



BritishRedCross

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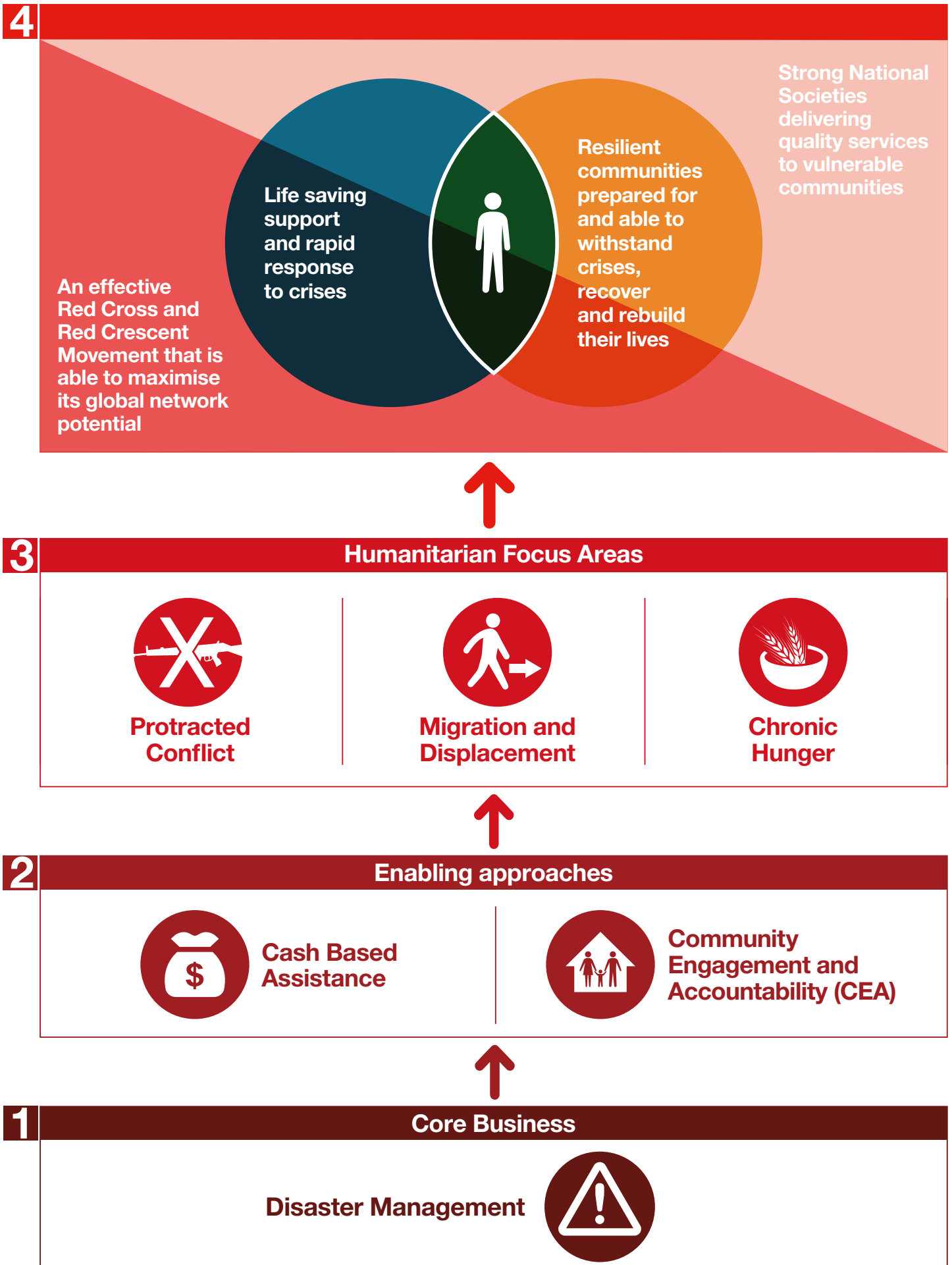


International Strategy

**Our strategic plan to help the
International Red Cross and
Red Crescent Movement adapt
and respond to humanitarian
crises around the world**

2019-24

International strategy overview



Summary

With humanitarian crises lasting longer and affecting more people than in any time over the last 60 years, business as usual for the British Red Cross is not an option. This strategy commits us to making humanitarian responses faster, more efficient and dignified through cash based assistance and more empowering and accountable through Community Engagement and Accountability. Within our enduring core business of disaster management and the

promotion of International Humanitarian Law, this strategy focuses our resources on three of the most traumatic crises of our time – chronic hunger, migration and displacement and protracted conflict. Through this selection of key themes, the strategy outlines how the British Red Cross will do its part to enhance the impact of the entire International Red Cross and Red Crescent Movement around the world.



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1 Purpose of this document



Image © IFRC

The British Red Cross was established to work for the “prevention and alleviation of human suffering in the British islands and throughout the world”. It works to this end through two charitable purposes: to support people in crisis in the UK and to support people in crisis globally.

The purpose of this document is to outline the ambitions and plans for our international, charitable purpose.

The British Red Cross has a long and proud history of responding to international emergencies. We are a key partner to many sister Red Cross and Red Crescent (RCRC) Societies around the world and to our branches in British Overseas Territories. We are one of the most significant National Society (NS) contributors of financial and human resources to the International Committee of the Red Cross (ICRC) and the International Federation of Red Cross and Red Crescent Societies (IFRC). Through our partnership with the Department for International Development (DFID), with the private sector, foundations and the generous British public, we are one of the largest funders of the whole International Red Cross and Red Crescent Movement.

We are diplomatically, technically and operationally active within the International Red Cross and Red Crescent Movement across the world. Approximately 30% of the funds we raise publicly in the UK are spent on supporting people in crisis internationally.

The resources and commitment that we put into this work is why we describe it as our second charitable purpose. It is part of our history. It is key to our present. Judging by the frequency and scale of humanitarian crises in the world today – it will be very much part of our future.

This document gives the overview of what we will focus on between 2019 – 2024. It briefly outlines the context of our international work. It outlines the six focus areas on which we will concentrate our resources over the coming years. It explains how we will work to realise this strategic plan and reminds us of the Fundamental Principles that will guide us. The specifics of how this strategic plan is applied at a country level can be found in more detailed, regional and technical plans.

2 The context for our international work

In the 21st century, at a global level, there continues to be positive, development gains in poverty reduction, epidemic control, access to education and reducing child mortality.

Yet against that backdrop, within ever denser populations, protracted conflict and climate related disasters are causing local and region-wide reversal of those gains, and triggering population displacement of historic proportions.

The human suffering and instability caused by these protracted conflicts, disasters and consequent population movement, demands engagement beyond the capacity of any single organisation. As the largest humanitarian network in the world, the International Red Cross and Red Crescent Movement has a role to play, particularly in: supporting adherence to International Humanitarian Law (IHL) and protecting civilians from the effects of conflict; in helping communities and governments prepare for and respond to natural disasters; and in enabling a global network of RCRC Societies to be the first, community-based responders to natural and man-made crises.

The number of people affected by the major crises of our times, and the longevity of these crises, means that the demand for assistance is growing far faster than the capacity to deliver it. So humanitarian organisations are having to rethink their strategies and approaches – to increase efficiency; to invest more in local capacity and reduce dependence on international organisations;

to work with new partners to increase the range of stakeholders investing in humanitarian action and humanitarian solutions; to sustain commitment to IHL in a world of shifting power dynamics; and to highlight humanitarian issues within ever more complex emergencies.

This strategic plan outlines the British Red Cross's approach and actions to help the International Red Cross and Red Crescent Movement, and the wider humanitarian system, to adapt to, and address, these opportunities and challenges.

Our International Red Cross and Red Crescent Movement has some unique strengths to bring to humanitarian action around the world: over 190 NS that are Auxiliaries to their public authorities, a local presence responding to crises in almost every country in the world; a global network able to mobilise and coordinate international response to emergencies; and the ICRC with its unique mandate, unrivalled access and reach to populations affected by conflict.

We see a vital role and enduring purpose for the Movement in the future, and unique potential to help address the increased volatility and humanitarian needs across the world, both in crisis response as well as the vital work of building resilience of communities at risk.

This is our strategic plan to help realise that potential.



3 Our chosen areas of focus

Focus is hard to achieve when your core business is disaster management. The varied nature and wide geographical spread of emergencies, both natural and man-made, means that we must be ready to respond to a broad range of needs, anywhere in the world.

Yet, focus is necessary, because our means are so small relative to need, and inevitably, we have to make difficult choices about where we will channel our limited resources. Having focus makes those difficult choices possible.

Our focus areas have been guided by two main drivers. The first is an awareness of what we have to offer as the British Red Cross to the wider International Red Cross and Red Crescent Movement. This includes our experience from our domestic services, our experience in international partnership and disaster management, our fundraising opportunities in the UK, our access to humanitarian think-tanks and specialists in the UK, our role on the Governing Board of the IFRC and our Auxiliary role in the UK, including to the DFID. Our first task has been to ask ourselves – how can we use those assets to best support people in crisis around the world through the International Red Cross and Red Crescent Movement?

Our second driver has been an honest reflection of where we need to do better in response to particular types of crisis. Very often, this has involved looking beyond the immediate emergency response phase, and reflecting on how we can contribute to more durable solutions. In the summaries below, we outline where we have seen particular challenges in the quality or scale of our current work in the International Red Cross and Red Crescent Movement, and the specific ways we think the British Red Cross can help strengthen our collective effort from 2019 to 2024.

We have chosen six areas of focus. It is in these six areas that we shall prioritise resource allocation and partnership.



Disaster Management



Migration and Displacement



Chronic Hunger



Protracted Conflict



Cash Based Assistance



Community Engagement and Accountability



Focus Area 1: Disaster Management



Image © Oliver Matthys (IFRC/PRCS).

International framework

Sustainable Development Goal (SDG) 1.5¹ Build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

Sendai target A Substantially reduce global disaster mortality by 2030, aiming to lower average per 100,000 global mortality between 2020-2030 compared to 2005-2015.

Sendai target B Substantially reduce the number of affected people globally by 2030, aiming to lower the average global figure per 100,000 between 2020-2030 compared to 2005-2015.

SDG 13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters.

SDG 3.d Strengthen the capacity of developing countries in early warning, risk reduction and management of health risks.

The ability to respond to disasters and crises is a mandated capacity of all RCRC National Societies, therefore, our **Focus Area 1** is our core business of disaster management. Typically, the British Red Cross responds to over twenty international emergencies per year, including earthquakes, floods, epidemics, forced displacement and conflict. We do this through deploying trained people, funding, in-kind support, emergency response units; and through working with our RCRC partners in disaster preparedness. We actively raise and provide financial resources in support of IFRC, ICRC and NS Appeals. Despite decades of experience, we, along with the wider sector, need to continuously improve our performance to ensure timely, appropriate, coordinated and quality services, which are accountable to affected populations, empower local partners and are able to achieve scale. We also need to get better at understanding emergencies as symptoms of man-made issues and learn how to play our part in promoting solutions.

Our ambition is that all emergencies supported by the British Red Cross will adhere to the Core Humanitarian Standard on Quality and Accountability (CHS)². This means that communities and people affected by crisis will: receive assistance that is relevant, appropriate, timely and co-ordinated; have access to programme information; have access to mechanisms to handle complaints; participate in programme decisions; and be more prepared and resilient.

To achieve this, we will:

- i) Ensure that the British Red Cross's global surge capacity is reviewed and maintained so that surge needs can be met in an efficient, agile manner.
- ii) Support the adaptation of Global Surge Capacity to enable localisation, community engagement and to meet needs in protracted crises.

¹ UN Sustainable Development Goals

² Core Humanitarian Standard describes the essential elements of principled, accountable and high-quality humanitarian aid

- iii) Promote effective coordination through the Strengthening Movement Cooperation and Coordination (SMCC) initiative and through Civil-Military relations.
- iv) Improve the state of readiness of the IFRC through support to regional Disaster Management capacity, with a particular emphasis on operational leadership and coordination.
- v) Work in partnership to strengthen the disaster management capacity of NS.
- vi) Invest in and promote forecast based financing in order to enable communities to take early action to mitigate disaster risk.

Top line indicators:

- 1) Total number of people reached through British Red Cross support.

What we will learn and explore:

- Are crisis-affected communities receiving timely, relevant, appropriate and coordinated assistance? If not why not? If so, how has this been achieved?
- How can the British Red Cross support the mainstreaming of the CHS with Movement partners?





Focus Area 2: Migration and Displacement



Image © Sheikh Meheedi Moreshed (ICRC)

International framework

Global Compact on Safe, Orderly and Regular Migration

Global Compact on Refugees

SDG 10.7 Facilitate orderly, safe, regular, and responsible migration and mobility of people including through the implementation of planned and well managed migration policies.

At the time of writing this strategy, the world is experiencing levels of displacement unknown since the Second World War. This movement of people is taking various forms: internal displacement within a country; cross border displacement into refugee camps or host communities; or migration trails that cross multiple borders to reach a final destination where they go through the process of asylum and integration into that country of destination.

In different ways, the International Red Cross and Red Crescent Movement is involved in all these forms of migration and displacement. The British Red Cross supports Internally Displaced Peoples largely through its support to ICRC and sister NS in conflict areas. It supports cross-border displacement largely through its support to IFRC emergency appeals. It supports in-country coping and integration through its domestic work in the UK and through partnership with sister NS.

The range of work mentioned will continue, but this strategy focuses on the particular risks experienced by people who are crossing two or more borders on migration trails.

In the 2015-16 European Refugee Crisis, we saw how important it is for NS to cooperate along entire trails, to ensure a consistency of services and to share information about people of particular

concern, especially those at risk of trafficking or other forms of abuse.

Our ambition is to ensure that all vulnerable people on the move – including refugees and others who have been forcibly displaced, as well as migrants in irregular situations– are appropriately supported at all stages of their journeys; and that irrespective of their legal status, their basic needs are met and fundamental rights protected, and they are treated with dignity, humanity and respect.

To achieve this, we will:

- i) Pilot and expand programmes along dangerous mixed migration routes, through the provision of consistent RCRC protection and assistance. across trails, with a focus on Europe, the Mediterranean, West, Central and East Africa.
- ii) Work with IFRC, ICRC and sister NS, to develop regional and national services to protect and support irregular migrants and people forcibly displaced.
- iii) Build on complementarity with UK operations to strengthen our policy and operational links in the areas of anti-trafficking, Family Reunion and responsible UK financing.

Top line indicators:

- 2) Number of **migrants or displaced people** reached through British Red Cross supported programmes.

What we will learn and explore:

- As a result of RCRC interventions we have evidence that vulnerable people on the move are safer and making more informed decisions.
- RCRC responds effectively with services and advocacy to gaps (evolving or current) identified.



Focus Area 3: Chronic Hunger

International framework

SDG 2.1 By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.

SDG 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

SDG 1.3 Implement nationally appropriate social protection systems and measures for all.

SDG 13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters.



Image © Carlo Heathcote (IFRC).

Over the past 20 years, hunger has dropped by almost half, due to improved agricultural productivity and more than one billion people lifted out of extreme poverty. Despite these gains more than 100 million people face severe food-insecurity.

Food insecurity is a feature of chronic vulnerability driven by multiple, interrelated factors, such as: protracted conflict, weak governance, lack of social safety nets, environmental degradation, a growing population, dependence on climate-related livelihoods, extreme weather events, economic and market instability, and social and cultural norms that perpetuate inequality.

Whilst these challenges are complex, there has been some progress in recent years in mitigating

their worst effects, through better early warning, early financing and social protection systems. Within that progress, the Red Cross and Red Crescent Movement is not fulfilling its full potential, given its unique access to the most-at-risk communities and the value of its volunteer network.

Our ambition is that i) the International Red Cross and Red Crescent Movement is better able to influence government policy at the local, national, regional and international level, to achieve specific food and nutrition security outcomes, and ii) the Red Cross and Red Crescent Movement is able to make a significant contribution to the alleviation of chronic hunger, due to improved coordination, collaboration and utilisation of volunteer networks.

To achieve this, we will:

- i) Work with a select number of National Societies to improve targeting and registration, and if feasible, cash based delivery systems, for social safety nets/social protection schemes, designed to protect people experiencing food insecurity in Africa.
- ii) Develop livelihood and resilience strategies that enable graduation from dependence on humanitarian aid, including early warning systems.
- iii) Support National Societies to build strong partnership with governments and external partners, as well as putting in place RCRC regional networks for better coordination and effective response to food security crises.

Top line indicators:

- 3) Number of people that are supported at times of food insecurity through social protection schemes/safety nets, cash based interventions, with the contribution of British Red Cross partners.
- 4) Number of people with improved food security situation through resilience and/or Food Security and Livelihoods programmes supported by the British Red Cross.
- 5) Number of National Societies supported by the British Red Cross with established systems for effective and timely responses to food crises (such as: needs assessment, targeting and registration, forecast based financing, cash, early warning systems).



Image © Carlo Heathcote (IFRC).

What we will learn and explore:

- What are the enabling factors for the RCRC in Africa to respond in a timely and effective manner to food crises with a special focus on targeting and registration, early warning/early action and regional coordination networks? How can the British Red Cross use this learning to scale up responses?
- Scale and effectiveness of engagement of National Societies actors with national government and regional mechanisms responding to food security.
- What type of capacity building support leads to National Societies with sustainable systems for timely responses to food crises and effective coordination.



Image © Abdul Kader Fayad (SARC).



Focus Area 4:
Protracted Conflict

International framework

International Humanitarian Law
World Humanitarian Summit Agenda for Humanity
SDG 5.2 Eliminate all forms of violence against women and girls, including trafficking, sexual and other types of exploitation.

Protracted conflicts are the cause of the major humanitarian crises of our times. There are no humanitarian solutions, only political ones, but the absence of those political solutions is resulting in massive displacement, mortality and suffering. It has been hard not to feel helpless when faced with the scale, complexity and longevity of the crises in Syria, Yemen, Nigeria, Central African Republic and other places traumatised by conflict in recent years. Yet, we have continued to be inspired by the life-saving work of ICRC and our sister National Societies in protracted conflict, despite the risks and the tragic loss of life of so many RCRC staff and volunteers.

So, we feel committed and obliged to make this an area of focus, for three main reasons. Firstly, because refusing to ignore people in crisis is part of the core mandate of the British Red Cross. Secondly, because in many contexts, National Societies and the ICRC are among the very few actors able to access the most vulnerable. And thirdly, because the British Red Cross is based in the UK, where we are a humanitarian Auxiliary to the British public authorities and where a significant hub of thought-leadership is positioned. We will use this position to unlock opportunities to support principled humanitarian action in contexts of protracted conflict.

Our ambition is i) increased, better quality and sustained UK contributions to reach vulnerable people affected by protracted conflict, ii) National Societies in contexts of protracted conflict are increasingly prepared and able to respond in line with the Fundamental Principles, iii) IHL is adhered to.

To achieve this, we will:

- i) Collaborate with the International Red Cross and Red Crescent Movement to provide assistance to people affected by conflict, with a particular focus on delivering cash-based assistance and mitigating the risks of, and responding to, Sexual and Gender Based Violence.
- ii) Invest in National Societies development, in order to develop and maintain local and national capacity to deliver humanitarian assistance in complex emergencies and fragile states.
- iii) Develop policy/Humanitarian Diplomacy work to promote increased, better quality and sustained UK contributions to reach vulnerable people affected by protracted conflict.
- iv) Encourage understanding and respect for IHL.

Top line indicators:

- 6) Number of **conflict affected people** reached through Movement response from British Red Cross contributions.

What we will learn and explore:

- How can the British Red Cross support the Movement to protect people vulnerable to Sexual and Gender Based Violence?
- What is the most effective way for the British Red Cross to influence key stakeholders to provide long term principled funding, driven by humanitarian need, for people affected by protracted conflict?
- What type of capacity building support leads to National Societies with sustainable systems for timely responses to protracted conflict?
- What is the most effective approach for the British Red Cross to increase attention and adherence to IHL and principled humanitarian action through specific advisory support to Her Majesty's Government (HMG) and sister National Societies.





Focus Area 5: Cash Based Assistance



Image © Sebastian Noel Neipport.

International framework

Grand Bargain work stream 3 Increase the use and coordination of cash based programming.

SDG 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters.

SDG 1.3 Implement nationally appropriate social protection systems and measures for all.

Evidence points to cash based assistance as being faster, more efficient and more empowering than in-kind assistance in many contexts. The use of cash is therefore transforming humanitarian operations and will continue to do so in the years to come. To accelerate its use in the International Red Cross and Red Crescent Movement, the British Red Cross has established a global Cash Hub.

Our ambition is that people affected by crises will be able to access the most dignified, empowering and fastest option of humanitarian assistance available.

To achieve this, we will:

- i) Enable National Societies to be operationally ready to deliver cash with capabilities and systems in place so that cash becomes a routine and predictable part of humanitarian response.
- ii) Organise a cash school to train and grow an international cadre of cash practitioners to support cash programmes in the Movement
- iii) Deploy cash experts into ICRC, IFRC and bilateral operations, in order to enable cash based assistance where it is appropriate to do so.
- iv) Create an on-line platform to enable knowledge sharing and learning among cash practitioners and access to tools, data, programming resources and technical advice.

- v) Promote innovation and use of new technologies in cash assistance, and links with the private sector to access expertise and partnerships.

Top line indicators:

- 7a) Number of **crisis (disasters and conflict) affected people** assisted through British Red Cross **supported cash transfer programmes**.
- 7b) Percentage of emergency aid delivered through cash in ICRC and IFRC appeals.
- 8) Number of targeted National Societies operationally ready to deliver quality, timely and scalable cash transfer programming through on-going cash preparedness.

What we will learn and explore:

- Changes in capacity to deliver cash based assistance within IFRC, ICRC and National Societies.
- Lessons learned from cash based responses (with a particular focus on social protection to reduce hunger, on supporting people on the move and use of cash in conflict environments).
- Role of cash preparedness as complementary to localisation of aid.
- Impact of cash on livelihoods recovery.
- Role played by cash in enabling greater dignity and empowerment for people affected by crises.



Focus Area 6:

Community Engagement and Accountability (CEA)



Image © Stephen Ryan (IFRC).

International framework

The Core Humanitarian Standard on Quality and Accountability

Grand Bargain work stream 6 A participation revolution: include people receiving aid in making the decisions which affect their lives.

CEA is integral to the delivery of quality programmes and services, internationally and in the UK. It encompasses working with our partners to engage people in crisis, especially the most marginalised, in an ongoing dialogue in which their voices are heard, responded to and acted upon, whilst respecting fundamental humanitarian principles and guaranteeing personal data protection. Better community engagement is a long-held aspiration in the humanitarian sector, but the demand for it and potential of it, have never been greater than today. So, we have made it a focus area in our strategy.

Our ambition is that people in crisis will become more skilled and empowered to lead and shape positive, sustainable change in their own lives, to influence decisions affecting them and to hold all relevant stakeholders to account.

To achieve this, we will:

- i) Work in collaboration with the IFRC, ICRC and selected donor National Societies to develop and implement a Movement-wide CEA approach.
- ii) Pilot approaches and tools for CEA in collaboration with ICRC, IFRC and sister National Societies.
- iii) Generate, document and share learning about different CEA approaches, within and outside of the International Red Cross Red Crescent Movement, in order to support the scale up of good practice.

- iv) Work in close long-term partnership with selected National Societies to empower communities to influence decisions affecting them and hold all relevant stakeholders to account, including through effective and trusted two-way feedback mechanisms that inform programme decisions.
- v) Mainstreaming the use of CEA within all British Red Cross supported programmes.

Top line indicators:

- 9) Number of **targeted Nationals Societies** supported by the British Red Cross to mainstream **CEA** good practice.

What we will learn and explore:

- What changes (if any) have resulted from the improved accountability and engagement of the RCRC with people vulnerable to and affected by crises? How has this been achieved?
- How is the British Red Cross able to most effectively support the mainstreaming of CEA within National Societies and the broader Movement?



Image © IFRC.

4 How we work internationally

This strategy will be supported across directorates in the British Red Cross, under the oversight of the International Management Team and the Executive Leadership Team. The international Directorate of the British Red Cross is based in the UK, but has country Offices in Asia, the Middle East and Africa.

Unlike its UK operations, in which the British Red Cross is a service provider, the international work of the British Red Cross is realised through a range of partnerships within the International Red Cross and Red Crescent Movement.

The decision about which modality of partnership to choose is made on a case by case analysis of how to be fit for purpose to contribute to our six focus areas in any given context. The options will include support to ICRC, to IFRC, bilateral partnership with NS, coalitions with partner NS or a combination of these options.

As a rule, the British Red Cross will choose the modality that will best achieve the specific objectives for the best value for money in the way that is most empowering for National Societies and the communities they serve.

In all modalities and contexts, the British Red Cross will work in accordance with our Fundamental Principles; we will seek value for money; we will promote localisation through supporting NS development; we will promote effective coordination within and external to the Movement; we will seek to mainstream protection, gender and inclusion; we will promote protection and safeguarding towards our staff and the communities we work with and we will promote learning.

ICRC



ICRC

The ICRC is an impartial, neutral and independent organisation whose exclusively humanitarian mission is to protect the lives and dignity of victims of armed conflict and other situations of violence and to provide them with assistance³. Increasingly, ICRC is working in contexts of multi-year, chronic crises exacerbated by conflict. The British Red Cross will explore partnership with ICRC in a select number of these contexts. Focus areas for this partnership will be cash based assistance, National Societies development, CEA, preventing and responding to Sexual and Gender Based Violence.

IFRC



The IFRC is the world's largest humanitarian network made up of over 190 NS with over 13 million volunteers worldwide⁴. The IFRC has a Secretariat based in Geneva with offices around the world. Support to the IFRC (Secretariat) will be provided in response to emergency appeals. It will also be prioritised when establishing multilateral disaster management structures and systems in strategic locations around the world where IFRC has a clearly defined role in coordinating emergency response. Likewise, IFRC will be supported in the roles of coordination and organisational development - where it is best placed to lead on these issues.

Coalitions for Efficiency, Impact and localisation

In an attempt to promote greater efficiency, collective impact and improved support to NS development, many of the internationally active National Societies have committed to an efficiency, impact and localisation initiative (EIL) aimed at aligning strategies, plans, approaches and structures around the world, wherever there are several National Societies working bilaterally in one country. This is to ensure that the minimum amount of money is spent on overheads and the maximum amount goes to people in crisis.

Bilateral support

Bilateral support will be the modality where there is an identified area of British Red Cross expertise requested and/or when the British Red Cross is best placed to perform a project management support role with a NS. This will likely be the modality where there are significant amounts of non-emergency funding from the British Red Cross or long-term partnership commitments.

External Partners

The British Red Cross will seek to cultivate multiple partnerships in its strategic focus areas. To share skills, responsibilities and to broker opportunities for sister National Societies and for people in crisis.

³ icrc.org/en/who-we-are

⁴ ifrc.org/who-we-are

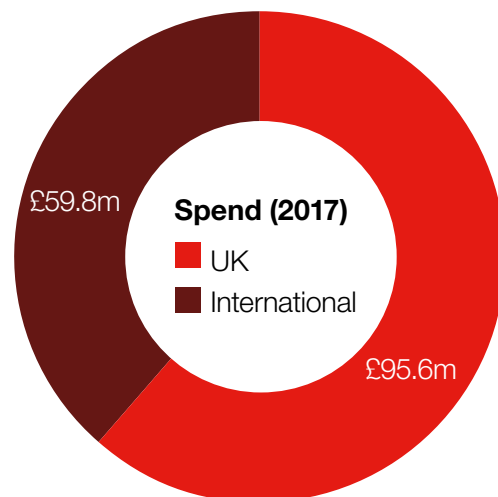
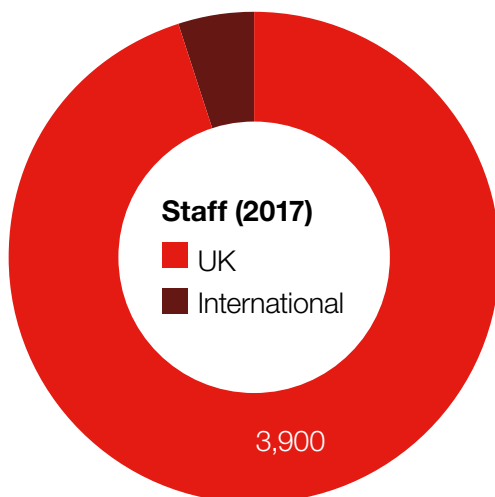
5 British Red Cross as a peer to sister National Societies

An important foundation of our international charitable purpose is to be a good peer to sister NS around the world, and to participate in shared learning based on our UK services and experiences. The British Red Cross has an active peer to peer network within the European Union and with the IFRC and the ICRC on topics such as:

- Humanitarian education
- First Aid training
- Anti-trafficking
- Restoring Family Links

- Youth engagement
- Volunteer management
- European Disaster Management Network
- European Migration Network
- Fundraising

These activities are not implemented directly by the International directorate; but grow from peer to peer relationships between teams globally in the spirit of shared learning. Many also support our international work due to the skills and experience we can share from our domestic work.



Number of volunteers: 20,500 in the UK

Elected National Society member of the IFRC Governing Board for second consecutive term (2014-2017) & (2018-2021)

UK work



First Aid



Emergency response



Ambulance support



Support at home



Wheelchairs / mobility aids



Refugee support



Anti-trafficking and modern slavery



Restoring Family Links

6 **The seven Fundamental Principles**

The Fundamental Principles underpin our strategy. The Fundamental Principles are an expression of the Red Cross and Red Crescent Movement's values and practices. They were developed based on the Movement's experience responding to suffering and needs over the previous century. The Fundamental Principles are at once operational and aspirational. They serve both as a guide for action and as the Movement's common identity and purpose.

The Fundamental Principles guide the work and decisions of the International Red Cross and Red Crescent Movement for all RCRC workers in all situations and at all times.

Proclaimed in Vienna in 1965, the seven Fundamental Principles bond together the RCRC National Societies, the ICRC and the IFRC.

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.

[Read more about the principle of Humanity.](#)

Impartiality

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

[Read more about the principle of Impartiality.](#)

Voluntary service

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

[Read more about the principle of Voluntary service.](#)

Neutrality

In order to continue 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.

[Read more about the principle of Impartiality.](#)

Independence

The Movement is independent. The NS, 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.

[Read more about the principle of Independence.](#)

Unity

There can be only one RCRC Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

[Read more about the principle of Unity.](#)

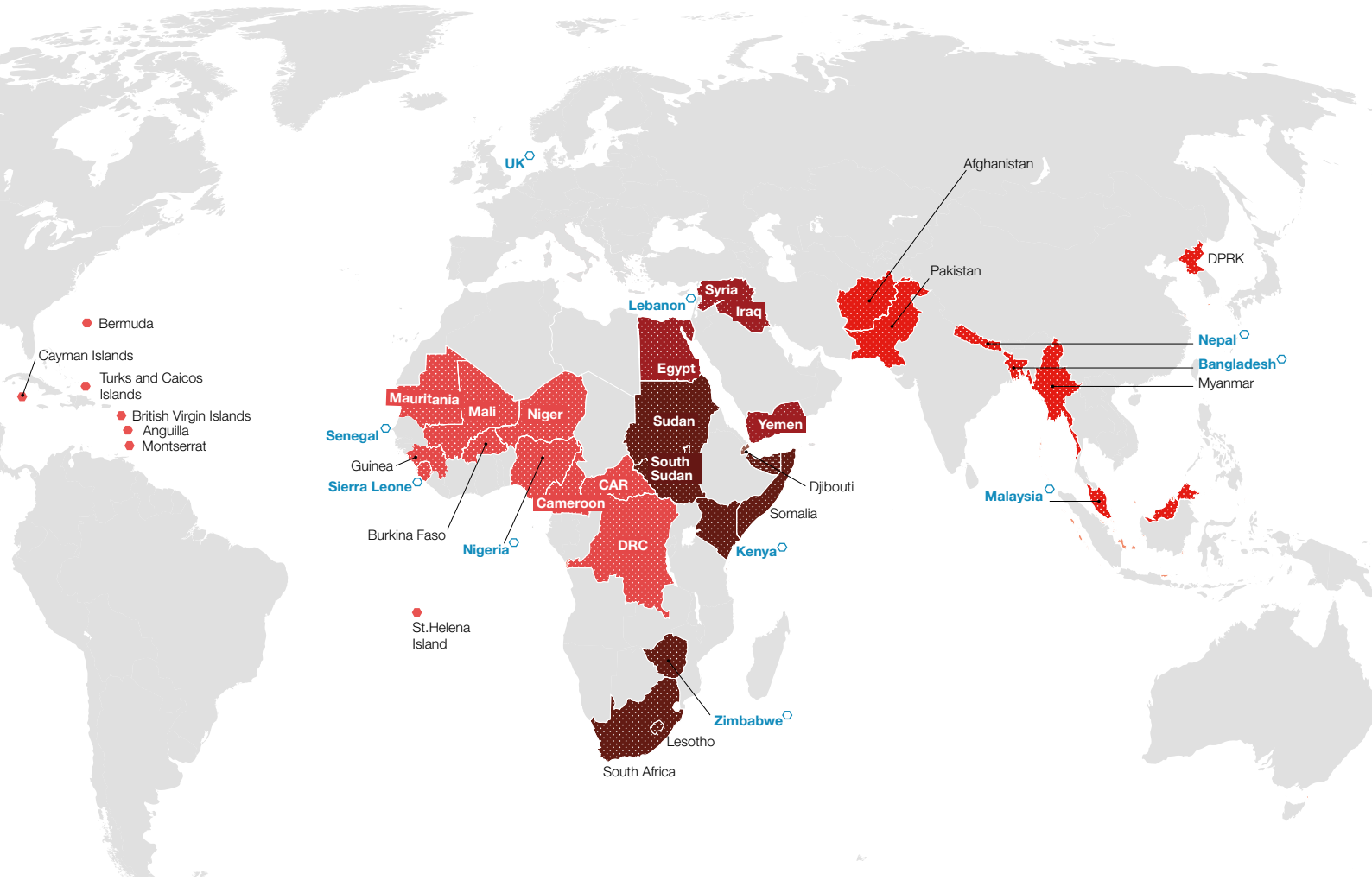
Universality

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.

[Read more about the principle of Universality.](#)



British Red Cross International footprint

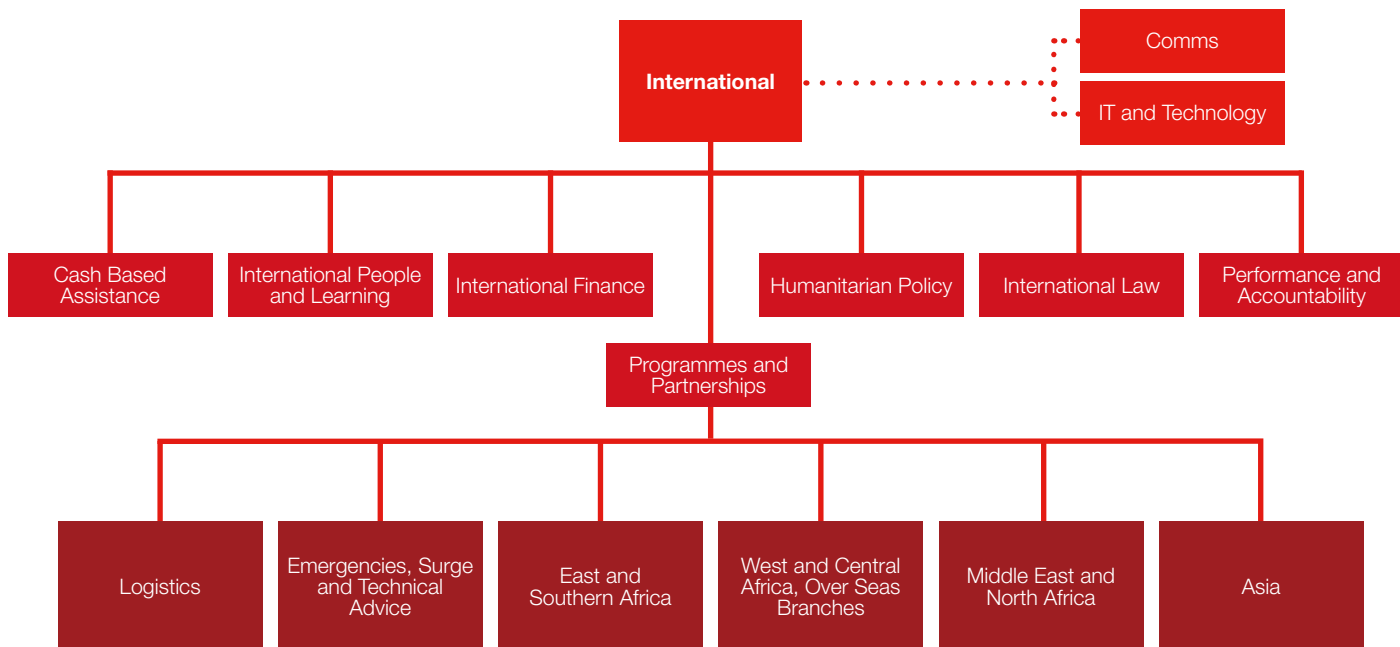


Key

British Red Cross Supported Activities

- Asia
- East and Southern Africa
- West and Central Africa
- Middle East and North Africa
- Country Office
- Overseas Branches

International Directorate organogram



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Image © Paul Jenkins/BRC

**The power
of kindness**