



Centre for the Cooperation in the Mediterranean

ACTIVITIES

- Awareness campaign on environment and climate change
- Employment Observatory
- Seminar on the current challenges on Migration
- Technical meeting on the humanitarian situation in Gaza

YOUTH

- CCM in Solferino
- Online Youth Platform
- Mediterranean Youth Camp – Atlantis V
- Photography contest for young people

PARTNERSHIP

- MENA Conference
- CCM Governing Board meeting
- Solferino 2009
- Our World. Your Move

OPINION

SUSTAINABLE CONSUMPTION, signed by CP/RAC-UNEP



EDITORIAL

Our move against poverty and social exclusion

Nowadays most countries in the world are experiencing an increase in their unemployment rates as many businesses, affected by the current global economic crisis, are reducing their activities. This situation is regarded as one of the most complex problems that need to be addressed by governments, the private sector, and other related stakeholders.

As people lose their jobs and are deprived of their main source of income, their vulnerability to fall into poverty and social exclusion is increased. In addition to the lack of income causing dire struggles for people, the lack of economic opportunities and employment often force people to leave their homes in search of a better life elsewhere. This problem is not only affecting the working class, but youth around the world and will bring future challenges for them as the limited access for decent jobs or even simple employment is scarce.

In their role as auxiliary to the public authorities, the Red Cross and Red Crescent Societies are developing a set of initiatives aimed at empowering the most vulnerable by facilitating their access to the labour market, through job skill trainings; the support of cooperatives and self employment; and the access to counseling, mediation with enterprises and even structured employment programs.

Accordingly, the CCM is promoting several actions to facilitate cooperation and sharing of best practices regarding employment initiatives, such as the Employment Observatory for the Mediterranean and the Seminar on Youth and Employment to be held in Algeria.

In a global context, the International RC/RC Movement has launched the campaign 2009 "Our world, your move" which is an excellent example of how the values of solidarity and volunteering may help us to overcome the situation of increasing vulnerability faced by millions of human beings today around the world.

ACTIVITIES

● **Awareness campaign on climate change and environment:** the Algerian Red Crescent, with the support of the CCM, launched last February an awareness campaign on environmental issues, focused on water consumption, and climate change, addressed to young students from each of the 48 districts (wilayas). This initiative has been based on sensitization activities, training of volunteers, gathering with youth, dissemination materials and tree plantation. And it has been conducted in partnership with the Ministries of Water, Agriculture and Environment.



As an initial stage a seminar for the youth leaders at national level (one for each wilaya) has been conducted in Tipaza, last February. The CCM participated in it facilitating a special session on leadership. These trained leaders have been in charge of activities management at local level.

Therefore for the last seven months more than one thousand volunteers participated on this activity, organizing around one hundred encounters with students, distributing brochures and giving information to the public in general, in around 620 schools and public centers.

The action at schools has been complemented with a reforestation initiative, all along the country, with an estimation of 25 thousand trees planted. The Ministry of Agriculture provided technical support and seeds and locations have been selected in partnership with local authorities.

In the other hand, each RC wilaya committee organized a youth contest on poetry and drawing with prizes at local level and a final selection of winners at national headquarters.

More awareness and reforestation activities are foreseen by next school period and the Algerian RC is working with the Ministry of Environment in order to establish a national program on those issues for youth sections.

● **Technical meeting on the humanitarian situation in Gaza:** The CCM in partnership with the IEMed (European Institute of the Mediterranean) is preparing a technical meeting in order to discuss about the humanitarian needs and situation in the Gaza Strip, followed by a conference open to the general public to discuss the topic.

This will help to raise awareness on the current situation in Gaza and coordinate future actions among National Societies and other agencies. The speakers invited to the technical meeting and the open Conference include the President of the Palestine Red Crescent Society, relevant experts in the zone, academics and journalists.

Place: Barcelona (Spain)
Dates: 9th of December

● **Seminar on the current challenges on Migration:** This seminar, organized by the Centre for the Cooperation in the Mediterranean, with the technical support of the Spanish Red Cross and the Italian Red Cross and the collaboration of "la Caixa" Foundation and the State Department of Immigration-Emigration, took place in Murcia, Spain, on the 2nd and the 3rd of June 2009 open to the general public.

The seminar was devoted to the topic of the current challenges arising from the migration's phenomenon in both shores of the Mediterranean.

More than 100 participants attended the meeting. Among them, there were the representatives of the National Societies of Morocco, Libya, Algeria, Tunisia, Egypt, Palestine, Lebanon, Syria, Greece, Serbia, Italy, Malta, France, Croatia, Germany, Sweden and Spain, as well as representatives from the IFRC (Special Representative on Migration), IFRC Europe Zone and the Regional Office of North Africa of the IFRC, and the ICRC (Brussels Bureau Liaison). In addition, more than 20 other national and international organizations and, as well as local authorities, also took part in the event associations

The seminar highlighted the fact that migration is a transversal subject and that there is a strong need for coordination between different fields of work, for this reason the sessions were divided in different round tables in order to tackle the multiple dimensions of the migratory process, such as: Reality and consequences; strategies and policies; and current challenges –migrations and aging, migrations and youth, gender perspective on migration, migrations and development, models of integration, return and intercultural dialogue-.

Location: Murcia (Spain)
Dates: 2nd and 3rd June 2009



● **Employment observatory:** as you know, the CCM is creating an Observatory for Employment which will result in a database containing all the employment projects SSNN has implemented or will implement in the future. This initiative is the result of the Seminar on inclusion of vulnerable groups through employment, held in Tunisia last year where needs of SSNN were identified. This database will collect the following information: type of project, objectives, implementation period, target population, and number of beneficiaries.

In this way, SSNN interested in implementing a similar project will be able to utilize the experiences of other SSNN to achieve greater success and effectiveness in their activities. The CCM is conducting a consultation process with SSNN to determine what information the Observatory should contain and use to promote their involvement in the project. After this step has been completed, a questionnaire will be developed including the received suggestions and comments. We would like to encourage the collaboration of all SSNN, in order to build the most successful tool that can meet the real needs of the most vulnerable with in the labour market.

YOUTH

● **CCM in Solferino:** The CCM participated in the international encounter held in Solferino from the 23 to the 27 of June, sharing a stand with the Spanish Red Cross and carried out several activities for dissemination such as the organization of a workshop on intercultural dialogue for young participants.

In the other hand, in the framework of the "Youth on the Move" the CCM collaborated in the facilitation of a workshop on YABC organized by the Department of Principles and Values of the IFRC, and facilitated a workshop on leadership organized by the Youth Department of IFRC.

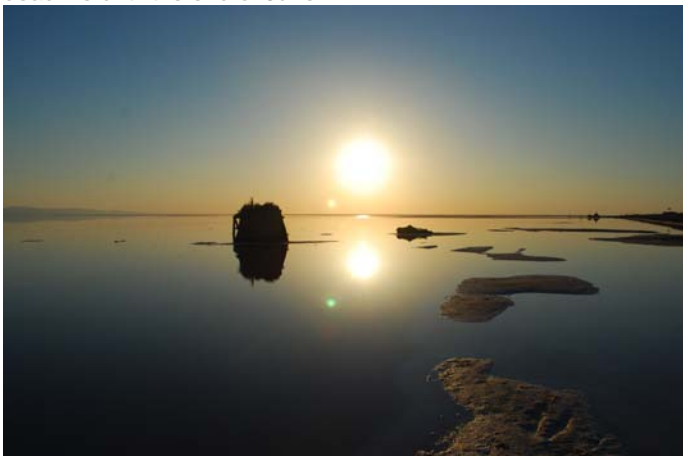
Also, the CCM collaborated with the Climatic Center on the facilitation of a workshop focused on the issue of climate change and aimed at promoting experience sharing among participants. The workshop provided them with some tools to be used in their awareness campaigns.

During the encounter, the CCM had the opportunity to hold an informal meeting with Mediterranean Youth participants in order to present a new tool aimed to increase interconnectedness among young volunteers in the Mediterranean: the new MED Youth Portal in its consultation stage.



● **Photography contest for young people- Environment and climate change:**

The CCM organized a photography contest with the objective to raise awareness and promote participation of the young Mediterranean people on the issues of environment and climate change. The pictures have treated key challenges as pollution, climate change, desertification, sustainable development and natural resources among other relevant subjects. In order to coincide with the Solferino meeting in June 2009, the CCM decided to extend the deadline until the end of June.



Many young people from different NNSS participated in the contest and we are glad to announce the winner: Alexander Tanaskovic, from Serbia. He has been invited to participate in the Atlantis Youth Camp which will take place in Mehdia (Morocco) in August. In Atlantis a selection of the best pictures will also be displayed.

● **Mediterranean Youth Camp - Atlantis V:** The CCM, together with the Moroccan Red Crescent, is organizing the fifth edition of the Mediterranean Youth Camp, known as Atlantis, which has become a meeting place for young volunteers from SSNN of the Red Cross and Red Crescent in the Mediterranean. The Youth Camp Atlantis aims at bringing youth volunteer together to share their experiences and knowledge, thereby strengthening their ability to act as dynamic models of change within their SSNN.

This year the principal themes of Atlantis will be the environment and climate change. For this reason there will be organized several thematic workshops to tackle those topics from different perspectives, such as design of an awareness campaign, elaboration of an informative video, reduction of risks, developing a communitarian base or sustainable consumption.

Also, it is worth to highlight the organization of a workshop on Principles and Values, as it has been the custom in the past editions. In this workshop for the first time after the official launch in Solferino it will be implemented the *Tool-Kit on Principles and Values to capacitate Youth as Agents of Behavioral Change*, developed for the Department of Principles and Values of the International Federation.

Atlantis will count with facilitators from the Climate Center of the IFRC, the United Nations Environment Program, the Morocco Red Crescent, the Egyptian Red Crescent, the Spanish Red Cross, the French Red Cross and the CCM. The present edition counts with the support of the IFRC MENA Zone and the firm Abertis.

Furthermore, Atlantis will host an exhibition of the best photographs on the environment and climate change, taken by youth volunteers and submitted to the photo contest organized by the CCM.

Location: Mehdia, Morocco

Dates: August 1-8, 2009



● **The MED Youth Portal:** The principal idea of this online platform for youth is to reinforce the feeling of belonging to youth volunteers in the Mediterranean and to create a space for meeting, exchange and technical support between youth through the use of new technologies. The online platform will be a common project shared by all Mediterranean Youth Sections. This will be officially presented at the 2010 Mediterranean Conference in Croatia. It goes in line with the objectives of the current campaign of the RC/RC International Movement "Youth on the Move" and the 2010 International Year of Rapprochement of Cultures.

Having undertaken a consultation process with SSNN and organized an informal meeting at the Youth Encounter in Solferino 2009, the CCM enters the second phase of this project, in which we will create feed-back on the suggestions received by the SSNN. This input will be very useful for the technical phase of designing the tools, contents and management. A draft of the technical project is expected by the end of this year.

PARTNERSHIP

● **MENA Conference:** The Sixth Regional Conference for Red Crescent and Red Cross National Societies of MENA Zone was held in Damascus, Syrian Arab Republic, during 20-21 June 2009. 14 National Societies from the Middle East, North Africa and Gulf sub regions; 10 Partner National Societies; International Federation's Geneva Secretariat and MENA Zone Office; the International Committee of the Red Cross (ICRC); League of Arab States; the Arab Red Crescent and Red Cross Organisation (ARCO); and the Centre for Cooperation in the Mediterranean (CCM) were present at the Conference.

Under the theme "the auxiliary role of the National Societies", the distinct partnership of the National Societies and public authorities in humanitarian work was highlighted along with this unique role's national and international dimensions. Humanitarian Diplomacy, one of the three enabling strategies of the Vision 2020, was discussed based on its importance in building partnerships and being a responsibility for all involved. In addition, better planning; effective human resources; strong leadership, management and organisational structure; networking; mapping resources; knowledge sharing and enhancing partnerships were highlighted as the main elements to be reflected in the MENA plans and strategies as discussed in sub regional working groups.

The Seventh Regional Conference was agreed to be held in the United Arab Emirates in the summer of 2011.

● **Governing board meeting;** Last April the Governing Board of the Centre for the Cooperation in the Mediterranean of the Spanish Red Cross met in Murcia. As main issues the Report of Activities 2008 and Financial Report 2008 were approved, as well as the Plan of Action for 2009.



● **Solferino 2009:** From **23 to 28 June 2009**, the greatest Red Cross Red Crescent event in history was held in Solferino, northern Italy. **Solferino 2009**, commemorating the 150th anniversary of the birth of the idea of the Red Cross, gathered together thousands of volunteers from over 150 National Societies of the world in the place where the well-known battle was fought in 1859. Some of them, from the most remote areas of the world, like Vanuatu, travelled for over 30 hours and through nine time zones to reach this place and some others, like the volunteers of the French and Spanish Red Cross, came in numerous delegations of hundreds of people.

During the days of the events, the volunteers had the opportunity to attend workshops and training sessions on specific topics in the fields of disaster response, health, principles and humanitarian values and capacity building, which were designed to give them the tools to keep their preparation on track, in order to face up to today's humanitarian challenges promptly and efficiently.

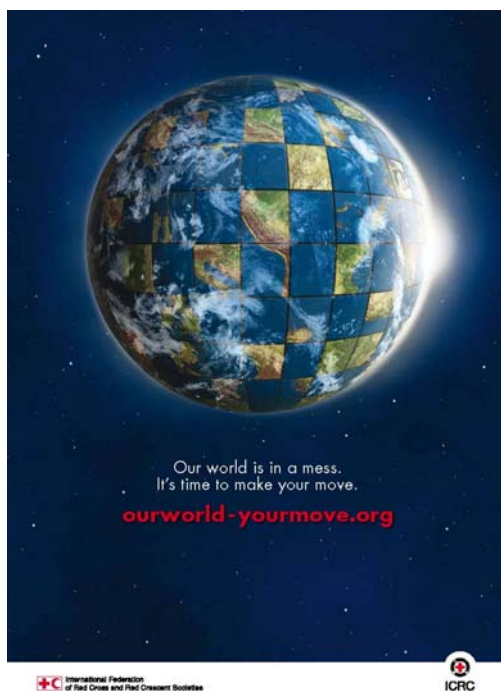
For a week, the 2000 people village of Solferino became a multiethnic metropolis, where different cultures, voices and ideas met and mixed together, under the same sky and the same emblems. Solferino 2009 has been a unique and never-to-be-forgotten moment of gathering, sharing and comparing, which will mark a milestone in the history of the International Movement of Red Cross and Red Crescent, remembering the past on one side - a past where the action undertaken by one changed forever the meaning of the word humanity - building the future on the other. A future where the power of humanity can continue to make a difference in the lives of the most vulnerable people.



●**What is your move?** Today, our world is facing unprecedented challenges, ranging from conflict and mass displacement to climate change, migration and a global financial crisis. We have a collective responsibility to make our world a better place. It's up to each of us, as individuals, to make a move and do something to help others.

The **Our world. Your move.** campaign is a call to action — urging people everywhere to address the humanitarian challenges facing their communities, and to reach out, make a move, and better the world.

Initiated in 2009, the campaign is jointly led by the International Federation of Red Cross and Red Crescent Societies (IFRC) and the International Committee of the Red Cross (ICRC), and currently involves 107 National Societies worldwide. The aim is to continue the campaign through to 2011.



The **Our world. Your move.** campaign gives National Societies an great opportunity to raise their profiles both nationally and globally, as part of the International Red Cross and Red Crescent Movement. This includes endorsement from celebrities such as **Salif Keita** and **Mohamed Mounir**. Campaign materials developed for National Societies include a shared slogan, visual identity, an email signature, t-shirts and films, all available at <http://av.ifrc.org>

For first time in the history of the Red Cross Red Crescent, the **Our world. Your move.** campaign also focuses on social media as a key driver for building a dialogue and connecting with new audiences. The anchor in this effort is our web portal www.ourworld-yourmove.org, but we have several social media platforms for people to engage with the campaign:

- Blog: www.ourworld-yourmove.org/blog-english (in seven languages)
- Facebook: www.facebook.com/pages/Our-world-Your-move/71029858133
- Twitter: www.twitter.com/yourmove09
- YouTube: www.youtube.com/yourmove09
- MySpace: www.myspace.com/ourworldyourmove
- Widgets: www.widgetbox.com/widget/our-world-your-move-blog

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OPINION



SUSTAINABLE CONSUMPTION

Consumption is a central feature of society. As the economy improves, individuals as well as governments, companies and organisations, tend to increase their consumption of products and services to meet their needs. Increased consumption also contributes to economic growth, which often is a key indicator used by governments to measure their success. Unfortunately consumption is also directly or indirectly the source for almost every environmental problem caused by human activities (source UNEP).

We are now living a global crisis, and as consumers, we should start to ask us questions: which are the consequences of our consumption patterns? As an example, let's take the mobile phone, a worldwide product; which Spain estimated sales for 2006 was 20 million units, and 80% of purchases were renewals; and there are currently 4100 million mobile subscribers in the world (61 percent of world population, according with the International Telecommunication Union), with an 24% average growth between 2000 and 2008; with this data we are sure that economies are developing, but is it a sustainable development? The extraction of their components (copper, iron, aluminium, antimony, tantalum, beryllium, nickel, chromium, lead, cadmium, mercury), involves waste material generation which can be estimated at 75 kg per mobile and the use of toxic compounds with consequences in our health and environment, affecting our land and water.

Mediterranean civil society is becoming aware that shifting to sustainable consumption patterns is a key issue in tackling sustainable development of the region. Initiatives on education for sustainable consumption, as the UNEP YouthxChange project, are continuously being supported. Sustainable consumption is a challenge for all society, take action!

Regional Activity Centre for Cleaner Production (CP/RAC), Mediterranean Action Plan (MAP), United Nations Environment Programme (UNEP)

<http://www.ceprac.org>



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