influence and impact	Digital divide
Youth development	Financial uncertainty
Amplification	Global issues
Funding	

STRENGTHS

1. POSITIONING IN THE RED CROSS RED CRESCENT FRAMEWORK:

- Recognition in the Youth Policy of the relevance of regional networks established by Youth themselves in sharing knowledge and innovation across the International Red Cross Red Crescent Movement as well as an opportunity for promoting youth leadership;
- Current process from Youth Policy to Global Youth Strategy;
- Youth Action delegate at the Europe Zone Office;
- One central coordination point;
- Shared Fundamental Principles and humanitarian values;
- Shared Mission of Red Cross Red Crescent;
- Well-known brand;

- European Youth Cooperation Meeting of Red Cross Red Crescent Societies as established meeting of the Network's members and a meeting point for youth representatives from Europe and Central Asia;
- The Network has a long history as it was established in 1978;
- Representation in other Red Cross Red Crescent Networks and cooperation with other Red Cross Red Crescent structures;
- One representative of the Network is part of the board of ERNA;

2. FOR YOUTH BY YOUTH:

- The Network is lead and represented by youth;
- Lots of back up from young volunteers in National Societies;
- The Network proves a tool to ensure a strong Europe Zone Youth voice;
- The Network provides a youth consultation forum and a link between global and regional youth levels;
- By identifying common problems/issues the Network strengthens Youth actions to tackle them;
- The Network prove a valuable tool to enhance the connection between Youth leaders/coordinators in the Europe Zone;
- Source of inspiration/motivation for youth leaders;

3. STRUCTURE AND FUNCTIONING:

- Gathering NSs from the whole Europe Zone, the Network reflects the diversity that characterize the Zone and it is able to include in its work the different youth perspectives;
- Increase in the number of National Societies participating at the Network meeting (Youth representatives from 41 National Societies attended the 20th European Youth Cooperation Meeting of Red Cross Red Crescent Societies) with new ideas and perspectives;
- Sustainability;
- Increase in the members and stakeholders' commitment;
- Increase in the members' sense of ownership;
- The Network has in the past established connections with the European Youth Forum;
- Continuity in the participation of some Youth representatives;
- Capacity to represent the Network in some meetings (e.g. GA) through participating Youth representatives;

4. COMMUNICATION AND INFORMATION:

- The Network contributes to share good practices among its members;

- The Network is a good information platform;
- Network as a sort of think-tank for EU network (reservoir of knowledge);
- Regular information flow also by the mean of the Network Facebook page;

WEAKNESSES

1. FUNDING:

- Challenge in mobilizing and allocating funds for Youth participation in the Network;
- Unequal conditions of financial resources among member National Societies;

2. COMMUNICATION AND INFORMATION:

- FedNet could be more user-friendly with regard to Youth Networks;

3. STRUCTURE AND FUNCTIONING:

- Turnover of the EYCC members;
- Difficulty to ensure a proper and timely passing on of the relevant information when turnover in the EYCC takes place and/or when a new EYCC is elected;
- Loss of knowledge/information when EYCC turnover takes place and/or when a new EYCC is elected;
- Some EYCC members have not been as active as it would have been expected during their mandate;
- Structure of the EYCC;
- The Terms of Reference have not been reviewed for more than five years, they are not updated with respect to the broader Red Cross Red Crescent framework;
- Diverse expectations among members;
- Low level of member National Societies' sense of ownership and involvement has been registered during the last years;
- The mandate of the Network has not been clear enough;
- There have been meetings, but still the Network needs to be re-energized to function properly;
- Lack of short/long term commitments of EYCC members;
- Low level of National Societies' commitment regarding EYCC membership;
- Not all the National Societies of the Zone have a Youth focal point;
- Low level of awareness regarding the Network in National Societies;
- Too many repetitions and no change;
- Among the members there isn't a sufficient level of awareness regarding the diversity of the respective structures, issues, core activities and priorities;

- EYCC composition and candidacies (e.g. representatives of sub-regions);
- No formal recognition of the Network by National Societies/IFRC;
- Lack of leadership;
- Need for support from IFRC;
- Lack of core staff;

OPPORTUNITIES

1. INFLUENCE AND IMPACT:

- Cooperation with other Red Cross Red Crescent Regional Youth Networks;
- Liaising with Youth Commission and National Societies to make an impact on Youth Commission work regarding the implementation of the Youth Policy and to influence National Societies towards implementing the Youth Policy;
- Cooperation with the European Youth Forum;
- Opportunities to be involved at international level both inside and outside the International Movement;
- Liaising with sub-regional networks;
- Partnerships with other Youth Organizations;
- Cooperation among members based on themes of common interest;
- Current process toward developing the Youth Global Strategy;

2. YOUTH DEVELOPMENT:

- Youth Leadership Trainings developed and performed by several member National Societies;
- Advances in technology as a means to improve communication;
- International volunteering opportunities/volunteers exchange;

3. AMPLIFICATION:

- Topics/issues of common/shared interest for some National Societies. The Network may provide a platform for joint actions (e.g. campaigns) and partnerships development;
- New communication tools. They can foster the exchange of information, tools, ideas, activities and initiatives among National Societies, generating thus an impact on both National Societies and local communities;

4. FUNDING:

- Fundraising/resource mobilization strategies;
- External funding opportunities (e.g. EU, etc.);

3. Workshop on youth in decision-making processes

Facilitated by Eero Ramo (Finnish Red Cross), Flavia Pugliese (IFRC EZO, OD and Youth Action Consultant)

The Youth Policy recognises the leadership role of young people in tackling contemporary and emerging humanitarian and development issues, the need to encourage them to pursue an active role in their National Societies as adults, and to facilitate their full inclusion and integration in the governance and management of their National Societies, both at national and branch levels.

National Societies provide their young volunteers, members, and staff with opportunities to advance their personal and professional development through learning and training, and preparing them for current and future leadership roles. Moreover, as reflected in the Solferino Youth Declaration, the Red Cross Red Crescent Youth have committed to tackle the humanitarian challenges, to do their part in building stronger communities by putting their knowledge, energy and skills to use in the mission of the International Red Cross Red Crescent Movement and to be active in leading and participating to the governance, management as well as services of National Societies.

In groups participants analyzed and identified the strengths, weaknesses, opportunities and threats of youth involvement in decision making processes:

STRENGTHS	WEAKNESSES
Youth leaders	Youth leaders
NS's structure and functioning	NS's structure and functioning
OPPORTUNITIES	THREATS
Global trends	Global trends
Partnerships	Competition

STRENGTHS

1. YOUTH LEADERS:

- Youth leaders are willing and committed to take responsibilities;
- Some National Societies can currently count on representatives in Youth Boards who have an innovative approach;



2. NSS' STRUCTURE AND FUNCTIONING:

- Several National Societies already developed and have been providing Youth Leadership trainings;
- A number of National Societies support their youth representatives;
- Youth represent a high percentage of National Societies' membership;
- In some National Societies Youth are already involved in the governance structures;
- Partnerships have been developed among some National Societies Youth focused on Youth development;

WEAKNESSES

1. YOUTH LEADERS:

- Lack of time due to other responsibilities and pressures, commitments;
- High turnover or youth delegates, that may lead to lack of knowledge and experience for decision making;
- Youth members involved in decision making processes on behalf of youth, who may abuse their position for personal gain;

2. NS's STRUCTURE AND FUNCTIONING:

- Youth opinions are not always valued in the National Societies' decision making process;
- In some National Societies Youth are seen as playing an advisory role rather than be involved in the whole decision making process;
- Lack of funds, resources. It can hinder youth involvement in decision making process (e.g. travel costs, etc.);
- Resistance within the National Societies toward youth opinions;
- Difficulties/lack of communication between National Societies' boards and Youth representatives;
- In some National Societies Youth are not involved in the decision making structure and processes;
- Youth involvement is not seen as priority in decision making;
- Lack of common vision;

OPPORTUNITIES

1. GLOBAL TRENDS:

- Youth are becoming more involved in decision making process in other organizations, generating thus a positive impact;
- Society constantly changing and youth is an integral part of that;

2. PARTNERSHIPS:

- Potential youth volunteers can be engaged through co-operation with other stakeholders;
- Partnerships and open dialogue with Governments Departments (e.g. Minister of Youth/Education) regarding youth personal development programs;

THREATS

1. GLOBAL TRENDS:

- Changing demographics – more older people than young members in future years;
- Financial crisis which may lead to emigration of youth members;

2. COMPETITION:

- Competition for members from other NGO's;

Presentation of National Societies' good practices¹

- British Red Cross;
- Norwegian Red Cross;
- Latvian Red Cross;
- Red Cross Society of Georgia;
- Ukrainian Red Cross;
- Swedish Red Cross;
- Italian Red Cross;
- German Red Cross;
- Netherlands Red Cross;
- Spanish Red Cross;

¹ See annex VI for concept notes

- Kazakh Red Crescent;
- Swiss Red Cross;

Priorities on the way ahead

- Foster and develop a fair process so that youth can be involved in the decision making process (legitimacy);
- Have youth's voice heard within National Societies' decision making processes and bodies;
- Advocate youth to take responsibility for future decisions;
- Foster a more balanced representation in the governance of the National Societies;
- Formalize youth involvement in the decision making process of the National Society;
- Invest in youth leadership trainings;
- Share knowledge on youth involvement in decision making processes, both internally and externally;
- Commit to consider always Fundamental Principles and humanitarian values when making decisions as Youth leaders;

4. Workshop on communications and social media

Facilitated by Giovanni Zambello (IFRC EZO, Communications Delegate)

The Youth Policy recognizes communication, social media and other information technologies as relevant resources available to strengthen youth role within National Societies as well as to promote youth action in tackling contemporary and emerging issues in our communities. In the day-to-day commitment as Red Cross Red Crescent Youth, internal and external communication and social media can help us strengthen youth engagement in the work of National Societies and in regional networks, to promote voluntary service among prospective volunteers, to boost humanitarian diplomacy efforts with external audiences, to engage youth who are not in a position to actively volunteer recognizing them as valuable potential advocates and agents of change, as well as to value and recognize youth contribution within the Red Cross Red Crescent International Movement.

In groups, participants analyzed and identified the strengths, weaknesses, opportunities and threats to National Societies' youth action in communication and information technology:

STRENGTHS	WEAKNESSES
Youth engagement	Tools and planning
Knowledge/tools	Digital divide
OPPORTUNITIES	THREATS
Knowledge sharing	Digital divide
Existing platforms	Protection of the emblem

STRENGTHS:

1. YOUTH ENGAGEMENT

- Youth make up a high percentage of National Society membership, bringing to the Red Cross an in depth knowledge of new communication tools and their attitude as fast-learners and innovators in the use of social media and information and communication technologies;
- Capacity to reach Youth in the communities through social media as they represent a big share of all users of social media;

2. KNOWLEDGE/TOOLS:

- Existing analysis tools of social media that enable to track and to build statistics of online communications and social media use;
- Some National Societies have a communication strategy;
- An effective communication makes it easy to track youth activities;
- Existing training courses in communication;
- Red Cross Red Crescent brand makes it easier to have a fast and reliable impact on people;
- Internet. Using internet for communication purpose allows to reach more people (e.g. those who live far away from RCRC branches);
- Existing good practices in communications;



WEAKNESSES

1. TOOLS and PLANNING:

- Difficulties in verifying the extent of outreach;
- Some National Societies have not been using/have not developed guidance tools/guidelines (also part of a threat);
- Lack of communications plan (lack of time, resources and training);
- Lack of coordination and control in the use of communications tools and social media;
- Lack of mechanisms of protection of the Red Cross Red Crescent brand;
- Lack of sufficient online protection systems (i.e. hacking);
- Management of the social media channel;
- Communications utilized without an outcome-oriented approach (i.e. tools not based on real needs);
- No training opportunities;
- Tools and content are not available in multiple languages (limited outreach);
- Insufficient focus on communications issues in the overall National Society's plan;
- Communication plan not tackling youth issues;
- No translation in other languages of the National Society's web page;

- Lack of responsibility (privacy issue with AV materials and personal info);

2. DIGITAL DIVIDE:

- Some National Societies face a lack of ICT resources and infrastructures or/and of a culture of new technologies;

OPPORTUNITIES

1. USE EXISTING PLATFORMS

2. KNOWLEDGE SHARING:

- Opportunities of knowledge sharing inside the International Movement, but also with other actors ;

THREATS

1. PROTECTION OF THE EMBLEM:

- Emblem misuse;
- Emblem abuse;

2. DIGITAL DIVIDE:

- Some National Societies face a lack of ICT resources and infrastructures;

3. PROLIFERATION OF SOCIAL MEDIA PLATFORMS

- Social media proliferates at a high speed, that circumstance makes it hard to keep the pace;

Presentation of National Societies' good practices¹

- Red Crescent Society of Tajikistan;
- Malta Red Cross;
- Swiss Red Cross;
- Red Cross Society of Bosnia and Herzegovina;
- Italian Red Cross;
- Slovak Red Cross;
- Monaco Red Cross;

¹ See annex VI for concept notes

Priorities on the way ahead

- Invest in training opportunities;
- Provide guidelines on communications (social media, privacy) and provide/develop guidelines on youth-targeted communication;
- Adapt existing standard guidelines;
- Invest in communication planning;
- Mobilize resources and allocate more funding for communications;
- Closer communications contact among National Societies;
- Make FedNet more user-friendly and promote it;
- Propose online trainings via available IFRC platforms and tools;
- Have an insight of youth participation and engagement to know how to strengthen outreach;
- Import communications ongoing members;
- Foster cooperation for translation and better dissemination through social media
- Share good practices among National Societies;
- Make Community of Practices better known;
- Promote youth-targeted communication (as digital divide is strongly related to youth it is also linked to it) within communication plan;
- Let's not forget about groups who have no access to social media. The digital divide exists, use of traditional media also.

5. Workshop on youth in strategic innovation

Facilitated by Ana Izvorska (Bulgarian Red Cross)

Strategy 2020 while challenging the IFRC to “do more, do better and reach further” in saving lives and changing minds, recognises also the need to work differently when it is necessary to adapt to the challenges and opportunities of a fast changing world. Innovation has a crucial relevance and, while drawing inspiration from our shared history, we are equally committed to finding creative and sustainable solutions to the humanitarian and development challenges.

In this context, the Youth Policy recognises and values the important role and contribution of young people in addressing humanitarian and development challenges through their multiple roles, which include being innovators and advocates for vulnerable people. By putting their innovative contribution to use in National Societies’ activities and services, youth become a driving force of change within the National Society.

In groups, participants analyzed and identified the strengths and weaknesses of Youth contribution as a driving force for strategic innovation and change:

STRENGTHS	WEAKNESSES
Existing good practices and experiences	Resistance
Youth engagement with National Societies	Support

STRENGTHS

1. EXISTING GOOD PRACTICES AND EXPERIENCES:

- Within National Societies there is already a track record of good examples, we can share these so other National Societies can draw value from them;

2. YOUTH ENGAGEMENT WITH NATIONAL SOCIETIES:

- Youth make up a high percentage National Societies’ membership. Youth bring open-minded approaches and new ideas. Youth look at existing activities or problems from a different perspective. Young people use new techniques, are

early adopters of new technologies and Youth are not afraid of innovation or taking risks;



WEAKNESSES

1. RESISTANCE:

■ Youth have in some cases encountered resistance to innovation and change within the National Society (e.g. leadership, management, etc.);

2. SUPPORT:

■ There are just a few cases of guidance/guiding lines and trainings that are used to enable youth to put innovation into practice;

■ Funding constraints as allocation of resources for this purpose isn't felt as a priority;

Presentation of National Societies' good practices¹

- French Red Cross;
- Armenian Red Cross Society;
- Netherlands Red Cross;
- Austrian Red Cross;

Priorities on the way ahead

- Promote youth contribution in strategic innovation;
- Support, give guidelines/ guidance and trainings to youth so to empower them to contribute in strategic innovation;
- Enhance networking;
- Facilitate information sharing, as well as the exchange of good practices and challenging experiences (e.g. through FedNet, by elaborating case studies, by make a format to be filled by National Societies, etc.);
- Make an overview on how National Societies youth structures;

¹ See annex VI for concept notes

4. Workshop on inclusion and empowerment of beneficiaries

Facilitated by Flavia Pugliese (IFRC EZO, OD and Youth Action Consultant), Milan Mirkovic (Red Cross of Serbia)

Within the Youth Policy, a special focus is dedicated to young people as beneficiaries of programmes, activities and services delivered by National Societies. In tackling the vulnerabilities that may affect young people, and in supporting youth to manage and mitigate the risks they face, the aim is to enable them to grow as well adjusted, responsible, and caring members of the communities they inhabit. The inclusion and empowerment of beneficiaries represents a key element in effectively reaching the aforementioned aim. It implies both a participatory approach and the promotion of social inclusion, by enabling young beneficiaries to take active part within programmes and activities.

In groups, participants analyzed and identified the strengths, weaknesses, opportunities and threats of National Societies' capacity to mainstream a youth empowerment approach in designing youth-related services and activities:

STRENGTHS	WEAKNESSES
Tools	Functioning/Implementation
Framework	Framework
OPPORTUNITIES	THREATS
Communities	Implementation
Tools	
Partnerships	

STRENGTHS

1. TOOLS:

- Several National Societies have a good experience in Youth leadership trainings ;
- Some National Societies have implemented Youth mentoring system;
- Many National Societies have a sound experience in using a peer-to-peer approach;
- Youth as Agents Behavioral Change;

- Sound experience and strong commitment in tackling discrimination;

2. FRAMEWORK

- Recognition by the Youth Policy of the value of empowering youth to grow as well adjusted and caring members of the community;
- The trust of the communities/Recognition by the communities;
- Red Cross Red Crescent is a need-based organization;
- Youth engagement to take the responsibility being active members of the community;
- Being part of the biggest humanitarian network;
- National Societies' capacity to engage youth beneficiaries since young on life-long growing process;
- Motivation of volunteers;



WEAKNESSES:

1. FUNCTIONING/IMPLEMENTATION

- Youth volunteers drain;
- Lack of space to develop personal potentials;
- Resistance to change;

- Lack of experience and / or professionalism;
- Not effective evaluation process which affects the capacity to learn from project implementation;
- Not effective needs assessment;
- Beneficiaries are not always included in the design of the project;
- Not enough training;

2. FRAMEWORK

- The capacities of beneficiaries are not always recognized;
- Assignment of a low priority level to this theme, that determines a non-effective resource allocation (eg. given founding, human resources);

OPPORTUNITIES

1. COMMUNITIES:

- Potential volunteers;
- Diversity in the communities that may lead to a more diverse volunteer base;
- Networking with other organizations;

2. TOOLS

- Advocacy tools/processes;
- Available trainings for staff and volunteers;
- Red Cross Red Crescent high level meetings as occasion to share knowledge and raise the awareness (e.g. IFRC General Assembly, etc.);

3. PARTNERSHIPS

- Cooperation between Red Cross/Red Crescent and schools, public authorities, governmental or non-governmental organizations;

THREATS

1. ENVIRONMENT

- Social: existing prejudices toward some groups of beneficiaries;
- Legal: national laws that can thwart the inclusion of some target groups;
- Financial: lack of resources due to the financial and economic crisis;

Presentation of National Societies' good practices¹

- Italian Red Cross;
- Red Cross of Serbia;

Priorities on the way ahead

- To raise awareness within National Societies on the relevance of designing youth programmes that enable and empower youth beneficiaries to become caring members of the communities they inhabit;
- To invest in youth leadership trainings as tools that may be used to empower youth beneficiaries;
- To sustain peer to peer education;
- To develop tools for evaluating the impact of youth empowerment programmes/ activities;
- To invest in humanitarian (formal / non-formal) education;
- To raise awareness of decision makers and beneficiaries;
- To strengthen the cooperation between National Societies and Public Authorities on this theme (eg. MoU);
- To create conditions for promoting a more concrete participation of beneficiaries;
- To create real space for action ("space" relates to existing governance / leadership structures / new platforms);
- To share good practices as well as challenging experiences and to encourage cooperation among the members of the Network;
- To support youth and give them the opportunity to lead the change and to develop tools and resources for promoting youth empowerment;
- To invest in mentoring programmes for youth;
- To see the beneficiaries as individuals;
- To include beneficiaries consultations in the PMER;

¹ See annex VI for concept notes

7. Workshop on evaluation, follow-up and reporting systems

Facilitated by Mairi Allam (British Red Cross)

A well-functioning evaluation, follow-up and reporting system enables National Societies to be effective and efficient in tackling contemporary and emerging humanitarian challenges, through the delivery of relevant services to vulnerable people, as well as to be accountable to their members, the communities they serve, donors and partners.

The Youth Policy highlights the role of youth as actors involved in the planning, design, delivery and review of Red Cross Red Crescent services to which they contribute or from which they benefit. This implies that youth contribution is pro-active and relevant in the whole project cycle management and finalized at responding effectively to local, national and global humanitarian challenges. Youths as innovators, advocates and peer-to-peer facilitators, can play an important role within systems and mechanisms that National Societies put in place for reporting and reviewing services, either by bringing new inputs and innovation or ensuring a more participatory approach through the spread of results and information. The Youth Policy encourages also National Societies to develop additional specific measures for tracking the youth involvement in its activities and services so as to measure the impact of the Policy in 2017.

Participants identified the following benefits of evaluation, follow-up and reporting systems:

- Evaluation can help with creating a base-line understanding in strategic work;
- Evaluation helps the volunteers to value their membership;
- Evaluation helps the volunteers feeling empowered due to the fact that they can involve themselves in a different way and achieve a new perspective on their work;
- Evaluation process helps with locating stakeholders and helps us being more concrete on whom we need to reach;
- There has been expressed an opportunity in gaining new funding, when you have collected data from the evaluation process to support your claim for further/new funding;
- Transparency and accountability;
- Positive data can help the recruiting;
- Positive data can have a positive effect on motivation among the volunteers both in their activities but also in their willingness for further learning;
- Data provides us with a mandate to speak up in an advocacy context;
- Data can help us gain awareness in how to improve the quality in what we do and helps our credibility;
- The process of evaluating ourselves makes us grow and helps us progress as an organisation;
- Evaluating our work will help us towards being a more need-based organisation, and targeting the right users;

In groups, participants analyzed and identified the strengths, weaknesses, opportunities and threats of National Societies' PMER practices and mechanisms for tracking youth involvement:

STRENGTHS	WEAKNESSES
Existing good practices and experiences	Resources
	Motivation and misperception
	Structural and functional issues
OPPORTUNITIES	THREATS
IFRC tools	Financial uncertainty
Technology	

STRENGTHS:

1. EXISTING GOOD PRACTICES AND EXPERIENCES:

- There have been good experiences with self-evaluation of the department and the board with the tool survey monkey. Also the service can be used for free, under certain circumstances;
- Existence of standardized follow-up mechanisms and data collection systems used by several National Societies;

WEAKNESSES:

1. RESOURCES:

- Challenges in mobilizing human and financial resources for monitoring and evaluation activities;
- Some National Societies face a challenge in regard to a lack of technical means/ expertise and their ability to properly employ the technical tools available;

2. MOTIVATION AND MISPERCEPTION:

- There are some experiences with low level of motivation among volunteers in getting involved in evaluation process;
- Concerns of getting negative feedback from the evaluation;
- Misperception of the purposes of the evaluation process can create a feeling in the minds of the volunteers that they are being controlled and that they are being monitored in their work;
- Misperception/low level of awareness regarding the evaluation in the sense that some volunteers cannot see the benefit in evaluation because it does not immediately help the beneficiaries of our activities;

3. STRUCTURAL AND FUNCTIONAL ISSUES:

- Difference in the techniques National Societies employ for evaluation, which creates a challenge when member National Societies communicate in the Network;
- Sometimes there isn't a proper integration between the evaluation process and the program work;
- There has been a lack of follow up in some cases, where the collected data haven't been properly processed;
- Some National Societies face a challenge in regard to their size and complexity. The task of evaluating becomes too comprehensive and the method needed is not adaptable.

OPPORTUNITIES:

1. IFRC TOOLS:

- There has been identified an opportunity in using existing systems from IFRC;

2. TECHNOLOGY:

- It can make the evaluation easier, examples are social media as a tool but also simply using the internet to learn about methods of evaluating;

THREATS:

1. FINANCIAL UNCERTAINTY:

- The global financial crisis affects National Societies's funding and funding allocation, which causes PMER¹ activities to fall behind on National Societies' agenda;



Presentation of National Societies' good practices²

- Armenian Red Cross Society;
- Belgian Red Cross;
- British Red Cross;
- Danish Red Cross Youth;

¹ Planning, monitoring, evaluation and reporting

² See annex VI for concept notes

Priorities on the way ahead:

- Identify the tools needed to track youth engagement within the National Society;
- Clearly identify the parameters when tracking the youth involvement;
- Clearly identify the parameters for monitoring and evaluating youth targeted programmes;
- Ensure volunteer's perspective is included when evaluating programs;
- Further strengthen the capacity to monitor impact in the programs from both a quantitative and qualitative perspective;
- Allocate funds to establish a PMER system;
- Conveying the necessity of PMER systems;
- Creating a foundation for a larger commitment towards PMER systems;
- Exchange good practises on PMER systems among members of the Network;
- Ensure more indicators are set up in regard to the PMER effort on youth programs;
- Ensure beneficiaries are identified in regard to PMER effort on youth programs;
- Ensure National Societies monitor and evaluate the impact of the Youth Policy.

Annexes

I. Meeting agenda

20th European Youth Cooperation Meeting

18-22 April 2012, Sofia, Bulgaria



	Wed 18 April	Thu 19 April	Fri 20 April	Sat 21 April	Sun 22 April
8.00-9.00		Breakfast	Breakfast	Breakfast	Breakfast
9.00-10.00		Report of the European Coordination Committee (ECC)	Workshops on the Youth Policy (parallel):	Workshops on the Youth Policy (parallel):	Presentation by the Youth Commission Update on upcoming Youth events
10.00-10.45		Workshop on the RCRC European Youth Network	Communication and social media Youth in decision-making processes Evaluation, follow-up and reporting system	Communication and social media Youth in strategic innovation Inclusion and empowerment of beneficiaries	
10.45-11.15		Coffee Break	Coffee Break	Coffee Break	
11.15-13.00	Arrivals by 16.00	Workshop on the RCRC European Youth Network	Workshops on the Youth Policy (parallel): Communication and social media Youth in decision-making processes Evaluation, follow-up and reporting systems	Workshops on the Youth Policy (parallel): Youth in decision-making processes Youth in strategic innovation Inclusion and empowerment of beneficiaries	Networking, partnership development and sub-regional meetings
13.00-15.00		Lunch	Lunch (13.00-14.30)	Lunch	
15.00-16.45		Workshop on the RCRC European Youth Network	Presentation of the candidates to the ECC (14.30-15.30)	Workshops on the Youth Policy (parallel): Evaluation, follow-up and reporting systems Youth in strategic innovation Inclusion and empowerment of beneficiaries	
16.45-17.15	Induction courses Youth in the IFRC framework (17.00-18.30)	Coffee Break		Coffee break	Lunch and departs
17.15-20.00	Official opening ceremony, Getting to know each other, Presentation of the agenda (18.30-20.00)	Workshop on the RCRC European Youth Network	Visit to Sofia sightseeing, city tour and dinner (from 15.30)	ECC elections and presentation of new members (17.15-19.00)	
20.00-21.00	Dinner	Dinner	Free time (19.00-20.00)	Dinner	
From 21.00	Hello party	Youth market place		Goodbye party	

With representatives intended to gather together with the aim of participating in the meeting by 13.00 of 21 April, in order to allow them time for logistic arrangements.

II. Workshops' concept notes

Review of the Red Cross Red Crescent European Youth Network

Tue 19, 10.00-20.00

The relevance of regional networks established by Youth themselves is recognised by the Youth Policy as an invaluable contribution to sharing knowledge and innovation across the International Red Cross Red Crescent Movement as well as an opportunity for promoting youth leadership. In this context, the Youth Policy also calls on National Societies to actively encourage and support youth representatives to participate in these networks.

The Red Cross Red Crescent European Youth Network, which gathers National Societies' Youth Representatives from Europe and Central Asia, was established in 1978 and is thereby the oldest of the existing Red Cross Red Crescent Youth Networks. Over the years it has provided Youth from Europe Zone with a valuable opportunity of interaction, sharing of knowledge and ideas.

The current Terms of Reference (ToR) of the Network were developed more than five years ago, in the meanwhile the broader context in which the Network is positioned has gone through several changes with the raising of new challenges and opportunities and the endorsement of Strategy 2020, new Youth Policy and new Volunteering Policy. The commitment Youth has made to "do more, do better, and reach further" (Solferino Declaration), implies also the need to adapt Youth contribution to our humanitarian work to the challenges and opportunities presented by a fast changing world, therefore, in order to enable the Network to further strengthen its capacity to provide a valuable impact on National Societies Youth action and ultimately to the vulnerable people that we serve, it is crucial to review and to re-think the Network's mission and ToR.

During this workshop participants will have the opportunity to review the Red Cross Red Crescent European Youth Network (purpose, role, functions and form) through a participatory and interactive approach. A Drafting Committee will be in charge of elaborating the outcomes of the workshop and present to the plenary the final draft of the Red Cross Red Crescent European Youth Network reviewed Terms of Reference.

Objectives

- To brainstorm and discuss on strengths, weaknesses, as well as potentials and threats of the Red
- Cross Red Crescent European Youth Network;
- To review and update the mission and the Terms of Reference of the Red Cross Red Crescent;
- European Youth Network in order to ensure its impact, to further strengthen the Network itself and to ensure its sustainability;
- To identify the priorities for designing the Network's Strategy and the related Action Plan for the period 2012 – 2014;

Expected outcome

- A common understanding of the strengths, weaknesses, as well as potentials and threats of the Red Cross Red Crescent European Youth Network is developed;
- The mission of the Red Cross Red Crescent European Youth Network is rethought and agreed on;
- Updated Terms of Reference of the Red Cross Red Crescent European Youth Network (covering its role, functions and form) are developed;
- Priorities for designing the Network's Strategy and the related Action Plan for the period 2012 – 2014 are identified;

Programme

- Introduction: objectives of the workshop;
- Assessment on strengths, weaknesses, opportunities and threats regarding the Red Cross Red Crescent European Youth Network;
- Re-definition of the Network's mission;
- Review of the Network's Terms of Reference;
- Identification of the priorities for the period 2012 – 2014;
- Final remarks;

List of guiding questions

- Which are the elements of strengths of the Network? Which are the weaknesses? How could they be tackled?
- Which are the potentials of the Network? How could they be fully developed?
- Which are existing or possible threats? How could they be tackled?
- What should the Network's mission be in order to provide a deep impact regarding youth action?
- How could the impact of the Network's action be increased?
- How could the sustainability of the Network be further strengthened?
- How could the effectiveness of the relationship between the Network and the Youth Commission be further strengthened?

- How could the active participation of National Societies in the Network be further strengthened?
- Which achievements would you expect from the Network within the next two years?

Communication and social media

Wed 20, 09.00-10.45 and 11.15-13.00

Thu 21, 09.00-10.45

The Youth Policy recognizes communication, social media and other information technologies as relevant resources available to strengthen youth role within National Societies as well as to promote youth action in tackling contemporary and emerging issues in our communities. In the day-to-day commitment as Red Cross Red Crescent Youth, internal and external communication and social media can help us strengthen youth engagement in the work of National Societies and in regional networks, to promote voluntary service among prospective volunteers, to boost humanitarian diplomacy efforts with external audiences, to engage youth who are not in a position to actively volunteer recognizing them as valuable potential advocates and agents of change, as well as to value and recognize youth contribution within the Red Cross Red Crescent International Movement.

Objectives

- To raise awareness of the role of communications, social media and information technologies in promoting the unique role that youth can play within their communities and their potential to strengthen youth engagement;
- To raise awareness about effective youth-targeted communications;
- To brainstorm on strengths, weaknesses, as well as potentials and threats of National Societies' youth action in communications and information technology;
- To showcase good practices on effective communications actions taken in the past or ongoing (i.e. use of social media, recruitment campaigns, etc.) in order to share knowledge;
- To identify priorities for enabling an effective implementation of the Youth Policy in relation the role of communications in promoting and strengthening youth action;

Expected outcome

- A common understanding of the role of communications in promoting Red Cross Red Crescent youth action in tackling humanitarian issues is developed;
- Priorities for an effective roll-out of the Youth Policy in relation to youth action in communications and information technology are identified;
- Effective knowledge sharing regarding existing good practices is provided;

Programme

- Introduction: objectives of the workshop;

- Background: The Youth Policy and the role of communications for youth in Europe and Central Asia;
- National Societies' self-assessment on strengths, weaknesses, opportunities and threats regarding communications, to be shared with the group;
- Presentation of National Societies' good practices in communications;
- Open discussion;
- Final remarks and priorities on the way ahead;

List of guiding questions

- Does youth in your National Society have an official plan of action in communications?
- Does your National Society have its own communication standards? If not, does it use available IFRC or other National Societies' good practice tools?
- Does your National Society have regular trainings in communications and/or focal points for communications?
- Is communications integrated into your core activities?
- Which are the elements of strengths that you have when it comes to communications? Which are the weaknesses? How could they be tackled? Which results do you want to achieve within the next five years and how?

Youth in decision-making processes

Wed 20, 09.00-10.45 and 11.15-13.00

Thu 21, 11.15-13.00

As reflected in the Solferino Declaration, the Red Cross Red Crescent Youth have committed to tackle the humanitarian challenges, to do their part in building stronger communities by putting their knowledge, energy and skills to use in the mission of the International Red Cross Red Crescent Movement and to be active in leading and participating to the governance, management as well as services of National Societies. In this context, the Youth Policy recognises the leadership role of young people in tackling contemporary and emerging humanitarian and development issues, the need to encourage them to pursue an active role in their National Societies as adults, and to facilitate their full inclusion and integration in the governance and management of their National Societies, both at national and branch levels.

Objectives

- To raise awareness about the importance of youth involvement and integration in National Societies' as well as in communities' decision making processes;
- To brainstorm on strengths, weaknesses, as well as potentials and threats of youth involvement in decision making processes;
- To showcase good practices on effective structures, strategies and tools that enable and empower youth to actively participate in decision making processes in order to share knowledge;

- To identify priorities for enabling an effective implementation of the Youth Policy in relation to youth involvement in decision making processes;

Expected outcomes

- An understanding of different structures, strategies and tools that enable youth to be involved and integrated in the decision making processes is developed;
- Priorities for an effective roll-out of the Youth Policy in relation to youth involvement in decision making processes are identified;
- Effective knowledge sharing regarding existing good practices is provided;

Programme

- Introduction: objectives of the workshop;
- Background: the Youth Policy and youth leadership development in Europe and Central Asia;
- National Societies' self-assessment on strengths, weaknesses, opportunities and threats regarding youth participation in decision making processes, to be shared with the group;
- Presentation of National Societies' good practices in enabling and empowering youth to actively participate in the decision making processes;
- Open discussion;
- Final remarks and priorities on the way ahead;

List of guiding questions

- Are youth fully involved and integrated in the governance and leadership of your National Societies and, if so, which are the structures in place that include them in decision making processes?
- If not, which are the existing barriers and how does this impact on youth role and activities both at national and local level?
- Are there structures and strategies in place which enable youth to be included in decision-making processes at national and international level?
- Does your National Society have training and learning opportunities for youth, helping them in their long-term personal and professional development?
- Which actions could be undertaken to strengthen youth leadership and governance roles in your national context?

Youth in strategic innovation

Thu 21, 09.00-10.45, 11.15-13.00 and 15.00-16.45

Strategy 2020 while challenging the IFRC to “do more, do better and reach further” in saving lives and changing minds, recognises also the need to work differently when it is necessary to adapt to the challenges and opportunities of a fast changing world. Innovation has a crucial relevance and, while drawing inspiration from our shared

history, we are equally committed to finding creative and sustainable solutions to the humanitarian and development challenges.

In this context, the Youth Policy recognises and values the important role and contribution of young people in addressing humanitarian and development challenges through their multiple roles, which include being innovators and advocates for vulnerable people. By putting their innovative contribution to use in National Societies' activities and services, youth become a driving force of change within the National Society.

Objectives

- To raise awareness on the role and contribution of youth as innovators and driving force for change in National Societies;
- To brainstorm on strengths, weaknesses, as well as potentials and threats of youth contribution as a driving force for innovation and change;
- To showcase good practices on youth in strategic innovation in order to share knowledge;
- To identify priorities for enabling an effective implementation of the Youth Policy in relation to youth contribution as innovators and driving force for change;

Expected outcome

- Awareness is raised about the contribution of youth as innovators and driving force for change;
- Priorities for an effective roll-out of the Youth Policy in relation to youth and innovation are identified;
- Effective knowledge sharing regarding existing good practices is provided;

Programme

- Introduction: objectives of the workshop;
- Background: the key role of youth in strategic innovation in the European and Central Asian context;
- National Societies' self-assessment on strengths, weaknesses, opportunities and threats regarding strategic innovation, to be shared with the group;
- Presentation of National Societies' good practices in strategic innovation;
- Open discussion;
- Final remarks and priorities on the way ahead;

List of guiding questions

- What can you define as an "innovative approach"?
- Which elements does youth bring to innovation in your National Society and how do you think innovation can improve the quality and impact of your National Society's activities and services (concrete examples)?
- Which are the areas that youth should concentrate on in the next five years?

Inclusion and empowerment of beneficiaries

Thu 21, 09.00-10.45, 11.15-13.00 and 15.00-16.45

Within the Youth Policy, a special focus is dedicated to young people as beneficiaries of programmes, activities and services delivered by National Societies. In tackling the vulnerabilities that may affect young people, and in supporting youth to manage and mitigate the risks they face, the aim is to enable them to grow as well adjusted, responsible, and caring members of the communities they inhabit. The inclusion and empowerment of beneficiaries represents a key element in effectively reaching the aforementioned aim. It implies both a participatory approach and the promotion of social inclusion, by enabling young beneficiaries to take active part within programmes and activities.

Objectives

- To raise awareness on the relevance of designing youth programmes that enable and empower youth beneficiaries to become caring members of the communities they inhabit;
- To brainstorm on strengths, weaknesses, as well as potentials and threats to National Societies' capacity to mainstream a youth empowerment approach in designing youth-related services and activities;
- To showcase good practices on effective tools, strategies and mechanisms that enable and empower youth beneficiaries to become caring members of the communities they inhabit, in order to share knowledge;
- To identify priorities for enabling an effective implementation of the Youth Policy in relation to the inclusion and empowerment of youth beneficiaries;

Expected outcome

- Awareness is raised about the value of designing youth-targeted programmes that enable and empower youth beneficiaries to become caring members of the communities they inhabit;
- Priorities for an effective roll-out of the Youth Policy in relation to inclusion and empowerment of youth beneficiaries are identified;
- Effective knowledge-sharing regarding existing good practices is provided;

Programme

- Introduction: objectives of the workshop;
- Background: promoting a participatory and an empowerment approach in youth-targeted programmes in Europe and Central Asia;
- National Societies' self-assessment on strengths, weaknesses, opportunities and threats regarding youth empowerment, to be shared with the group;
- Presentation of National Societies' good practices in inclusion and empowerment of beneficiaries;
- Open discussion;

- Final remarks and priorities on the way ahead;

Guiding questions

- Does your National Society's youth have programmes enabling youth to grow from beneficiaries to active agents?
- How can Red Cross Red Crescent Youth facilitate the inclusion of their peers in the activities they benefit from?
- Which good practices can we share in line with the implementation of the Youth Policy in relation to the inclusion and empowerment of beneficiaries? Can they be replicated in different contexts? If not, why?

Evaluation, follow-up and reporting systems

Wed 20, 09.00-10.45 and 11.15-13.00

Thu 21, 15.00-16.45

A well functioning evaluation, follow up and reporting system enables National Societies to be effective and efficient in tackling contemporary and emerging humanitarian challenges, through the delivery of relevant services to vulnerable people, as well as to be accountable to their members, the communities they serve, donors and partners. The Youth Policy highlights the role of youth as actors involved in the planning, design, delivery and review of Red Cross Red Crescent services to which they contribute or from which they benefit. This implies that youth contribution is pro-active and relevant in the whole project cycle management and finalized at responding effectively to local, national and global humanitarian challenges. Youths as innovators, advocates and peer-to-peer facilitators, can play an important role within systems and mechanisms that National Societies put in place for reporting and reviewing services, either by bringing new inputs and innovation or ensuring a more participatory approach through the spread of results and information. The Youth Policy encourages also National Societies to develop additional specific measures for tracking the youth involvement in its activities and services so as to measure the impact of the Policy in 2017.

Objectives

- Raise awareness about the importance of planning, monitoring, evaluation and reporting (PMER) systems in increasing the quality, effectiveness and accountability of youth programmes;
- Raise awareness about the importance of tools and mechanisms for tracking youth involvement in National Societies' activities and services;
- To brainstorm on strengths, weaknesses, as well as potentials and threats of National Societies' PMER practices and mechanisms for tracking youth involvement;
- To showcase good practices on effective PMER and tools for measuring Youth involvement in order to share knowledge;

- To identify priorities for enabling an effective implementation of the Youth Policy in relation to PMER of youth-targeted programmes and for tracking youth involvement in National Societies' activities and services;

Expected outcomes

- Awareness is raised about the value of evidence-based processes, as well as monitoring, evaluation and reporting systems;
- Priorities for an effective roll-out of the Youth Policy in relation to youth-targeted programmes
- PMER and for tracking the youth involvement in National Societies' activities and services are identified;
- Effective knowledge sharing regarding existing good practices is provided;

Programme

- Introduction: objectives of the workshop;
- Background: the role of planning, monitoring, evaluation and reporting systems in youth-related programmes;
- National Societies' self-assessment on strengths, weaknesses, opportunities and threats regarding PMER and mechanism for tracking Youth involvement, to be shared with the group;
- Presentation of National Societies' good practices in PMER and in tracking Youth involvement in services and activities;
- Open discussion;
- Final remarks and recommendations on the way ahead;

List of guiding questions

- Does your National Society have standardized PMER tools and systems (including online databases, archives, tracking systems, etc.) for data collection, measuring and reporting?
- Do these tools apply also to youth and youth-related activities in your National Societies?
- How do these tools improve the effectiveness of youth programmes and could they be replicated elsewhere?
- Does your Red Cross or Red Crescent youth have any tools to measure youth engagement in your National Society?
- What is the extent of youth involvement in the design and management of such tools?

III. Participants' list

National Society	Name	Role	e-mail
Albanian Red Cross	Rozeta Hasmuca	Project Coordinator	rozihasmuca@yahoo.com
Albanian Red Cross	Esma Sulejmani	Volunteer Management Coordinator	esma_sulejmani@yahoo.com
Armenian Red Cross Society	Nazeli Kirakosyan	Youth program coordinator	nazeliki@gmail.com
Armenian Red Cross Society / ECC	Lia Khachatryan	ECC member	khachatryan.lia@gmail.com
Austrian Red Cross Youth	Christine Keplinger	Project Manager at AYRC	christine.keplinger@redcross.at
Austrian Red Cross Youth	Markus Bankhofer	Head of Youth Service	markus.bankhofer@redcross.at
Red Crescent Society of Azerbaijan	Yusif Garakhanov	First Aid Team Leader at AzRC Youth Committee	volunteer@redcrescent.az
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Belarusian Red Cross	Katsiaryna Shcharbakova	President of the National Volunteer Board	katrinx@mail.ru
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Danish Red Cross Youth	Mathias Mølsted Andersen	Member of National Youth Board	mathias.andersen@urk.dk
Danish Red Cross Youth / IFRC Youth Commission	Mads Espersen	Youth President	mads@urk.dk
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Finish Red Cross	Sami Laitinen	Member of Finnish Red Cross youth board	saminlai@gmail.com
Finish Red Cross	Kirsi Heinonen	Youth coordinator, FRC headquarters	kirsi.heinonen@redcross.fi
French Red Cross	Caroline Soubie	Head of Youth Departement	caroline.soubie@croix-rouge.fr
French Red Cross	Benoît Mounier	Youth Community Service and International Volunteering project officer	benoit.mounier@croix-rouge.fr

National Society	Name	Role	e-mail
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German Red Cross	Alexandra Hepp	National Red Cross Youth Office, education officer	heppa@drk.de
German Red Cross	Robin Wagener	National Red Cross Youth Office, President	robin.wagener@jugendrot-kreuz.de
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Irish Red Cross	Sandra Stanley	Head of Youth Services	sstanley@redcross.ie
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Irish Red Cross	Darren Ryan	Youth Chairman of National Youth Board	youthchair@redcross.ie
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Italian Red Cross	Pietro Giulio Mariani	Italian RC Youth representative in the Italian Youth Forum	pietrogiulio.mariani@pionieri-roma.it
Italian Red Cross	Rosario M. G. Valastro	Italian RC Youth President	rosario.valastro@alice.it
Italian Red Cross / ECC	Marialuisa Brotzu	ECC member	isa.zu@hotmail.it
Kazakh Red Crescent Society	Assel Kalmagambetova	Youth and Volunteer Coordinator	assel.rc@gmail.com
Red Crescent of Kyrgyzstan	Vitaly Kael	"Volunteering in Emergencies" project coordinator	kael@redcrescent.kg
Red Crescent of Kyrgyzstan	Svetlana Salimbaeva	HIV/AIDS program officer	s.svetlana04@mail.ru
Latvian Red Cross	Aijia Jansone	Director	aija.jansone@redcross.lv
Lithuanian Red Cross	Dalia Vektarytė	Youth board member	d.vektaryte@gmail.com
Luxembourg Red Cross	Andreas Tarrach	Leader of the red cross youth clubs	andreas.tarrach@croix-rouge.lu
The Red Cross of the Former Yugoslav Republic of Macedonia	Goran Velkovski	Youth Representative	
Malta Red Cross	Elaine Bonnici	Volunteers Officer	elaine_bonnici@hotmail.com
Malta Red Cross	Vanessa Pisani	First Aider	vanessapisani@yahoo.com
Red Cross Society of the Republic of Moldova	Natalia Butnaru	Project Coordinator	naty_neaga@yahoo.com
Monaco Red Cross	Marine Ronzi	Humanitarian programs coordinator	mronzi@croix-rouge.mc
Montenegro Red Cross	Lazar Sukovic	Youth Comission member of MRC	lazarsukovic@gmail.com
Netherlands Red Cross	Bas van Rossum	Volunteer	bvanrossum@redcross.nl
Netherlands Red Cross	Johanneke Tummers	National Board Member	jtummers@redcross.nl
Netherlands Red Cross	Lot van Foreest	Staff Youth	lvanForeest@redcross.nl
Norwegian Red Cross	Naomi Ichihara Røkkum	Member of the International Committee	naomiir@gmail.com
Norwegian Red Cross	Camilla Ringdal Dukefos	Organizational Vice Chairman	dukefos@gmail.com
Polish Red Cross	Anna Chojnacka	Youth Director	anna.chojnacka@pck.org.pl
Polish Red Cross	Olga Małecka	Leader of the PRC Youth Group in Znin	bubblesfactory@wp.pl
Polish Red Cross	Patrycja Jankowska	Leader of the PRC Youth Group in Warsaw	patrycja_27-01@o2.pl
Romanian Red Cross	Alina Garleanu	Youth leader and member of the RRC Steering Committee	alinagarleanu@yahoo.com

National Society	Name	Role	e-mail
Romanian Red Cross	Ioana Comsulea	Youth leader and member of the RRC Steering Committee	ioana.comsulea@gmail.com
Russian Red Cross	Anna Kostyuk	volunteer of Sochi Russian RC branch	lilith-memnoh@mail.ru
Russian Red Cross	Polina Pechnikova	Volunteer youth leader (St. Petersburg)	westpole@yandex.ru
Red Cross of Serbia / IFRC Youth Commission	Milan Mirkovic	Youth Representative	drckmilan@yahoo.com
Slovak Red Cross	Tibor Vyslocký	President of Slovak Red Cross Youth	tibor.vyslocky@gmail.com
Slovak Red Cross	Róbert Zsembera	Vice President of Slovak Red Cross Youth	robert.zsembera@gmail.com
Spanish Red Cross	María Teresa Alonso Moro	Youth Red Cross national vice president	tealmo@cruzroja.es
Swedish Red Cross	Eva Franzén	Co-ordinator	eva.franzen@redcross.se
Swedish Red Cross	Marita Rodriguez	OD Coordinator	marita.rodriguez@redcross.se
Swedish Red Cross	Johan Radix	Boars member	johan.radix@redcross.se
Swiss Red Cross	Chris Lenz	Youth delegate to the National Assembly	Chris.lenz@slrgluzern.ch
Swiss Red Cross	Julia Zurfluh	Youth Office Communication	Julia.zurfluh@redcross.ch
Swiss Red Cross	Barco Christopher	Youth delegate to the National Assembly	ch_barco@hotmail.com
Red Crescent Society of Tajikistan	Nabidzhon Sidikshoev	Youth Coordinator	snm_dush@mail.ru
Ukrainian Red Cross	Anna Khitsevyich	Senior specialist on IHL	khitsevyichanna@gmail.com
Red Crescent Society of Uzbekistan	Jakhongir Makhmudov	Youth Coordinator	jakhongir.makhmudov@gmail.com
British Red Cross	Mairi Allan	Head of Schools and Community Education	mallan@redcross.org.uk
British Red Cross	Emily Pickering	Youth and Schools Volunteer	pickeringea@gmail.com
British Red Cross	Heather Fitzke	Humanitarian action and engagement volunteer	heatherfitzke@gmail.com

Others

Organization	Name	Role	e-mail
Centre for the Cooperation in the Mediterranean	Enrico Di Lena	Youth Officer at Centre for the Cooperation in the Mediterranean	edilena@cruzroja.es
IFRC EZO	Flavio Ronzi	OD and Youth Action Delegate	flavio.ronzi@ifrc.org
IFRC EZO	Flavia Pugliese	OD and Youth Action Consultant	flavia.pugliese@cri.it
IFRC EZO	Giovanni Zambello	Communications Delegate	giovanni.zambello@ifrc.org
IFRC YAVD Dept	Karl Zarhuber	Senior Advisor, Youth Action	karl.zarhuber@ifrc.org

IV. Terms of Reference



Red Cross Red Crescent European Youth Network

Terms of reference

(Approved by 20th European Youth Cooperation Meeting of Red Cross and Red Crescent Societies on Thursday 19th of April 2012 and amended in the plenary on April 20th 2012)

Article 1: Purposes of the Red Cross Red Crescent European Youth Network

1.1 Knowledge Management:

- To ensure that good practices, experiences and areas of improvements are shared among National Societies;
- To contribute to the training of youth leaders on a local, national and international level;
- To ensure information from the International Federation of Red Cross Red Crescent Societies (IFRC) and IFRC Youth Commission is disseminated to all members of the Network;
- To contribute to the implementation of the Youth Policy in National Societies;

1.2 Amplification and Advocacy:

- To contribute to enhancing the impact of youth-led advocacy efforts conducted within National Societies;
- To support National Societies in empowering Youth to be actively and effectively involved in decision making processes;
- To represent the voice of Youth from member National Societies within the International Movement;
- To ensure open channels of communication between member National Societies, the IFRC Youth Commission and other relevant Youth Networks;

1.3 Community Building:

- To contribute to further strengthening cooperation among National Societies;
- To enhance a sense of ownership of the Network among member National Societies, based on common and shared values;
- To support the development of the European Youth Exchange with member National Societies;
- To promote cooperation and facilitate the establishment of possible partnerships with other Youth Networks and Youth Organizations;

Article 2: Membership

2.1 The "members" of the Network are Europe Zone National Societies that are part of the International Federation of Red Cross Red Crescent Societies (IFRC)

2.2 "Observers" of the Network are:

- Recognized National Societies;
- The IFRC;
- The International Committee of the Red Cross (ICRC);
- The members of the IFRC Youth Commission;

2.3 "Stakeholders" of the Network are:

- EU and UN youth representatives;
- Other Red Cross Red Crescent Youth Networks;
- European Red Cross Red Crescent Network on HIV, AIDS and TB (ERNA) representatives;
- Other partners organizations;

2.4 One to three representatives from each member, with a full mandate from their National Society, may attend the European Youth Cooperation Meeting of Red Cross and Red Crescent Societies.

Article 3: Meeting

3.1. The members of the Red Cross Red Crescent European Youth Network (hereafter, "the Network") meet once every two years in a meeting called "European Youth Cooperation Meeting of Red Cross and Red Crescent Societies" (hereafter, the EYCM).

3.2. The EYCM:

- Defines priorities for the following two years;
- Reviews and evaluates the work carried out by the members and the European Youth;
- Coordination Committee (hereafter, the "EYCC") over the previous two years
- Hosts EYCC elections by members (National Societies);
- Ensures knowledge sharing and capacity building of National Societies;
- Elects the Drafting/Reporting Committee of the EYCM, upon proposal of the EYCC. The Drafting/Reporting Committee is in charge of ensuring that the report of EYCM is compiled;
- Provides updates to and receives updates from the IFRC Youth Commission members;

3.3. In the EYCM, each member (National Society) has one mandate to vote

3.4. The EYCM is organized by the EYCC, with the support of the IFRC, and hosted by one member National Society

3.5. Process of identification of the host member:

- The EYCC agrees to start the process;
- The IFRC drafts a letter inviting members to host the EYCM;
- The EYCC approves the letter;
- The IFRC sends the letter to members;
- Members apply to host the EYCM;
- Applications received by the IFRC are sent to the EYCC;
- The EYCC selects the host member;

3.6. Criteria for the identification of the host member:

- Costs of the EYCM (available funds, knowledge of funding opportunities, etc.);
- Strategic location (variation of location, etc.);
- Accessibility;

- Capacity of hosting (facilities, cultural activities, support staff, etc.);

Article 4: Coordination of the Network and duration of the EYCC mandate

4.1 During the EYCM take place the elections for the coordination committee named European Youth Coordination Committee (EYCC);

4.2. Composition and duration of the EYCC;

4.2.1. The EYCC consists of seven members, all to be elected during the EYCM by participating member (National Societies);

4.2.2. Two specific roles are assigned within the EYCC: one Chairperson and one Vice-chairperson;

4.2.3. The EYCC meets at least twice a year and it operates until the next EYCM, which is held every second year;

4.2.4. Additional meetings can be held using new communication tools;

4.2.5. The Chairperson or the Vice-chairperson convene EYCC meetings;

4.3. IFRC Youth Commission members and IFRC staff members are both invited to EYCC meetings;

Article 5: Task and responsibilities of the EYCC

5.1. The EYCC has the following tasks and responsibilities:

- Advocates on behalf of members;
- Encourages communication and cooperation among members;
- Brings issues from sub-regional networks to European level;
- Shares all relevant information with IFRC Youth Commission and with internal and external networks;
- Shares knowledge of relevant documents from partners and from the IFRC;
- Follows up to the decisions taken by the EYCM;
- Prepares the biannual EYCM;
- Is in charge of the process of replacement of its members, when necessary;
- Following consultation with the hosting member, invites relevant stakeholders of the Network to attend the EYCM as guests;
- Defines the theme of the coming EYCM, six month prior to the EYCM;
- Sends out the agenda of the EYCM and relevant documents to the members, one month prior to the EYCM;

Article 6 - Election procedure

6.1 Nomination

6.1.1 The EYCC members are elected personally as representatives of their National Society;

6.1.2 Sub-regional representations should be taken into consideration by voters;

6.1.3 Each participating member (National Society) can only run one candidate;

6.1.4 Candidates must be EYCM participants;

6.1.5 Every member National Societies' representative present at the EYCM may run for the EYCC if he/she has the support and mandate from the National Society to do so;

6.1.6 Through an official presentation during the EYCM, candidates present their profile (skills, experience, objectives)

6.2 Profile of the candidates

6.2.1 It is strongly suggested to take into consideration common criteria. Candidates should meet the following criteria:

- Have experience and leadership skills;
- Have strong personal commitment;
- At the time of the elections are aged up to 30 years old, in line with the Youth Policy;
- Are elected in their personal capacities;
- Are supported by their National Society;
- Are fully aware of what is expected from a member of the EYCC;
- Are able to access internet at least on a weekly basis;
- Are able to communicate in English;
- Are able to devote enough time to their mandate;

6.3. Elections

6.3.1 The Red Cross Red Crescent European Youth Network's members elect the EYCC

6.3.2 Elections take place during the EYCM

6.3.3 A clear and accessible invitation is sent to members in timely manner

6.3.4 A person is not entitled to more than two mandates as EYCC member

6.3.5 The new EYCC members should elect the Chairperson and the Vice-Chairperson among the elected members

6.3.6 The elections of the EYCC members take place in the following way:

- Each participating member (National Society) can vote once;
- Each participating member (National Society) can vote for seven candidates (express seven preferences);

6.3.7 Only voting papers with the names of seven different candidates are valid. Each voting member (National Society) should prioritize the candidates in the following way: the most preferred candidate is given seven points, the second most preferred candidate is given six points, and so forth;

6.3.8 if a situation occurs where two or more candidates get the same number of votes, the following happens:

- If the candidates are within the seven people with the highest number of votes, they will both be elected;
- If not, a re-election will be carried out between them;
- If the second round also creates a tie, a lot will be drawn between the candidates;

6.3.9 If a situation arises where there are seven candidates, all are elected

6.3.10 If a situation arises where there are less than seven candidates, the following happens:

- All candidates are elected;
- The EYCC is composed by less than seven members;

6.4 Election Committee

6.4.1 The Election Committee is chaired by one of the members of the previous EYCC, not running again;

6.4.2 The Election Committee consists of one or two representatives of the National Society that is hosting the EYCM, excepting the situation outlined in Article 6.4.3, and of one or two observers from the other Networks/Zones or the IFRC;

6.4.3 Members running for the EYCC election cannot be part of the Election Committee. In case of the situation where the members defined by the articles 6.4.1 and 6.4.2 are running for the elections, the EYCM, upon the proposal of the EYCC, elects an Election Committee from among the member's representatives that are not running;

6.4.4 The Election Committee defines the deadline to present the candidacies and the time for the elections and communicates it to the participating members;

6.4.5 The Election Committee is responsible for overseeing the elections and for counting votes. Results become known to the EYCM participants immediately after the counting of votes is complete;

6.5 Withdrawal of an EYCC member

6.5.1 If an EYCC member withdraws, the person who was a candidate during the EYCM and ended up on place number eight on the list of collected voting points, replaces the person withdrawing;

6.5.2 In an event where there is no number eight candidate, or he/she is no longer available, the National Society of the withdrawing candidate shall replace the EYCC member;

6.5.3 The EYCC validates this proposal;

6.5.4 The new EYCC member has the same mandate as the other EYCC members;

6.6 Exclusion from the EYCC

6.6.1 If an EYCC member has been inactive for four months, and all possible means have been used by the EYCC to get in touch with that EYCC member without any response, the EYCC should move into exclusion procedure;

6.6.2 Two thirds of the EYCC must vote in favour of the exclusion in order for this to take place;

6.6.3 Following an exclusion, the new candidate should be elected following the procedures under article 6.5;

Article 7 - Revision of the Terms of Reference

7.1 A review of the purposes, organization and Terms of Reference is suggested every six years. Amendments to the Terms of Reference must be agreed by members (National Societies).

V. European Youth Coordination Committee for 2012 – 2014

Elected during the 20th European Youth Cooperation Meeting of Red Cross Red Crescent Societies

- Ms. Heather Fritzke (British Red Cross)
- Mr. Bas van Rossum (Netherlands Red Cross)
- Ms. Marialuisa Brotzu (Italian Red Cross)
- Mr. Markus Bankhofer (Austrian Red Cross)
- Ms. Lia Khachatryan (Armenian Red Cross Society)
- Ms. Alina Garleanu (Romanian Red Cross)
- Mr. Sami Laitinen (Finnish Red Cross)



VI. National Societies' good practices - concept notes





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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society : Latvian Red Cross

Name of the contact person: Aija Jansone

Position: Latvian Red Cross Youth director

Address: Šarlotes iela 1d, Rīga, Latvija

Telephone: 003716733665

E-mail: aija.jansone@redcross.lv

2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☒ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*

(Max. 500 words)

Latvian Red Cross Youth is actively involved in youth politic and decision making process in Latvia. We are actively participating in Latvian Youth council and a member of us is in different commissions in Education, Welfare and Health ministries of Latvia. We believe that Red Cross Youth is strong and important organization in Latvia, so we should present our ideas and be involved in decision making process in different levels. We can present our project "Youth4democracy", where together with Estonian, Lithuanian, Polish youth councils shared experience in 4 different study visits about youth policy and situation in Baltic region.

We can also share information about different laws which are common for youngsters in Latvia. We can share our idea which is still in process about volunteering law and volunteer work evaluation process.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*

(Max. 100 words)

Different experience, law, government support for Red Cross Youth initiatives, participation in youth politic making process.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

flavio.ronzi@ifrc.org



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1. CONTACT INFORMATION
<i>Please provide the correct and up-to-date contact</i>
National Society :
Name of the contact person: Carine Fleury
Position: Youth responsible
Address: Rainmattstrasse 10, 3001 Bern, Switzerland
Telephone: +41 31 387 71 07
E-mail: Carine.Fleury@redcross.ch
2. THEME ADDRESSED
<input type="checkbox"/> 1. Communication and Social Media <input checked="" type="checkbox"/> 2. Youth in decision-making processes <input type="checkbox"/> 3. Youth in strategic innovation <input type="checkbox"/> 4. Evaluation, follow-up and reporting systems <input type="checkbox"/> 5. Inclusion and empowerment of beneficiaries
<i>N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.</i>
3. GENERAL INFORMATION
3.1. Short description: <i>Please provide a brief description of the concept/good practice that you intend to present.</i> (Max. 500 words) The Swiss Red Cross General Assembly adopted in June 2011 a new youth policy. Right now the Swiss Red Cross youth does not have a national youth board, this has always been refused by the adults. We therefore choose an intermediate way. This policy emphasizes the youth participation and we strongly encourage the branches having a Youth Red Cross to work closely with the volunteers and organize informal boards that are responsible for the strategic management of the youth issues in the branches. At the national level, the youth coordinators meet 3-4 times a year. In the development of the new Strategy of the Swiss Red Cross, youth participation will be a strategic aim and we will try to create a youth commission which will be the consultative body of the governing board in youth issues.
3.2. Key conclusions : <i>What are the key learning points that can be highlighted?</i> (Max. 100 words) The Swiss the Red Cross is not a model in participation but we cannot say that we do not have youth participation. We are on an intermediate way, trying to struggle for more participation. We also realise when we try to motivate young people to be active in the strategic management it is sometimes difficult to motivate them. We would be interested in knowing if other NS have the same problem and how they are facing it.
4. SUPPORTING MATERIALS
If available, please list any attached supporting materials.
5. FOCAL POINT
Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate) flavio.ronzi@ifrc.org



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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

Name of the contact person: Mairi Allan

Position: Head of Education and Engagement – Young People

Address: British Red Cross, UK Office, 44 Moorfields, London, EC2Y 9AL, UK

Telephone: 0131 338 5721

E-mail: mallan@redcross.org.uk

2. THEME ADDRESSED

THEME II. Youth in decision-making processes

'2. Structures, processes and strategies enabling youth to be included in decision making processes at national and international level'

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

The British Red Cross has over 34,000 volunteers and just over 20% of them are young people (aged 15 to 25). The British Red Cross is committed to incorporating the voices of young people into its strategic thinking and decision making.

The Youth Advisory Panel (YAP) is made up of a group of young volunteers (aged 15-25) who are keen to be 'called to action' to participate in activities, events and research which give them the opportunity to have their voices heard. This could include a range of opportunities, from taking part in a focus group or survey, to being on an interview panel for a new staff member, to representing the British Red Cross at national and international events.

The Youth Advisory Panel was launched at the British Red Cross' first National Conference for Young Volunteers in January 2011. The young people in attendance had the opportunity to shape the project from the outset by feeding in their ideas about how the panel could work. The eventual form of the panel is as a database which can be accessed by staff who are keen to integrate the voices of young people into their work. YAP members receive 'calls to action' via email. Since the launch in January 2011, the members have been asked to contribute to over 20 calls to action including:

- The invitation to contribute to a series of high profile working groups bringing together senior staff and a number of young volunteers to discuss how the British Red Cross engages with young people. This resulted in a paper being presented to the Board with recommendations for future work.



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- Opportunities to represent the British Red Cross at international events including the Red Cross Red Crescent Movement General Assembly in Geneva. The young volunteer recruited to attend this prestigious event was herself a member of the YAP and consulted the rest of the panel before and after the event, utilising it as an avenue to ensure she accurately reflected the views of young volunteers from across the UK.

- Opportunities to provide feedback on a range of documents including a guidance sheet around the involvement of young people on interview panels.

The project is thus far only in its relative infancy, but in 2012 a comprehensive review of the YAP will take place, with members asked to feed in their thoughts and recommendations for its future development.

3.2. Key conclusions : What are the key learning points that can be highlighted?

(Max. 100 words)

Red100 (our national conference for young volunteers) showcased and celebrated the contribution of young people and was attended by some of the most senior staff in the organisation including our Chief Executive Officer who championed the message that 'we need young people to shape who we are and what we do'. The Youth Advisory Panel has in itself grown out of organisational recognition that young people have a valuable contribution to make not only in supporting beneficiaries, but also in the decision making spheres of the organisation.

Through the YAP, we can take advantage of the creativity and enthusiasm that young people bring, and ensure that our work is relevant and appealing to young people today. Young people bring much needed skills and the inter-generational transfer of experience is seen as vital to the future progress and stability of our national society.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

- Youth Advisory Panel: Information for staff
- Quote from YAP member

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

flavio.ronzi@ifrc.org



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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

Name of the contact person: Mairi Allan

Position: Head of Education and Engagement – Young People

Address: British Red Cross, UK Office, 44 Moorfields, London, EC2Y 9AL, UK

Telephone: 0131 338 5721

E-mail: mallan@redcross.org.uk

2. THEME ADDRESSED

Theme II: Youth in decision making processes

Under '3. Training and learning opportunities for youth, helping them in their long-term personal and professional development'

Our concept submission: Red11 – edited evaluation report

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.
(Max. 500 words)*

'Red11 - Young Leaders for Today and Tomorrow' was a pilot leadership and personal development programme for 10 of our most active and enthusiastic young volunteers. Taking place between June and December 2011, the programme was co-ordinated by the Schools and Community Education (now Education and Engagement – Young People) Department, with support from Learning and Development and territory and area staff.

The main aim of the programme was to develop a pool of young volunteers who are competent, willing and able to take on leadership roles for and on behalf of the British Red Cross.

The 10 volunteers selected were from a range of service and area backgrounds across the UK. The programme was loosely based around the same structure as a British Red Cross staff talent management programme to include: selection day, residential, project work and mentoring.

One of the most tangible outcomes of the programme is the project work which has been completed with the support of staff in the relevant fields. From research, to events, to guidance, all of the projects have real



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relevance to the delivery of Saving Lives Changing Lives. The benefit for the volunteers themselves and the organisation more generally is already becoming evident, with a number taking on paid roles and positions of responsibility within the organisation (e.g. on Volunteer Councils or as delegates at international events).

In 2012 we are looking to incorporate the learning from the pilot with further external research into other models of leadership development, especially in other National Societies. We will be holding a focus group day for young people and other key stakeholders in June 2012 to contribute to the development of an enhanced programme in 2013.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*

(Max. 100 words)

Red 11 was underpinned by the organisation's strategic intent to develop its volunteer base to enable the successful delivery of its corporate strategy. It successfully achieved its intended outcomes:

1. A pool of competent and confident young volunteers, who are willing and able to take on leadership roles within the British Red Cross.
2. Collaboration between managers in the British Red Cross and young volunteers leading to enhanced understanding of the role of young volunteers in delivering the corporate plan.
3. Increased perception among all young volunteers that their involvement is valued and worth investing in.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

- Red11 Young Leaders for Today and Tomorrow Pilot Report 2011

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

flavio.ronzi@ifrc.org



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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society : German Red Cross Youth Office

Name of the contact person: Alexandra Hepp

Position: Officer for International Youth Affairs and Campaigns

Address: Carstennstr. 58, 12205 Berlin, Germany

Telephone: 0049 30 85404 - 384

E-mail: heppa@drk.de

2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☒ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

Short description: German YRC

topic : 2. Youth in decision-making processes: Evaluating and encouraging diversity in the German YRC

Our project:

At the German YRC, we would like to enhance the diversity of the delegates of our regional branches, because we want the YRC to represent, at first, our members, but also different facets of German society, so that they represent different aspects of society. Therefore, we have commissioned an evaluation of our annual decision-making meeting, the so-called "Buko" (short for "Bundeskonferenz", i.e. Red Cross Youth National Assembly).

First, we sent out a questionnaire to YRC delegates and regional group leaders, asking them general information about things like their (social/migration...) background, their age, sex, area of interest in RC and the duration of their membership.

Secondly, we had notes taken at the federal conference: Who spoke in the plenary discussions, what gender were the speakers, how long did they speak every time, what kind of remark did they make or what kind of



question did they ask, from what region did they come, and on what topic did they speak? This way, we wanted to see if there was a “typical” speaker.

The third pillar of our project were interviews that were conducted during the breaks of the conference. Among general questions about the accommodation and the organisation of the conference, we wanted to know what people thought about diversity among “Buko-delegates”, whether or not they felt that the atmosphere promoted discussion, how decisions were being made within their regional associations (did one's own opinion count or did they vote unanimously?), how participants viewed the possibility to contribute to discussion, and finally, whether anything was necessary to enhance their willingness to contribute to discussions.

The results were presented in March to a special „task force“ that would like to promote diversity in the German YRC.

It was found that delegates are more likely to be male than female, and group leaders even more so. The average age is 28. The people who talked the most were mostly men. Hardly anyone has a migration background, which is striking considering that 18% of German population have a migration background.

Also rather interesting were the answers to the questions in the interview: It became apparent that many delegates do not really have a clear idea about what is intended by the concept of „diversity“. While the general atmosphere was viewed as positive, some criticised that it was often the same people who talked. Another interesting finding was that some regional branches would only give unanimous votes in YRC polls, often at the expense of individual opinions.

The diversity-team then devised measures to enhance diversity. These are to be presented at the next National Assembly (More workshops are to encourage participation of more delegates than before, a quota for women could be discussed, and new and/or younger members should be encouraged to speak up, too). It remains to be seen how these are received by the GYRC delegates and regional leaders.

Key conclusions :

Diversity is a desirable goal for the German YRC, and the evaluation of the survey we conducted has shown that awareness for this needs to be raised. There is room for improvement in both the minds and the reality of German YRC regional branches. The diversity team will search to promote this in the future.

4. SUPPORTING MATERIALS

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☒ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description:

*Please provide a brief description of the concept/good practice that you intend to present.
(Max. 500 words)*

As underlined in Strategy 2020, Volunteering and Youth are two fundamental elements in building strong National Societies. In this context the Italian Red Cross has been investing in educating and empowering the Youth to be active in participating in the decision making processes of the National Society, as well as in leading and participating to the services.

One of the most effective tool has proved to be the “**Youth Leadership Training**”, which, by providing proper knowledge and skills development opportunities as well as fostering the Fundamental Principles and underpinned values, empowers Youth members to be “leaders” in the framework of the Red Cross mission.

- Knowledge: includes the relevant elements of the NSs Statute, rules and procedures, an introduction to Project Cycle Management, the IFRC Strategy 2020, etc.
- Skills: development of their personal skills such as critical thinking, negotiation, active listening, team working skills, etc.



- Values: Fundamental Principles and underpinned humanitarian values.

During the training, networking with other Youth organizations, participation to youth platforms, dialogue/partnership with the public authorities are also core themes as these are tools that enable our organization to be more effective in tackling humanitarian issues.

The training, which is a full immersion experience (5 days), is entirely based on peer education and experiential learning and provides an extremely open-minding experience. So far almost 500 youth have been participating to this training.

For the Italian Red Cross Youth the concept of “youth leadership” is extremely important and should not be confused with forcing someone’s vision. Leadership is much more the same as someone who facilitates the discussion, who is able to stimulate the volunteers creativity, who motivates and encourages the others to use their skills and talents in tackling the humanitarian issues.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*

(Max. 100 words)

- The training has proved an effective tool to enable youth members to be active in participating in the decision making processes as well as in leading and participating in planning and delivering the NS’ activities.
- The training is also an opportunity for the personal development of the participants as they have the opportunity to develop personal skills that are useful beyond their Red Cross experience.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

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International Federation of Red Cross and Red Crescent Societies
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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☒ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

As a good practice related to the work with youth, it is offered for review a brief description of the project on preparedness of population of Almaty for the earthquake and rendering of first aid implemented by the Red Crescent Society of the Republic of Kazakhstan (RCS) from May 1, 2011.

Goal of the Project:

Preparedness of population of Almaty in skills and actions prior, during and after the earthquake, as well as the methods of rendering of first aid by conducting trainings .

Objectives of the Project:

- 1) Training in schools, colleges, Universities.
- 2) Development of youth and volunteer movement of the RCS of the RoK.
- 3) Training and learning youth and volunteers for their personal and professional development.
- 4) Ensuring of the financial sustainability of the Project by way of conducting of training on a paying basis in the corporate sector.

RCS of the RoK for the first time applies a systemized approach to the attracting, recruiting and retaining of



the considerable number of youth for successful implementation of the Project.

There is much attention paid to recruitment, selection and training in the project. Selection of youth and volunteers is conducted via interview. After a successful interview volunteers are trained.

Training is conducted by professional trainers. Within two weeks youth and volunteers are trained by the following directions: orientation, presentation skills, communication and team work, a course of lectures on Earthquake preparedness and first aid. Upon completion of training volunteers pass exams presenting the skills gained to trainers. Then the volunteers run the practice being engaged into trainings along with the trainers. After a certain experience got volunteers among youth start independent trainings with the target audience.

The RCS of the RoK strives that experience in the work with volunteers in the Project on preparedness to the earthquake could be a good practical work for other volunteers, and set up a goal to conduct training in rendering of first aid to the population with a help of volunteers on a continuous basis, as well as to actively involve them in various spheres of activity of our Society on a continuous basis.

3.2. Key conclusions: *What are the key learning points that can be highlighted?*

(Max. 100 words)

Due to the fact that recently the RSC of the RoK implemented such Projects as DIPECHO, Environmental Protection, where youth have been attracted, the quality of life with the vulnerable group of population and community in general has been improved. All activity of these projects was aimed at awareness of the population. Volunteers passed training, acquired new and additional skills and experience. They used contemporary methods of teaching and information transfer, conducted interactive trainings in an accessible form with demonstration of subjects and video films.

There developed the system of volunteer management within the framework of the Project on preparedness to the earthquake, maintaining of documents, acquired the skills on monitoring of the volunteers' activity, maintaining of the database, training and conducting of different actions. Experience and skills of the lecturer/instructor obtained in the project, volunteers among the youth will be able to apply in the other projects in the future, such as HIV/AIDS, tuberculosis, assistance to the labor migrants and etc.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)



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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☒ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: Please provide a brief description of the concept/good practice that you intend to present.

(Max. 500 words)

Georgia Red Cross Society directs all its efforts towards the development of volunteers' skills and competences for empowering and enabling them to participate in the leadership and decision making processes - volunteers are actively involved in the planning of community-based volunteer initiatives. This approach helps the National Society to bring its volunteers into the center of the ongoing process, through all stages of activity planning and management, including implementation, monitoring and review.

The GRCS conducts trainings/workshops for its volunteers within the areas of disaster management, health and care (first aid, psychosocial basis etc.), principles and values, branch development, including youth and volunteer development, as well as provides training in leadership competence building, development of community-based initiatives (based on project planning and writing), resource mobilization and fundraising and etc.

Mainly, the GRCS try to encourage and support the youth in meeting the needs of vulnerable people within local communities and jointly make a difference to vulnerable people in meaningful ways. The GRCS youth together with community members and other key stakeholders actively participate in Vulnerability and Capacity Assessments (VCA) in target regions. The volunteers analyze the assessment results, elaborate reports and share them with all key stakeholders. The VCA is a very good tool for building effective communication and cooperation within the target communities in order to be better prepared for different kinds of disasters and emergencies. For example, in Tsageri, which is located in the high mountainous region (Racha-Lechkhumi and Zemo Svaneti) where the GRCS runs the Disaster Risk Reduction activities



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supported by the Danish Red Cross, Icelandic Red Cross and DIPECHO funding, the VCA revealed the main problem of the local community that included making a river bank protection. After discussing the VCA report, local authorities approached the national authorities with request to allocate funding for river bank protection activities, and, as the result, they rehabilitated a part of the river bank protection structures and expressed gratitude to the GRCS and its volunteers for sharing such valuable information with them. Based on the VCA results, the GRCS volunteers elaborated small -scale mitigation project within which 3,000 walnut trees were planted in landslide prone areas. This activity has a double effect: 1) protect local population from landslides and 2) increasing the income of the population through walnut sale.

In general, the GRCS Youth participate in different charity events, campaigns, youth camps and small grants competitions. For example, after acquiring project planning and writing skills, volunteers of the "Committee of Five" from a public school in Tbilisi wrote a mini project, "Literacy Days", in the framework of which, they try to enrich the life of 70 orphans by taking them to the theatre several times and purchasing entertaining books for them. The most active and skilled volunteers jointly with GRCS staff representatives take part in conducting different trainings for the new volunteers.

GRCS Youth is an integral structural unit of the Organizational Development Department, there is no separate Youth structure. The two Youth Officers (part time staff) available at the GRCS headquarters manage the youth unit activities. The overall coordination of youth related activities is under responsibility of the GRCS organizational development coordinator. At the branch level, the GRCS Youth structure is represented by a total of 180 trained youth leaders, and 55 volunteer groups (10-12 volunteers per group) involved in projects and branch activities, as well as by 90 "Committees of Five" which are the primary GRCS youth units at schools.

It is indisputable that trainings provided for the individual development of each volunteer ensure not only the development of the organization but of the Civil Society as a whole. The GRCS gives volunteers equal opportunities for self-expression and multifaceted development, encourages leadership qualities, as well as promotes integration within the civil society without any discrimination based on race, religion and/or age.

All of aforementioned facilitate the GRCS to fulfill its statutory role as an auxiliary to public authorities and make its own contribution to civil society development in Georgia.

3.2. Key conclusions: What are the key learning points that can be highlighted?

(Max. 100 words)

The GRCS involves volunteers in all stages of the project management cycle and decision-making process; also promote the cooperation with other volunteers of various civil organizations, state and business institutions for knowledge and experience sharing. Being in this position, the volunteers feel the ownership, interest, motivation and satisfaction of what they do for the benefit of vulnerable groups within their communities.

The GRCS continuously elaborates appropriate projects for the development of volunteer skills and capacities considering the needs of beneficiaries.

Furthermore, Youth are qualified to share knowledge and good practices with their peers and in this way multiply acquired experience throughout the GRCS branch network.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

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2. THEME ADDRESSED

- 1. Communication and Social Media
- X 2. Youth in decision-making processes
- 3. Youth in strategic innovation
- 4. Evaluation, follow-up and reporting systems
- 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

Short description:

In our point of view, is essential that all volunteers have the option to take part in governing bodies.

For this reason, we are trying to bring the National Council (the highest governing body) to the volunteers who plan, implement and evaluate the activities.

We are convinced that the decision making process should be shared among all people who formed the organization, therefore, some new measures being developed are:

- Invite two volunteers to attend these meetings so they can see how they develop the meeting and they can share theyre experiences
- We publish a newsletter once a week (Wednesdays), through the newsletter reports on the dates of the meetings of the Board and all volunteers can send items to the agenda
 - After the meetings we send, on newsletter, the minutes of the meeting
 - Etc



Key conclusions :

The General Organic Regulation says that: "The National Council is the supreme governing body of the Red Cross Youth during the interval between meetings of the General Meeting".

We try to make all volunteers to take real part in this governing body. We are working the following actions:

- Promote Council's unity - each attendee is coming from a reality but the spirit of the Council must be the collective.
- We want the volunteer are more involved, we propose that the minutes taken during the Councils are published in the Newsletter Youth Red Cross (this document is public every one can read it)
- We propose that the Council is devoted in full to the development of the Action Plan.
- Our goal is that the council is much closer to everyone who develop actions in the institution, therefore, as we said, we propose to invite two volunteers in each meeting.
- We promise that any volunteer could give us propositions for input on the agenda. And they can read the Council's position on the issue proposed will be published on next newsletter.

We think that these ones and others measures are important to involve young volunteers in the process of development in of our organization.

We are glad volunteer working because thanks of this we can "stay close to the people"

4. SUPPORTING MATERIALS

- Bid Program National Team (attached)
- Link to digital bulletin which summoned the council

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION
<i>Please provide the correct and up-to-date contact</i>
National Society : Swedish Red Cross Youth
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2. THEME ADDRESSED
<ul style="list-style-type: none">1. Communication and Social Media2. Youth in decision-making processes3. Youth in strategic innovation4. Evaluation, follow-up and reporting systems5. Inclusion and empowerment of beneficiaries
<i>N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.</i>
3. GENERAL INFORMATION
3.1. Short description: <i>Please provide a brief description of the concept/good practice that you intend to present. (Max. 500 words)</i>
<p>Marketplace of advocacy</p> <p><i>During the Swedish Red Cross Youth's national annual meetings, we use a method called "marketplace of advocacy". The method's objective is to involve all participants in the decision making process, in a democratic manner. The method is meant to provide the participants with a deeper knowledge of the propositions in order to enable a more democratic process. All participants are given the opportunity to freely express their opinions on all the current propositions and it is also a forum which provides room for problematizing the propositions.</i></p> <p><i>The decision making process is made in different levels to generate an openness and welcoming atmosphere with the purpose of making everyone feeling welcome and partaking in the process. The main objective is to make the decision making process as transparent and democratic as possible.</i></p> <p><i>The layout of the method is similar of a marketplace where the propositions could be compared to different stands on the market. In comparison to negotiations in a plenary session, the marketplace of advocacy enables you to make yourself heard, as you discuss the propositions in smaller groups and you do not need to be a great speaker to get your opinions through. The method is a forum for dialogue, not debate. All negations and debates are banned from plenum; it is only the place for making the final decisions.</i></p> <p><i>Each stand on the marketplace consists of one up to several propositions, depending on the nature of the proposition. In order for the method to work properly, you need to have two external process leaders on</i></p>



each stand. One person that takes notes of the discussions, so that you can follow the discussion without being present on that specific stand all the time and the other process leader makes sure that everyone can make themselves heard. Another important task is to encourage the participants to take part in the discussions.

The marketplace of advocacy consists of five levels and before it all starts, all propositions are briefly presented in the plenum.

- **Discuss!** *The participants begin to mingle and discuss on the marketplace. They can also put up notes with new perspectives and suggestions on each proposition. It is also a great opportunity to talk to and ask questions to the ones that came up with the propositions. You can freely move around the marketplace and go from one stand to another one.*
- **Write proposals!** *After the discussions, the participants can present new propositions based on the original ones. You are not allowed to come up with proposals on an entire new theme.*
- **Discuss!** *This session is supposed to give the participants time to gain insight to and discuss possible additional and counter proposals.*
- **Take sides!** *Now, it is time for the participants to choose which proposals they support by marking one proposal on each theme.*

After the marketplace of advocacy - from discussion to decision

When the marketplace is closed, the process leaders on each stand compile the main proposals, which are the proposals that they perceive have the most support.

The marketplace of advocacy is a great method for opening up for youth influence and participation. The Swedish Red Cross Youth have been using the method for several years and our evaluations show that the participants feel included in the decision making process. The Swedish Red Cross have studied the method and have since 2008 used the method partially on their triennially national meetings. They have chosen to limit the marketplace to only include those propositions that effect the organization on a strategic level.

The marketplace of advocacy is a method that contributes to increased comprehension and participation on the annual national meetings and hopefully also contributes to a deeper reliance for the final decisions that are based on the discussions and propositions made on the marketplace. For the Swedish Red Cross Youth, the marketplace of advocacy is a great method to provide inclusion and a feeling of togetherness.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*
(Max. 100 words)

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☒ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

Short description:

The Ukrainian Red Cross Society's (URCS) aim is to provide assistance to the most vulnerable people. Youth as the driving force of the Society is the key to the provision of the assistance, winding up new practices, and developing new approaches to established work outs in the humanitarian sphere. In order to elevate the level of youth participation in the decision-making processes, there was held an All-Ukrainian Youth Assembly on 28 September – 2 October 2011 in Kharkiv, Ukraine. During the Assembly young people from all over Ukraine participated in various trainings, discussions on the youth policies of the IFRC and their implementation into the Youth Program 2012-2016 for the URCS. Therefore, a Youth Council of the URCS was elected among the participants of the Assembly, and the final Draft of the Youth Program was adopted (with further confirmation during the URCS annual Board sitting). The members of the Youth Councils took a direct part in the electing of the best volunteers of the year, and the head of the Youth Council made a speech at the Governing Board of the URCS. Young people are also represented in the boards of the regional organizations of the URCS. They participate in the regular sittings, vote and make their own propositions as for the regional policy of particular organizations.

Key conclusions:

Youth now is officially represented within the URCS structure, which fact allows to effect upon certain decisions. Being presented in the boards of regional organizations, as well as participating in the sitting of the Presidium of the URCS gives a direct opportunity to be alert to current events within the Society and propose new approaches to problem-solving.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

1. Press-release on the All-Ukrainian Youth Assembly (also available at <http://redcross.org.ua/eng/modules/news/index.php?id=64>)



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2. Photos from the venue (also available at <http://redcross.org.ua/eng/a-imglib/index.php?groupid=46>)

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☒ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

The organization

The Norwegian Red Cross Youth consist of 85 local branches organized in 19 districts with districts board, and one national board. The youth organization is not an independent organization, but have a large degree of independence.

Youth in decision-making processes:

The Norwegian Red Cross Youth aim to have a democratic youth led organization, where youth volunteers and members make the decisions of which humanitarian challenges to work with, how to solve such challenges and how to organize the volunteers best to achieve this.

National level

Who participate?

Every year the national board invites to and organizes the annual meeting. At the annual meeting all local branches have one delegate, all districts have two delegates, and all permanent members of the national board are delegates. Every youth who wants to can participate as observers, and have the right to talk and make proposals.

What decisions are made?

- Every third year a new strategy is adopted. The strategy is the highest governing document, and the goals in this document are what all activity in the organization shall aim to achieve.



- Every year a revised political platform is adopted. Based on the strategy, all opinions of the Red Cross Youth is gathered and decided upon in this document.
- Every year (from 2012) a topic for an annual campaign is adopted. Previous topics have been child soldiers, human trafficking, and internally displaced people. From a certain number of topics suggested by volunteers in the Red Cross Youth prior to the meeting, the annual meeting chooses one.
- Different decisions proposed by delegates prior to the meeting and resolutions.
- The national board and national election committee are elected.

Methods used:

“Influence/opinion market”

As a part of the official meeting, all the documents up for adoptions are displayed in a large area at different “talking points”. All participants, both delegates and observers, are free to propose changes by writing such a proposal on a note and glue it to a poster. Then it is up to the proposer to go around and gather support for his or hers proposal. After a certain period of time, the meeting goes through the different proposed changes and discusses these changes. In the evening a drafting committee goes through the different proposals, and make a recommendation to the meeting the next day for what should be and should not be adopted.

Prior to the meeting:

All larger governing documents have been circulated, open to inputs, before the annual meeting, for local volunteers, branches and district boards to give their opinion. A meeting with all the chairs of the district boards is conducted about two months before the annual meeting to discuss the proposed decisions to be made.

District level

Who participate?

All members in the Red Cross Youth have are delegates to the district annual meeting.

What decisions are made?

- Plan of action. A document listing the planned activities of the district and the district board for the next year, based on the national strategy.
- Election of district board and election committee.

Methods used:

- Different from district to district. Influence/opinion market is used some places, or just normal annual meeting proceedings.

Local level

Who participate?

All members in the Red Cross Youth have are delegates to the local annual meeting.

What decisions are made?

- Plan of action. A document listing the planned activities of the local branch for the next year.
- Election of local board and election committee.

Methods used:

- Different between local branches. Influence/opinion market is used some places, or just normal annual meeting proceedings.

Connection to mother organization:

Chairman of the local, district and national board of the Red Cross Youth are represented in the local, districts and national boards of the Norwegian Red Cross as permanent members.

3.2. Key conclusions : What are the key learning points that can be highlighted?



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Europe Zone Office, Budapest

(Max. 100 words)

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

flavio.ronzi@ifrc.org



International Federation of Red Cross and Red Crescent Societies
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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society : Netherlands Red Cross

Name of the contact person: Bas van Rossum/ Lot van Foreest

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☒ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*

(Max. 500 words) Per 1-1-2011 two young persons are member of the National Board. This is a result of an advice written by young volunteer representatives. They were asked to write an advice for the board on youth participation.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*

(Max. 100 words) Most important is that the question is being asked and that an advice is written for the Board.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

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Position: Italian RC Youth President

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Telephone:

E-mail: rosario.valastro@pio.cri.it

2. THEME ADDRESSED

- ☒ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description:

*Please provide a brief description of the concept/good practice that you intend to present.
(Max. 500 words)*

As Italian Red Cross Youth we have been working on the communication through various tools. The aim has been to make the youth members feel part of the whole organization and not just of their local branch. Furthermore communication is incredibly important to update members and volunteers about the national coordination team work, about the experiences volunteers had on national and international level, about the upcoming events as well as about relevant programmes/activities implemented at national level as well as at regional or local level.

Therefore the ItRC Youth moved on towards a continuous use of innovative technological tools such the upgrading of the **web page** improved through an easy interface, constantly updated with news, short videos/interviews and national and international experiences. Reports of activities and international experiences are also achievable in accordance with a more effective communication.

In addition to this has been improved also the national **Facebook page** and uniformed all the local ones. The fan page has almost reached 80% of the volunteers/members and gives the opportunity



to have a forum of discussion which facilitates the confrontation and the ideas/opinions exchange. This evidently increases the participation of any volunteer and their involvement within the National Society. Also other social network have been used for achieving the same aim. The great result is the information and knowledge sharing which had a effective impact on the daily work of our Youth also by fostering their sense of ownership.

Moreover another effective tool we have been working on is the "**PIONews**", the magazine of the ItRC Youth which is issued every month. It describes the most important events happened through experience-sharing articles upgraded with photos, short comments, interviews with a reader friendly format. This is an on-line magazine which is published on the ItRC website and also disseminated through the social networks and mailing lists.

The editorial team is composed by youth members with strong communication and creativity capability and often new members are recruited in order to have a major participation and a positive turnover.

Nonetheless the improving of technological usage has brought to a faster, eco-sustainable and easier exchange of formal and in-formal information. Even our training course access request works easily on the web. On this way our National Society is leading to an efficient way of information sharing, which facilitates everyone's work doing more, doing better, reaching further.

In conclusion, as the Youth Policy of the IFRC stresses, youth must comprehend the impact of technological tools they grew up with and use them appropriately to encourage the participation of volunteers making them feel part of the upgrading and the experiences they didn't live personally. Hereby transparency is an important goal which has a strong connection with information and should be, as far as possible, a main topic of any youth National Society of RC/RC.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*
(Max. 100 words)

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

- Website <http://cri.it/giovani>
- Facebook page <http://www.facebook.com/#!/giovani.cri>
- PIONews <http://cri.it/pionews>
-

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

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Telephone: +377 97 97 68 22 / +33 6 98 95 45 95

E-mail: mronzi@croix-rouge.mc

2. THEME ADDRESSED

- ☒ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

The international department of the Monaco Red Cross was born in 2007. Until there, the Monaco National Society had constant financial participation to appeals from IFRC and ICRC as international action, with traditional donors not knowing exactly what the Monaco Red Cross was doing. It was harder to get their attention on our activities and we had to make moves to start bridging the digital divide.

Funds for the Monaco Red Cross mainly come from the well-known Gala; people were not used to giving to the Monaco Red Cross for specific actions.

Today, thanks to a young, dynamic team of humanitarian experts, the international department implements emergency, rehabilitation and long term development projects in partnership with other Red Cross/Red Crescent National Societies. At the end of 2011 we have released an international strategy, and as consequence we decided to start advocating for a resource mobilization and communication strategy (using social media, Internet and new ways of communication) in order to fund our international actions. What we didn't know is that it would start changing the image of the whole National Society.

Solferino 2009 gave us the opportunity to strengthen the youth international and regional networks and to attend trainings on advocacy (Council of Europe, 2009), fundraising and communication. We participated to the 1st communication gathering at IFRC, Geneva, in September 2011 (great success and recognition for us!), where we could inspire from other's experiences, learn a lot (Twitter, com plan...) and make valuable contacts. With a team of youth volunteer communicators, we have worked in order to change the image of the Monaco Red Cross, attract donors and



communicate about our activities. So far here are the tools we have set up :

- A new Facebook page for our international actions, reaching youth and encouraging them to build projects, but also our partners worldwide, and giving a daily update of our activities on the field;
- A long-term work with a youth journalist who produced and broadcasted more than 20 short movies we added to our new Youtube channel
- An "international e-newsletter" translated into English and Italian sent every 3 months to more than 1,000 people including relevant local and international key persons (goal for 2012 : reach 2,000 people)
- A brochure in French and in English to explain our new international strategy and our international actions, for the very first time, reaching private donors, foundations...
- We are about to release a brand new website for the whole National Society with a completely interactive approach to put an emphasis on our actions in and outside Monaco, giving a space to the visitors and to our volunteers as well as for jobseekers, youth, people who want to help, and people who need help... (it took us a year to re-think the approach)
- We are about to develop a twitter account for international actions in order to stay in touch with our partners and keep people updated about what is happening on the field.

As results, the international department volume of activities, human resources and expertise have increased and improved a lot in since 2008 :

- Team of volunteers for international actions : from 30 to 100+
- Permanent staff at international department : from 1 to 4 (on the field)
- International programs, all including capacity building for partner ONSs multiplied by 24 in 4 years

3.2. Key conclusions : What are the key learning points that can be highlighted?

(Max. 100 words)

- We learnt that even as PNS, we still have A LOT to learn from other National Societies.
- We learnt that we could use it to make contacts, learn from other NSs experiences, change others' perception about who we are and what we do. And take part as actors.
- We learnt that with small means we could make big money (and increase volunteering) using new communication tools and social media (and it's not over!)
- We learnt that changing one's idea about us depends a lot on how we appear on the web (we learnt the power of social media, and how to use it)
- We learnt that volunteer empowerment and internal advocacy combined to strong support from the IFRC (sending letters and e-mails with emphasis on breaking the digital divide, youth, communication and social media, giving examples...) are giving concrete results. But we need both.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

- "We are small, but we are strong" article ("Our world, Your Move blog)
- "Qui sont les jeunes de la Croix-Rouge monégasque?" (report to the Secretary General of the Monaco)
- 2 examples of youth actions at the Monaco Red Cross (article taken from the International newsletter)
- Links above (Newsletter, Facebook page, Youtube channel and website)

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

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E-mail: mladez@redcross.sk

2. THEME ADDRESSED

- ✓ 1. Communication and Social Media
- 2. Youth in decision-making processes
- 3. Youth in strategic innovation
- 4. Evaluation, follow-up and reporting systems
- 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.
(Max. 500 words)*

Slovak Red Cross Youth consider communication as the best way of improvement and bringing the innovations. Information about Slovak Red Cross Youth are available for general public on webpage <http://youth.redcross.sk>. Members and volunteers can find further and additional information on the intranet section of webpage after signing up with username and password. There are published all internal materials, toolkits to projects and campaigns, minutes from meetings of national board and presidium of Slovak Red Cross Youth, etc. Available are also current invitations on courses of national projects. Webpage is administrated by presidium of Slovak Red Cross Youth and Youth Officer. Communication with volunteers and members of Slovak Red Cross Youth is realised through funpage on social network facebook (Mládež Slovenského Červeného kríža/Slovak Red Cross Youth). There are all the current information from webpage and there can be shared proposals, opinions and questions. Chairmen of youth in local branches share on funpage reports from realised activities and offer the other people help with spreading activities to other local branches.



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3.2. Key conclusions: *What are the key learning points that can be highlighted?*

(Max. 100 words)

Slovak Red Cross Youth use webpage intranet and facebook funpage as the best way of sharing information to members and volunteers. Availability of current information, invitations, toolkits and communication with other young people interested in work of Slovak Red Cross Youth bring new ideas and improve our activities.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

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E-mail: Julia.zurfluh@redcross.ch

2. THEME ADDRESSED

- ☒ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

We'd like to present our Youth journal "ready for red cross". Each Youth Volunteer receive three time a year "ready for red cross". This journal is written by young volunteers. A voluntary editorial staff choose the topics, made the inquiries and write the articles. A youth office employee support these young journalists.

We aim to get this journal more cross medial and get more participation from our readers. So, we'll develop a cross medial strategy with facebook. On this social media platform we'd like to launch discussions and obtain feedbacks to our articles. Also we would like to implicate our Youth Reps on this platform as Youth ambassadors.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*
(Max. 100 words)

The SRC Youth try to use a participative approach for their communication tools. We'd like to know how other NS involve volunteers in communication and how they use social medias.

4. SUPPORTING MATERIALS



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If available, please list any attached supporting materials.

- Youth journal "ready for red cross", http://redcross.ch/data/info/pubs/pdf/redcross_548_fr.pdf (in french)
- Infobulletin March, Newsletter for Swiss Red Cross Youth Volunteers: http://redcross.ch/data/news/1544_2_fr.PDF (in french)
- Facebook Fanpage: <http://www.facebook.com/SwissRedCrossYouth>

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society: Red Crescent Society of Tajikistan

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Telephone: (+992 37) 224 03 74

E-mail: snm_dush@mail.ru

2. THEME ADDRESSED

- ☒ 1. Communication and Social Media
☐ 2. Youth in decision-making processes
☐ 3. Youth in strategic innovation
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☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.
(Max. 500 words)*

Tajikistan is a country where democratic reform has yet to fully develop, has had a number of successes with international programs and domestic initiatives aimed at strengthening the constructive role that youth can play in society. Past civic education work in Tajikistan designed both in- and out-of-school lessons and materials. The programs created and published civic education text books for high school classes which have been adopted by the Peaceful Development Academy that continues to lobby for the government to support civic education in schools. The group has strong ties to the National Academy of Sciences and has worked with them to develop a Concept of Civic Education, based on domestic and international best practices. The Ministry of Education of Tajikistan reviewed and endorsed this concept in 2009. Other main tenants of our youth leaders approach include securing buy-in and working closely with national and local government “champions”; planning for and systematically measuring program quality and impact; promoting linkages and networking among youth in different regions; and ensuring equal gender participation and the inclusion of vulnerable populations such as persons with disabilities in all program activities.



Promote Linkages, Networking and Peer-to-Peer Learning Among Participating Youth. The Youth Program of National Society in Tajikistan intends to bring individual young people, youth initiative groups and youth CSOs together through trainings, events, camps, dialogue sessions, conferences, experience exchanges and campaigns. Actual events will be supplemented by virtual connections through a project website, listserv and various topical web chat activities. The increased physical and virtual meeting and information sharing will increase and enhance relationships among youth leaders from different regions; increase peer learning; spread innovative and proven civic engagement initiatives among youth; and initiate the bonds of what could mature to a larger Tajikistan youth network. Moreover, getting different young people together from different regions of the country will have the positive effect of reducing negative stereotypes of certain regions or groups as well as enhance the numerous commonalities of youth from different areas. The most valuable assets many communities have in Tajikistan in terms of internal communications are the local schools. These facilities generally offer classrooms, meeting halls, computer labs, dining facilities, athletic fields and learning tools among other valuable resources. The Youth Program will take full advantage of these schools as the focal point of community and regional youth activity. Red Crescent Society of Tajikistan's *Community School* approach is threefold and includes: (1) improving the education quality and environment for students in school, (2) supporting greater community involvement in school operation and performance by parents and community members, (3) utilizing school facilities and assets after school and during weekends for extracurricular activities (arts, cultural events, sports, clubs, etc.), leadership, interpersonal and life skills learning, and technical trainings (language, computer, business and vocational skills among others).

In addition to gathering international practice in this area, Red Cross and Red Crescent Society of Tajikistan continue to monitor and evaluate youth initiatives that have been initiated and implemented in Tajikistan. Among the existing best practices in Tajikistan, our assessment revealed the following: debate clubs, cultural events, summer camps, leadership trainings, youth theater and student councils, among others.

3.2. Key conclusions: *What are the key learning points that can be highlighted?*
(Max. 100 words)

For the conclusion, I would like to note that it is crucial to knowledge that for the contextually difficult country like Tajikistan it is important to make use of existing systems, good practices while continuously working on proposing modern communication methods and best practices to continue contribution in day-to-day development of youth in the developing countries like Tajikistan. To strengthen the internal and external communication means as highlighted above we should continue to promote linkages, networking, social media, forums, web-sites, blogs that are essential in youth development. Meanwhile, it is also important to assure good cooperation and coordination among key players such as co-partners, international and local agencies working with youth programs, stakeholders including young activists.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

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2. THEME ADDRESSED

- ☒ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

From its conception, the Malta Red Cross Society has always strived to strengthen the role of its youth members and to promote the involvement of youths in issues that concern our communities. The more the Malta Red Cross Society is expanding its remit the more the need to recruit youth volunteers is felt. The society has recognised communication, social media and information technology as appropriate resources to strengthen youth engagement, to promote voluntary service among prospective volunteers and to engage youths who suffer from a particular physical or mental impairment.

In order to strengthen youth engagement, the Malta Red Cross Society strives towards having a good and effective internal communication. The very first system that was adopted in our society was the Short Message System (SMS). This communication system was very effective from the beginning. This is because at this day in age, in our country practically all volunteers have access to a mobile phone device, and therefore they can be easily reached.

In this way, engagement could be achieved since those youths, most of whom are still studying and those who are employed but don't have access to emails, still can be informed of what is happening and may be kept up to date with current issues.

As time went by, the Society felt the need to introduce the email system as well. Apart from further engaging youth volunteers, this helps to reduce some of the expenses that were being incurred by the volunteers themselves.

The list of emails sent by the Society includes:

- the Duties List;
- emails about any upcoming events within the Society;
- interesting articles with regards to first aid and medical issues;
- services offered by the Malta Red Cross Society;



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- opportunities for training and/ or seminars abroad;
- Malta Red Cross policies and procedures, including Standard Operating Procedures;
- updates on current issues within the society.

With the ever-advancing technology, the Society thought of how to make good use of it. In this regard, a few months ago it created a Facebook group, which is made only accessible to Malta Red Cross volunteers. Most of the Malta Red Cross volunteers have their own Facebook profile and thus this turned out to be another valid means of communication since our dynamic team of volunteers may easily communicate with each other and share both knowledge and experience. Moreover, with the facility to post comments on walls and update statuses, volunteers can be reminded about any upcoming events which would have already been made known to the volunteers through emails. Articles and videos that have to do with Red Cross are also posted to the Facebook group on a regular basis. In this way, youth volunteers are more motivated to take part in events organised by the Society and to actively volunteer for the benefit of the Maltese community at large.

Furthermore, so as to further promote voluntary work among prospective volunteers, the Malta Red Cross Society has developed its own website. Having a website is:

- much cheaper and much more flexible than print advertisements;
- an interactive medium;
- a form of media from which everybody can acquire around the clock information;
- an opportunity to tell the general public what the Society is about and why it deserves their trust and confidence;
- a great place to make the public aware of what the society is about, what it has achieved and what it can achieve in future.

It is important to point out that having a website is more convenient for a person to research about the Society on the Internet than it is to get in a car, drive somewhere and look for or ask someone for information. This is especially important for youths who might not have their own means of transport but who do have internet connection. Youths who prior to joining the Malta Red Cross Society take a look at the website, would be provided with information about its history, with regard to any contacts that can be made, on how to become a volunteer, regarding courses that are provided, and one can also access the Newsletters that the Malta Red Cross Society has published in recent years.

As a matter of fact, another means of external communication that the Malta Red Cross Society makes use of is the newsletter. Unfortunately the Society had to stop issuing the newsletter more than a year ago but since we think it is such a good means of communication as in the newsletter one can find articles about the training provided, news from abroad and from the Society, application form to become a volunteer, kids corner and articles about the activities covered by the Malta Red Cross Society, from now on the youths will be starting taking care of it.

In conclusion, so as to strengthen youth engagement in the work of the Society, the Malta Red Cross, in recent years has worked towards having an effective means of communication both amongst the active youth volunteers of the Society and even with prospective ones.

Apart from the promotion of volunteering, the aim of the Malta Red Cross Society is to help its youth active members to develop into well adjusted, responsible and caring members of the community.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*
(Max. 100 words)

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society : RCS of BiH – (Red Cross of the Republic of Srpska)

Name of the contact person: Sonja Gavrić

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2. THEME ADDRESSED

- ☒ Communication and Social Media
- ☐ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

We live in a time when communication and social media are crucial for improving the quality of our society, since the information is the most valuable resource nowadays, especially as a tool for gaining success in certain projects. We witness these changes almost on a daily basis. Young people are those who are supposed to play the key role in this process, as a force that pushes the boundaries. This Youth policy recognizes the importance of the role that young people have in resolving everyday problems that ordinary are people facing with. Thus, it can be very helpful in terms of promotion the involvement and voluntary work of young people in the National Red Cross Service and its regional networks, as well as their diplomatic skills of persuading and negotiating with people as the main factor of any kind of action. This policy does not want to rely only on those who are thought to be agile and able to contribute, but also other members of society who cannot help actively. Their view is that such people could spread this concept among others, not by doing this kind of work, but by promoting the changes and talking about them, in order for them to become more socially acceptable and well-known.

All worldwide organizations and associations realize the importance of mass media and communication in promoting certain ideas and values. That's why they use the power of such media and lately, social networks in order to make these ideas widespread, accepted and well-known. The Red Cross Organization in the Republic of Srpska is no different. Such ways of letting the public know about our projects attract many volunteers who are willing to participate. In that way



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they point at current social difficulties and problems in our region but also encourage many noble actions, especially among young people. For example, a workshop was recently held on topic of humanitarian diplomacy and strategic partnership, which is of vital interest for young people, in order to learn how to be an efficient part of the team and to contribute to it. Apart from these there are some humanitarian actions supporting, for example the International day of fighting against the mines, or tuberculosis, (which is, you'll agree, of utmost importance when we know that 1.4 million of people die every year because of this disease) and we used survey as the way of collecting relevant information-mass. Thus we have to raise the awareness of people when it comes to this particular matter, and that is exactly what are we trying to do through some seminars, projects and workshops as well. Also, we constantly have Red Cross' delegations from other countries coming to working visits, as Spanish officials recently did. Both sides are willing to cooperate and they hope this will continue in the future. But, the officials of our Red cross travel too and the results of these visits are always displayed to the media in our country . In this way many people have found out about our arrangements and became a part of our Organization. They (especially the young) help those in need by giving them food and other supplies such as medications, or arrange some voluntary blood taking and they are usually first to participate in such actions. Talking about a certain idea for a few times makes people want to take part in it, and this, in my opinion, is the biggest advantage the media can have-affecting the way people think and how they act. Thus, I believe they should use the power they have to an even greater extent than they do now. It's all in favour of making a certain society a better place for living, and in that way, by connecting all the particular ones, and crossing the borders, improve the quality of life in the whole world, which is, in the end, the purpose of all this technological advancement, including the mass media and communication as well.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*

(Max. 100 words) The aims of this project are to increase the participation of young people in the National Red Cross Service and its regional networks. Social media and the advanced technology support innovations and different types of approach in tackling and dealing with certain problems and bringing on a more efficient way of communication between members of a particular society, the result of which will be strong connections among them, and thus, effective help to others, which is its aim. The next goal is to enable young people to promote these principles throughout good communication and become role models for other generations, that will also feel the need to be a part of such a worth, widespread idea, appreciated all over the world. External communication shall be in charge for promoting voluntary work and its main principles among young people that are willing to engage themselves to that kind of action. The last, but certainly not the least important goal is improving external communication and social mobilization as prevailing factors in making this idea a huge success that will bring positive changes and prosperity to all sides, countries and parts of this engagement.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

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20th EUROPEAN YOUTH COOPERATION MEETING CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society : Armenian Red Cross Society

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2. THEME ADDRESSED

- 1. Communication and Social Media
- 2. Youth in decision-making processes
- X 3. Youth in strategic innovation
- 4. Evaluation, follow-up and reporting systems
- 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

The active involvement of youth volunteers in the certain programs of ARCS brought up number of innovative activities (some of the, being unique in Armenia) when designing a certain project.

The majority of the innovative actions are in the framework of the HIV prevention program, as there are several barriers to informing people in Armenia about HIV/AIDS. The main problem is that sexual topics remain taboo therefore people are unwilling to discuss these issues and as a result are unaware or misinformed about the risks associated with sexually transmitted diseases. These factors combined illustrate the need for accurate and detailed information which is delivered to the public through special approach. In this regard Youth volunteers developed number of ideas how to address public with this kind of information.

One of the earliest methods is the realization of “**Surprise boxes**” . These are beautifully designed boxes which contain condom and a message encouraging condom use. The boxes are very attractive and young people take it without feeling uncomfortable. The boxes are put at the tables of cafes and at the restrooms and toilets of discos, malls, metro stations, etc . The messages in the boxes read “You will never know what a box can contain. HIV is not recognizable at sight. Ensure yourself from the unpleasant surprises, Use condom”. This method has been successfully used by the ARCS for already 3-4 years.

Another innovative activity for HIV prevention is the execution of the **SMS Helpline**, which creates a



countrywide communication resource helping people to understand the risks around HIV and other sexually transmitted diseases resulting in increased awareness amongst the general public and a potential reduction of the taboo surrounding sexual health.

In the framework of the program ARCS youth volunteers receive anonymous SMS with HIV/AIDS questions through a special program and send out answers in 24 hours. The SMS are free of charge for the customers.

The service is accessible to everyone ensuring confidentiality, impartiality and trustworthy information. Volunteers are trained in how to deal with a variety of queries from people concerned by the impact of HIV and AIDS and are supported by specialists so that a high quality service is provided to each beneficiary.

The other innovative activity which ensures communication is **the breakfast with media people** and youth staff and volunteers. To organize the dissemination of the psycho-social activities and to rise up the problems of the program beneficiaries to the public and potential donors. Number of meetings with journalists (from print, online and TV media) in forms of breakfast at the cafes are initiated and organized by the volunteers with the support of ARCS. The invitation of breakfast is attractive to the journalists, which is organized early in the morning, which is a comfortable time for the busy journalists, and besides the setting and friendly atmosphere highly contributes to the establishment of friendly relations with the journalists, who further become contact persons in certain media means.

2. Key conclusions : *What are the key learning points that can be highlighted?*

(Max. 100 words)

- Convenient way of spreading condoms among youth through surprise boxes
- Professional support and the promise of anonymity in discussing HIV/AIDS related issues through SMS helpline
- Obtaining reliable relations with media to disseminate RC activities.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

1. Photos of Surprise boxes

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
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- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.
(Max. 500 words)*

The youth work within the Austrian Red Cross (ARC), Austrian Youth Red Cross (AYRC) is currently in a strategic reorientation.

Results of a two-year process with the title "Youth and the Red Cross", shows that the whole organization has to be repositioned in the field of youth.

In past years the organization is exposed to trends to which must be responded appropriately. Studies show that the relationship of youth to formal volunteering are non-binding and sporadic. The AYRC is therefore required to adapt its own programs accordingly. Further the results confirm that the connection between the activities and the brand Red Cross is not known.

Out of this reason it is imperative to take measure, so that the target group identified in a greater extent with the strategic objectives of the organization and the target group also sustained its contribution as a multiplier of the Red Cross idea.



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Since 2010, a working group of representatives (youth, adults and staff) were part of the process "The youth and the Red Cross" with the aim to optimize youth work within the ARC.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*
(Max. 100 words)

The AYRC is going to present the involvement of youth in an holistic organizational process named „The youth and the Red Cross“ within working fields:

- Existing and new service offerings
- Implementation of young people in decision-making processes
- Internal and external communication

The AYRC will show how younger and older representative can work together on reposition of the youth work within National Society under the aspect of the existing role of the AYRC in the Austrian Federal School System.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

Powerpoint will be shown

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society : FRENCH RED CROSS

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
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- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

The Strategy 2015 of the French Red Cross (CRf), in the continuity of the Youth Declaration drafted by the young people of the CRf, asserts our will "to meet the desire of the youth to act". It presents the youth as actors of the change in our association and proposes "to encourage the initiatives of the youth and accompany them". To pursue this objective, the French Red Cross launched in September, 2011 an appeal to initiatives, titled "RED TOUCH" addressing the young people from 13 to 20 years old.



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- **General objectives :**

- **Innovating** : for youth to develop new actions in 5 fields of action of the Youth Declaration of the French Red Cross (health, solidarity, citizenship, intercultural and environment)



Health



Citizenship



Solidarity



Environment



Intercultural

- **Building the capacities** of action of the French Red Cross to meet today and tomorrow's challenges

- **Encouraging and emphasizing** youth solidarity commitment and responsibility taking in project management

This appeal to initiatives aims at giving to youth the "boost" which they often need to take action and concretize their ideas. It addresses all the young volunteers of the Red Cross but also the students, the beneficiaries and, in a wider way, all the young people from 13 to 30 years old who need the support of the Red Cross to make their projects of solidarity a reality.

- **Implementation :**

Launched in September, 2011, the appeal to initiatives is not based on a selection and competition rationale but on a support to the largest number of projects and experiential learning. To be implemented, some ideas need an accompaniment and a close support. The appeal to initiatives proposes:

- a financial support: a project grant "boost" up to 500 euro per project provided it does not exceed 50 % of the total budget of the project

- a methodological support: an accompaniment on behalf of the youth leaders or the other volunteers trained in youth projects guidance...

The training for the guides of youth projects addresses all the youth regional leaders and youth departemental coordinators, as well as to every volunteer of the CRf motivated by the accompaniment. It brings the necessary skills in terms of project methodology and directions about the posture of the guide. A support unit is also organized in the national headquarters of the French Red Cross to accompany the youth projects that would not find a local support or that would require a particular expertise.

Certain number of tools was also designed to particularly accompany the youth towards the formulation then the realization of their projects. The appeal to initiative is presented on the « youth area » in the web site of the French Red Cross.

- **Dissimination, exploitation :**

Pour valoriser et donner de la visibilité aux actions, à l'engagement des jeunes et à l'originalité de leurs actions, les idées d'action sont regroupées dans un catalogue accessible à tous.

Certains projets réalisés font par ailleurs l'objet d'une valorisation particulière lors de l'Assemblée générale annuelle de la CRf avec remise de prix

Les projets sont enfin mis en valeur dans la Newsletter jeunesse de la CRf, le profil facebook CR jeunesse,



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dans le magazine « Agir ensemble » et sur le site internet de la CRF

To exploit and make visible the actions, the commitment of the youth and the originality of their actions, the ideas of action are included in a catalog approachable to all. Some projects realized are also awarded during the annual General assembly of the CRf.

The projects are finally emphasized in the Newsletter for youth of the CRf, the facebook profile CR youth, in the CRf internal magazine "Agir ensemble" and on the web site of the CRf

3.2. Key conclusions : What are the key learning points that can be highlighted?
(Max. 100 words)

- The appeal to initiatives " Red Touch " is an opportunity for the youth to make a commitment on solidarity actions that correspond more directly to **their motivations and to their interests**.
- it make possible the youth to take action which is often the most difficult
- it is a flexible modality of commitment for youth that are not available for most of the existing actions in French Red Cross, due to their strict schedule
- the appeal to initiatives encourages local branches to rely on youth, to give them the opportunity to realize their own projects, and to listen their desire to act.
- in a wider way it legitimizes and emphasizes the action of the youth in the Red Cross, making essential the contribution of the youth as innovative agents and useful for the renewal of the action of the association. Beyond, the dissimulation can touch the society in general.
- Besides, the accompaniment set up for the realization of the projects has a real educational dimension. Through the implementation of their project, the young people acquire personal and social skills, as well as, very often, technical skills.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.



- A visual identity (poster, Red Touch' logo)



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- A red touch' presentation clip
- A participant guidebook
- An "idea of action" form
- A project definition guidebook
- A guidebook for the guides of youth projects

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society : Netherlands Red Cross

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
- ☒ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*

(Max. 500 words) We, as the Netherlands Red Cross, have two best practices: 1. Studentendesk. 2. Masterclass

1. Studentendesk: In 11 cities in the Netherlands there are Studentendesks active. Every Studentendesk have 4-5 board members who are all students. The Studentdesk is the link between the Netherlands Red Cross and the student's community, It is committed to organising a variety of student activities through which the mission of the Red Cross and engage in partnerships with the societies and groups of students.
2. Masterclass: to promote youth participation within the Netherlands Red Cross, we started a number of masterclasses (6) in 2011-2012. All masterclasses have a different theme, for instance politics, press, fundraising and of course the help of the Red Cross (national and international). The young people who participate will receive knowledge from experts within the red Cross, but also we invite experts from different organisations. But also the young participants will have to give their vision on specific topics we will use for the youth policy we are writing at the moment. The participants (40 persons) are members of the studentendesks, volunteers but also just young people who are not (yet) volunteers of the Red Cross.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*

(Max. 100 words)

1. Studentendesk: We have now 11 very active Studentendesks who all organize their own activities but don't have a lot of communication/contact with the rest of the Studentendesks. Also we started the Studentendesks (in 2007) outside of the National Society, the local branches were not involved. As of 1-1-2012 the districts have the responsibility of the Studentendesk but this is not a smooth process.
2. Masterclass: we were thinking about commitment within the group of participants. First we didn't ask the group to actively volunteer for the Red Cross, but in the end the group themselves asked for a project they could all organize



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together.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☐ 4. Evaluation, follow-up and reporting systems
- ☒ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description:

*Please provide a brief description of the concept/good practice that you intend to present.
(Max. 500 words)*

The initiative **"Summer camps for youths"**, result of a memorandum of understanding signed with the Ministry of Policy for Youth (at the moment Department of Youth, Ministry of International Cooperation and Integration), was implemented for the first time during the summer 2010 (second edition in 2011, a third one is planned for 2012).

Italian Red Cross Youth, through its local branches, organized camps for young students (age range 14-20) in order to give them the opportunity to spend their summer holidays (seven days) while approaching for the first time the Red Cross/Red Crescent world. After a national call launched on the national website of the above-mentioned Ministry, students had been chosen and participated to the camps.

During the week they had the possibility to discover the Red Cross/Red Crescent: they were beneficiaries of activities aimed at increasing their awareness on humanitarian principles and values as well as inducting them into the services Italian Red Cross delivers. Students were beneficiaries, through a peer-to-peer approach and thanks to participatory methodologies, of informative and practical activities (i.e. role plays)



related to the diffusion of first aid gestures, disaster preparedness, prevention of sexual transmitted diseases, promotion of healthy dietary habits and International Humanitarian Law.

Local branches worked for promoting and disseminating either a healthy and safe living or a culture of respect for diversity and non-violence and peace.

From this perspective, students participated actively to activities that, on one hand, enabled them to enlarge their knowledge and, on the other hand, lead them to assume a more responsible attitude among their peers.

One of the most interesting aspects of this initiative consists on its impact at short and long-term.

From the short-term perspective, Italian Red Cross Youth committed itself in increasing youths knowledge and awareness on the importance of safeguarding life and promoting a healthy living by providing youths with information and thus making them take more conscious decisions in their daily life.

Those direct results produced also effects within communities. Once students came back home, they shared their experience with other youths and in this way got the start to a circular process of information that involved a bigger number of indirect beneficiaries. Students who experienced summer camps became responsible and caring members of their own communities.

Long- term results followed in few months.

Some of the students taking part to the summer camps decided to serve as volunteers for Italian Red Cross and attended the Italian Red Cross basic training courses. They decided to commit themselves and engage in the path they approached for the first time through a sort of summer holiday in a more structured way by serving, from the inside, the communities they inhabit. They became volunteers and in this way developed their own idea of active engagement.

Another experience regarding the theme of “inclusion and empowerment of beneficiaries” that we are willing to share is related to existing MoU between the ItRC and the Ministry of Justice regarding the rehabilitation program of minors who have committed an act recognized by the law as a crime. This program, by engaging the juvenile offenders in social activities with Red Cross Youth, provides them with an opportunity to develop personal skills and grow as well adjusted and caring members of the community they inhabit.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*

(Max. 100 words)

- Use of a participatory approach to make youths familiar with the International Red Cross Red Crescent Movement
- Peer-to-peer methodologies for sharing information and increasing youth awareness on humanitarian principles and values, health, disaster preparedness, International humanitarian law
- Start of a process of informal and circular information within communities of origin (e.g. multiplier effect promoted by youths towards their peers once the summer camps were over)
- Promotion of youth development and engagement
- Youths move from beneficiaries to active members within communities
- Promotion of voluntary service and youth commitment



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- Promotion of social inclusion of marginalized youth

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

-

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
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- ☐ 4. Evaluation, follow-up and reporting systems
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N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

Promotion of Human Values - Red Cross of Serbia

Aim:

Working in schools

Share the knowledge about good - quality and non-violence communication

Peer education

Selection of new volunteers

3.2. Key conclusions : *What are the key learning points that can be highlighted?*
(Max. 100 words)

Impact of project:

More educated young people

More volunteers

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

Power point



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Federación Internacional de Sociedades de la Cruz Roja y de la Media Luna Roja
الاتحاد الدولي لجمعيات الصليب الأحمر والهلال الأحمر

Europe Zone Office, Budapest

5. FOCAL POINT

Mr. Flavio Ronzi (IFRC - Europe Zone OD and Youth Action Delegate)

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Europe Zone Office, Budapest

20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

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Position: Manager Youth

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E-mail: lieke.dejans@gmail.com

2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☒ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description:

We developed 2 instruments:

- **The first instrument is a self evaluation method for local branches**

Local volunteers discuss the different parts of their local branch: team, finances, activities, communication.

To come to a result, they must follow 4 steps:

- make a little presentation of their branch
- give points to the different parts
- discuss their results
- come to a general conclusion: a growing trajectory for the future

- **The second instrument is an instrument to prove the quality in local branches**

Supporting volunteers or staff members visit a local branch with this instrument.

The instrument is a game in which the quality of the branch is measured: money, offer of activities, team, organisation, network. If the group has a certain amount of quality, it gains ingredients for a cake.

To be motivating, the game ends in eating pie or cake.



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The local branches now have tools to improve the quality of their volunteering work. Both instruments are discussing methods, because we believe in the power of group democracy. The instrument were made with volunteers.

3.2. Key conclusions :

By providing on hand materials local branches and supporting volunteers are able to do a proper evaluation and reach a higher level of quality.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

- Quality measure instrument
- Evaluation instrument

5. FOCAL POINT

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20th EUROPEAN YOUTH COOPERATION MEETING

CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society : Danish Red Cross Youth

Name of contact person: Troels Heiberg Jørgensen

Position: Development advisor

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2. THEME ADDRESSED

- ☐ 1. Communication and Social Media
- ☐ 2. Youth in decision-making processes
- ☐ 3. Youth in strategic innovation
- ☒ 4. Evaluation, follow-up and reporting systems
- ☐ 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description:

The evaluation program, *Volunteering makes a difference - the development of change theory as an easy method to measure the impact of volunteering*, develops a volunteer-based method where change theory is used to make annual measurements on the social effects in volunteer-based youth organizations. Change theory is a systematized framework and a continuous method which give the volunteers a tool to measure the social impact of their work year after year. This project is new in the degree of voluntary anchoring of change theory. The diffusion and implementation of the program are made by a voluntary evaluation group.

A change theory describes the relationship between the problem we want to solve, and the tools you use in social work, i.e. how can one's activities be converted to the wanted outcomes and impacts. Specifically it's about describing the target group and problem, resources, activities, outcomes and impacts.

The documentation of the effect of the volunteering effort is important because it will create greater legitimacy and better access to the moral and financial support from public and private donors, which can help to secure the future of voluntary organizations.

At the same time the method should live up to the following key goals of the voluntary work, and it is according to experts in the field realistic when it is based on change theory:



- **Learning to the volunteers:** The evaluation should provide learning to the volunteers affiliated to the individual activities. The aim is that the volunteers through the change theory program, of just their activity, will gain knowledge of what works and what does not. This knowledge can be used by the volunteers in their further work on the activity as assessed continuously and thus constantly generating new learning for the volunteers.
- **Development of the activity:** The learning that the volunteers get through the evaluation of their activities can be used to develop the specific activity but also the general development activity area. When the organization knows what works and why, it enables us to align the activities and thereby achieve a greater impact for the target group in the best way.
- **Documentation of the impact:** It is difficult to document what works in volunteer work and why. With the introduction of an evaluation culture within the organization it will enable us to go one step further in relation to document the impact of the activities on the target group. Internally in the organization it will increase the volunteers' awareness that they actually make a difference leading to increased motivation to continue to be volunteer and develop activities. In relation to external partners, evidence of the effects of these activities enhances the possibility of also getting financial support to the organization in future.
- **Measure the number of volunteers, users, etc.:** Today there is very little knowledge about how many volunteers and users actually around our organization. By focusing on the evaluation of each activity, there can also be obtained more factual knowledge about how many volunteers and users each activity have.

*Please provide a brief description of the concept/good practice that you intend to present.
(Max. 500 words)*

3.2. Key conclusions : *What are the key learning points that can be highlighted?*

(Max. 100 words)

The program has, overall, been fruitful and the participating volunteers have been forced to consider, and perhaps rethink, the purpose of their activity.

This knowledge has strengthened the future work with activity, and contributed to an increased systematization of the work done by the volunteers.

In light of our experience, we recommend that other societies from the beginning makes a virtue of bringing "the phenomenon" down to earth, otherwise it can create confusion and insecurity among the volunteers in the organization. It is also important to remember that this kind of initiative often is changing within existing cultures and structures. For best results thus, a close interaction between the voluntary evaluation group, activity volunteers and coordinator is preferred.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

5. FOCAL POINT

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1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society : Armenian Red Cross Society

Name of the contact person: Nazeli Kirakosyan

Position: Coordinator of Youth Development programs

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E-mail: nazeliki@gmail.com, arcs-youth@redcross.am

2. THEME ADDRESSED

- 1. Communication and Social Media
- 2. Youth in decision-making processes
- 3. Youth in strategic innovation
- X 4. Evaluation, follow-up and reporting systems
- 5. Inclusion and empowerment of beneficiaries

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*

(Max. 500 words)

Having a strong youth structure (legislative-Red Cross Youth and Executive Youth Departement), youth volunteers are directly involved in almost all the project implementation levels and M&E is the core part of each program, series of events or activities.

Having in place strong Monitoring and evaluation mechanism is also crucial for providing effective services to the vulnerable countrywide through regional youth leaders and volunteers. Though not officially recognized, the monitoring, evaluation and follow-up tools are used for the youth activities and are realized through the volunteers themselves. The process is however supervised/assisted by a staff member of Youth Department who is assigned to do data collection and provide updates and reports.

M&E tools differ from one project to other dependant on the project specifications, and can be in forms of visits, meetings, questionnaires, reflection papers, eye-to-eye talks with beneficiaries, etc.

Along with this standard methods, ARCS has installed an innovative tool for monitoring, evaluating and ensuring the follow-up. That is "Diary" of a volunteer. The trial usage of the diaries started with the psycho-



social project and about 40 volunteers are involved in it.

Keeping a diary is an excellent means of documenting experiences and ideas. The design of it is like a common diary, consisting of the following parts: personal information about volunteers and beneficiaries, dates reporting the visits of volunteers, special space for making notes as needs of beneficiaries, their opinions, thoughts, feelings, references. The diary has two functions: operational and psycho-social.

By saying the operational function one should understand activity planning, implementation, monitoring and evaluation. Activity planning and implementation include, for example, the weekly visits of volunteers to beneficiaries. The diary provides the database, notes about their needs and daily problems which are used for monitoring and evaluation.

From the psycho-social point diary is supposed to be a tool which provides information for memoir, autobiography and different articles. Beneficiaries can express their thoughts, expectations, feelings opinions through the diary.

Diary is an informal means of communications which can give rise to the feeling of responsibility towards the work which the volunteer does. Moreover, it is a good way to get feedback from beneficiaries. Generally, the diary with its above mentioned two main functions is a good reporting system which helps to sum up the progress of the project, it helps to work more effectively by getting better results.

2. **Key conclusions** : *What are the key learning points that can be highlighted?*

(Max. 100 words)

- *Easy use of the diary as a monitoring tool*
- *Increased responsibility and motivation of volunteers towards their tasks*
- *Reliable source for information containing multifold data; facts, feelings, reflections, challenges, achievements, ect.*

4. **SUPPORTING MATERIALS**

If available, please list any attached supporting materials.

A sample diary can be brought to the workshop, if necessary.

5. **FOCAL POINT**

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CALL FOR CONCEPT PAPERS

1. CONTACT INFORMATION

Please provide the correct and up-to-date contact

National Society :

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E-mail: mallan@redcross.org.uk

2. THEME ADDRESSED

Theme III: Evaluation, follow-up and reporting system

Under '3. Measures, tools and mechanisms for tracking the youth involvement in National Societies' activities and services'

N.B. Use one form per each concept paper, if you wish to propose more than one or apply for more categories.

3. GENERAL INFORMATION

3.1. Short description: *Please provide a brief description of the concept/good practice that you intend to present.*
(Max. 500 words)

Young people (in the British Red Cross sense, those aged 15-25) currently make up the second largest age group of BRC volunteers, second only to those aged 65+. We now have around 6,400 young volunteers equating to an impressive 20% of the total volunteer base. This is a very different picture to that of just 8 years ago, when young people made up only around 8% of volunteers. Back in 2004, an ambitious target of 12% was set as something for each area to strive towards. As an organisation, we have worked hard over the last few years to improve our volunteering offer to young people, with impressive results. Each of the 21 areas has now surpassed that 12% target for engagement with young volunteers and many have gone way above and beyond.

While all areas have made real progress in recent years in terms of how they engage with and supports young volunteers, it seems that some areas have progressed faster and further than others, and that ongoing local legacies continue to impact upon numbers of young volunteers, as well as the quality of the volunteering offer.

In 2011, we undertook a piece of research to investigate the current picture of young volunteers working with the British Red Cross. Initial statistical analysis identified a wide variation in young volunteer



engagement at area level, with young volunteers making up between 13% and 28% of the total volunteer base. Through interviews and surveys with staff and volunteers, key themes emerged around practical barriers, particularly in rural areas, the positive role of involving universities and students, the importance of the kinds of opportunities on offer, and the impact of local British Red Cross culture.

Emerging from the findings of this research study were a number of recommendations for organisational working:

- > Encourage intergenerational volunteering projects and shared duties, to encourage age groups to work together, and to increase the familiarity of older staff and volunteers with working with younger people. Also, put in place practical measures to increase integration between different age groups, such as schemes for car pooling and shared transport.
- > Show flexibility and imagination around short-term volunteering placements, reducing the costs of recruiting and training short-term volunteers where possible, while ensuring adequate safeguarding and support.
- > Actively engage with Universities and other external groups to help recruit young volunteers.
- > Recognise and appreciate staff and older volunteers who are particularly encouraging of and welcoming to younger volunteers.

The findings were presented and discussed at national conferences for Volunteer Advisors and for Area Chairs and Presidents, as well as distributed widely to youth staff at national, territory and area level. They provoked a great deal of interest and debate and now underpin a range of centrally run initiatives as well as helped to define and support area work to address some of the issues raised.

3.2. Key conclusions : *What are the key learning points that can be highlighted?*
(Max. 100 words)

The 'Mind the Gap' research was one of a number of research and evaluation initiatives we have implemented over the last 5 years to assess the quality of young volunteers' experience with the British Red Cross. Alongside 'mystery shopping' exercises run by young people posing as potential volunteers, and a biannual survey of all our young volunteers about their volunteering experience with us, 'Mind the Gap' has proved to be a persuasive tool to provoke interest, reflection, analysis and ultimately action to improve the quality, quantity and diversity of our volunteering proposition to young people.

4. SUPPORTING MATERIALS

If available, please list any attached supporting materials.

- 2011 'Mind the Gap' report
- 2011 'Mind the Gap' Powerpoint presentation

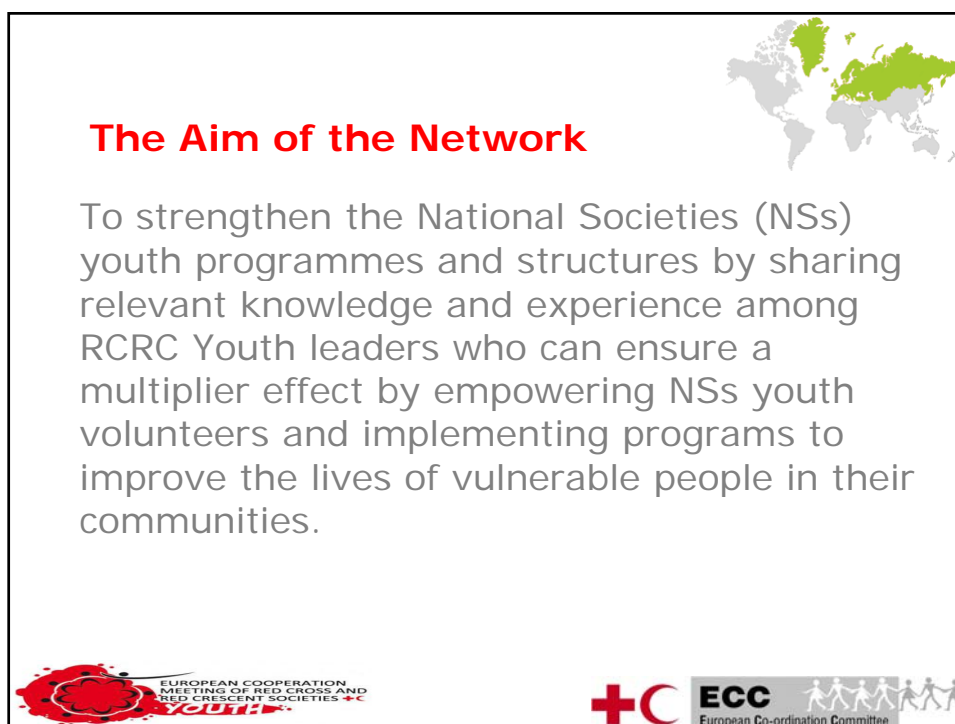
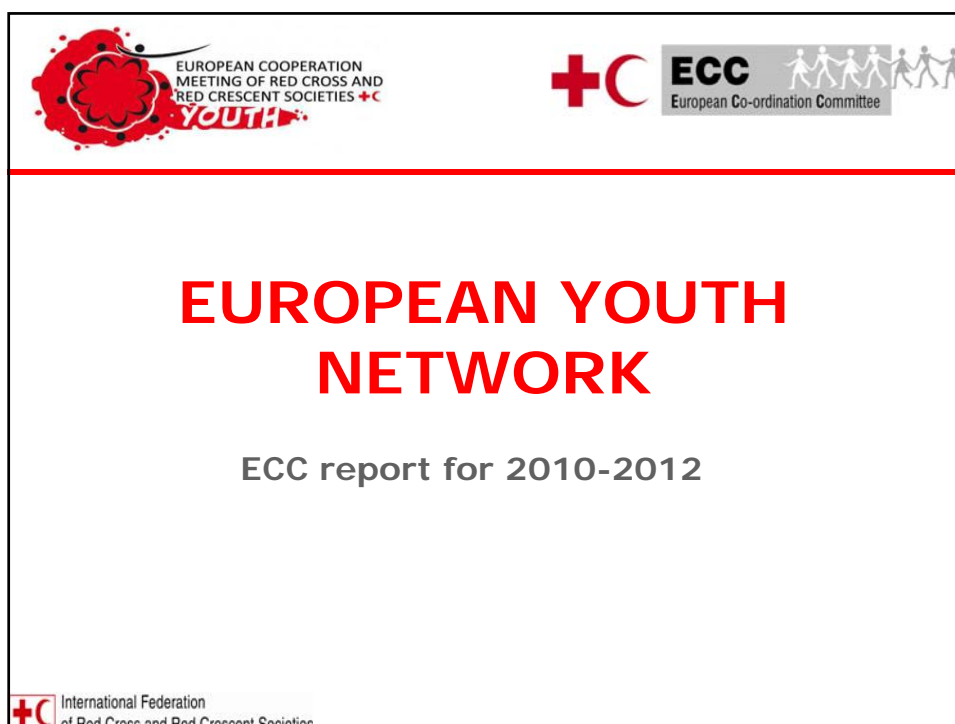
5. FOCAL POINT

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VII. Final Report of the ECC for 2010-2012





European Youth Network

ECM



European Cooperation Meeting (ECM) is a biennial meeting of European Red Cross and Red Crescent Youth leaders

- It was first established in 1978 as a meeting of European Youth Directors.
- Since 1992, two representatives are invited from each National Societies of the Europe Zone

ECC



The European Coordination Committee is elected by Red Cross Red Crescent European NS youth representatives at the ECM.

- It was first established in 1992 with the goal of following-up implementations of the resolutions adopted at the ECM and to discuss and establish priority topics chosen by European youth sections to develop youth activities.

European Coordination Committee 2010-12

Armenian Red Cross Society - Lia Khachatryan

Cyprus Red Cross Society - Sandy Antoniou

Danish Red Cross – Jeppe Toft Hansen stepped down in September 2011

Danish Red Cross – Katrine Emilie Andersen, joined ECC in September 2011

Red Cross Society of Georgia - Nino Skhirtladze stepped down in June 2011

Red Cross Society of Georgia – Eka Zarkua – joined ECC in September 2011

Hellenic Red Cross – Kiriakos Kanellos stepped down in September 2011

Italian Red Cross – Roberto Piro stepped down in December 2010

Italian Red Cross - Marilena Musmeci, joined ECC in December 2010 & stepped down in September 2011

Italian Red Cross – Marialuisa Brotzu joined ECC September 2011



ECC Meetings for 2010-12

July 2010 – Vienna, Austria

December 2010 – Budapest, Hungary

September 2011 – Budapest, Hungary

January 2012 – Sofia, Bulgaria



ECC report 2010-12

Enabling Action 1 – Build Strong National Red Cross and Red Crescent Societies

Strengthen National Society Youth structures through empowering Youth and increasing their involvement in decision making processes.

Enabling Action 2 – Pursue Humanitarian Diplomacy to prevent and reduce vulnerability in a globalized world

Advocate on behalf vulnerable youth in the European Region

Enabling Action – Function Effectively as the International Federation

Increase cooperation, networking and information-sharing



ECC report 2010-12

The **European Coordination Committee** sees it as its main task to increase the involvement of European Youth Red Cross Red Crescent at all levels and in all positions, in order to stimulate the implementation of Strategy 2020 throughout Europe

In line with Strategy 2020, the Solferino Youth Declaration and the ECC mandate the following strategic goals were set for the ECC 2010-2012;

1. To plan and facilitate the **ECM 2012**
2. To carry out **advocacy** on behalf of youth within the Movement at all levels
3. To stimulate **cooperation** and **communication** on youth-related issues within the Movement



ECC report 2010-12

1. To plan and facilitate the **ECM 2012**

- ✓ To evaluate the ECM 2010 and use these results of the evaluation when planning for ECM 2012
- ✓ To follow-up on decisions taken and recommendations made at the ECM of 2010
- ✓ To review the mandate and regulation for the ECC and ECM
- ✓ To work towards ensuring funds for the participation of all the members of the network at the ECM
- ✓ To make the ECM more interactive
- ✓ To advocate for the signing and implementation of Pledge 129 on youth in all European NS
- ✓ To advocate for the Youth focal point at the Zone office in Budapest
- ✓ Reach out for the NSs who are not currently participating fully in the network, especially in Balkans and Eurasia
- ✓ Contribute to the revision of the Youth Policy and the execution of the Global Youth Consultation
- ✓ Ensure the implementation of Vienna Commitments and contribute to the report on these



ECC report 2010-12**ACTION:**

- ECM evaluated, recommendations included in ECC strategy 2010-12
- Close cooperation with the EZO ensured participation of 41 NSs to be present at ECM 2012
- Preparation of ECM 2012 hosted by the Bulgaria RC
 - Information about plans at every meeting attended
 - Information about plans through emails & skype
 - Cooperation with Europe Zone office
 - Preparation of ECM
 - Defining the hosting NS
 - Active participation of NSs
 - New ToR for European Youth Network proposed
 - Opportunities for funding for the participation in the ECM
- In numerous occasions it has been pointed out the importance of having the youth focal point - since March 2011 Youth Action Delegate in EZO
- Sharing information on the Pledge 129
- Sharing information on the revision of the Youth Policy and the Global Youth Consultation

**ECC report 2010-12**
2. To carry out **ADVOCAY on behalf of youth within the Movement at all levels**

- ✓ Increase the cooperation with the European Zone Office , including exploring financial possibilities and ensuring a youth contact person
- ✓ Increase cooperation with the European Youth Forum
- ✓ Advocate for European participants in the ICRC campaign



ECC report 2010-12

ACTION

- Advocating to ensure Youth Desk in the Europe Zone Office and increase cooperation in finding funding possibilities and collecting and updating the list of the Youth focal points within the Network
- Promotion of Youth activities and Youth issues at all attended meetings



ECC report 2010-12

3. To stimulate cooperation and communication on youth-related issues within the Movement

- ✓ Support the sub-regional networks in the European region by attending the meetings and writing small reports from the meetings
- ✓ Create a newsletter for the members of the European Youth network
- ✓ Create an EYN facebook page
- ✓ Keep update the IFRC page of the ECC profile
- ✓ Utilize the possibilities of the FedNet page
- ✓ Continue the cooperation with the EZO
- ✓ Cooperate with IFRC Youth Commission
- ✓ Ensure Youth participation in the planning and execution of statutory meetings in the Movement, such as Regional conference and GA
- ✓ Ensure a proper turnover to the next ECM



ECC report 2010-12**ACTION**

- Participation in the sub-regional networks
- the ECC facebook page was created in 2010, but with the aim to increase the visibility of the network a new page "RCRC European Youth Network" was relaunched in 2011
- The EZO office supported to upload materials related to ECM in the FedNet page
- Cooperation on communication, organising ECM, contact with youth focal points
- Having the YC member present in the ECC meetings
- The ECC participated in the Youth Meeting prior the General Assembly and information was spread on the European Youth Network (ECM, ECC) to encourage participation in the ECM 2012

**ECC report 2010-12****ACTION**

- The organisational approach of the ECM 2012 and close cooperation with the EZO ensured more conscious participation to the network and consequently to the ECC
- Continue the close cooperation with RCRC ERNA network and ensuring the position of ECC youth representative in the ERNA board

Meetings attended:

- ERNA Annual meeting + ERNA board meetings
- RED 100 – British Red Cross
- Youth Meeting prior the General Assembly
- Youth Networks & Youth Engagement in RCRC Movement



ECC report 2010-12**LESSONS LEARNT:**

- In order to ensure more structured and efficient network the responsibilities of the parties involved (the Member NSs, membership, ECC) should be defined by developing new ToR for the network
- The role of the network should be defined better in the realistic terms for approaching properly the 'right actors'
- To stimulate the ownership within the RCRC European Youth Network as well as commitment and responsibility
- Better division of task in the more sustainable way in terms of tasks
- Different approach is needed for the sub-regional networking to ensure well functioning network
- New commitment in finding sustainable solution to make the network work and serve youth within Europe
- To increase the visibility of the network and keep youth informed 'internal and external' communication
- To promote the participatory approaches in order to make the network more inclusive

**QUESTIONS?**

Thank you!



The Fundamental Principles of the International Red Cross and Red Crescent Movement

Humanity / The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality / It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality / In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence / The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service / It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity / There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality / The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.



International Federation
of Red Cross and Red Crescent Societies
www.ifrc.org **Saving lives, changing minds.**