



**TOGETHER  
WE CAN**

**ITALIAN RED CROSS  
STRATEGY  
2018 - 2030**



Croce Rossa Italiana

**CROCE**

# MESSAGE FROM THE PRESIDENT

Dear all,

Italian Red Cross Strategy 2030 has finally come to life. We approved it together during the last National Assembly in Rome, within "Jump 2018", the event that witnessed the participation of the highest number of Presidents in the history of Italian Red Cross, showing us how much our Association has evolved and is now stronger and more united than before.

Strategy 2030 is the result of an extensive consultation throughout the country, and it reflects the vision of those who daily perform our activities in Italy and abroad, always working to put the value of humanity and the importance of relationships with the others at the center of their actions.

This long journey has begun in Catania in September 2017 and ends today. We feel honored we had the chance to travel with you, to listen to you, to receive your precious guidance and ideas on the concrete image of what our Association should represent for the next ten years.

**“ Putting people **at the center** of our action has always been **our imperative** ”**



With this document we established one single important goal: to assist an increasing number of people who find themselves in situations of vulnerability due to multiple changes in social, economic and environmental context. Putting people at the center of our action has always been our imperative.

Starting today we will do it with innovative tools, more strength and unity, well-aware that our humanitarian commitment has to adapt to the challenges that the present and the future will reserve us.

Best wishes,

**Francesco Rocca**  
**National President**



**“ BEING A STRONG  
NATIONAL SOCIETY  
MEANS TO BE ABLE  
TO RECOGNIZE,  
PREVENT AND FACE  
COMMUNITY  
VULNERABILITIES  
IN THE MOST  
EFFECTIVE WAY  
POSSIBLE ”**

**Flavio Ronzi,  
Secretary General**



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# INTRODUCTION

This strategy is based on widespread consultations with the Red Cross branches on the territory, the Regional Committees and the National Committee.

It reflects the strategic vision of those who carry out IRC actions every day on territory and abroad, focusing on the value of humanity and relationship with the others. They are devoted to help people in situations of vulnerability on a volunteer basis, and who are therefore familiar with the needs of the communities and the territory.

Our objectives are in line with the 2030 Agenda and the Sustainable Development Goals<sup>1</sup> (SDGs) of the UN, in order to contribute to the global humanitarian agenda, advance in the fight against poverty and collectively respond to disasters and to the personal and the Communities emergencies.

In our vision for 2018-2030, we will increase our organizational strength in order to be fully equipped to fulfil our humanitarian mandate. The overarching goal is to support an increased number of individuals exposed to vulnerabilities, as well as the Italian society as a whole, to face the many social, economic and environmental changes we are all confronted with in the present and future.

As emerged during the consultations on the territory, achieving this goal requires preparation, expertise, fervent exchange of ideas, continuous and efficient internal and external communication, and mutual trust. This will allow us to work with greater agility and to be better equipped to keep the pace with today's ever-changing world.

The IRC has a unique role as auxiliary to the Italian public authorities in protecting health, preventing diseases, alleviating human suffering, promoting a culture of non-violence and peace, responding to emergencies, and advocating for the Fundamental Principles and International Humanitarian Law (IHL).

The goal is to support all the people in need. This distinctive institutional positioning, stemming from the Geneva Conventions<sup>2</sup>, requires us to reinforce transparency, credibility and reliability in social and humanitarian action, as well as to strengthen a positive image of the RCRC, fostering its commitment to spur social change.

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<sup>1</sup>To know more <https://www.aics.gov.it/home-eng/fields-of-action/sdgs/>

<sup>2</sup>To know more <https://www.cri.it/storiaeprincipi>

We need to encourage and promote the active participation of the people especially the youth so that our communities will be able to face tomorrow's challenges. According to the IRC Strategy towards the youth<sup>3</sup>, we will improve development and personal growth of the young ones pushing them to play a key role in their communities, cultivating the idea of respect and solidarity and also knowing how to deal with future jobs, relationships, prevention, entertainment, safety and education in the best possible way.

By adopting a transversal and global approach and in line with the Impartiality<sup>4</sup> principle, our programs and interventions shall be addressed to everyone, without making a distinction between categories of people in situations of vulnerability, nationality, race, sex, religion, language, social status and political orientation.

According to the consultation with more than 500 volunteers and the presidents of the committees, technicians and professionals of the IRC, there is a great synergy and pro-activity in researching a continuous improvement of procedures structures and competencies.

We firmly believe that by combining our strengths, our humanitarian commitment and our tireless enthusiasm, together we will succeed in achieving the strategic objectives we have set for 2030 and remain a relevant and trustworthy actor.

The full implementation of this strategy will depend on all of us, to continue giving comprehensive and immediate answers to those who are subject to vulnerabilities, to spread the idea, culture and spirit of the IRC, and give guidance to the world of volunteering.

This strategy represents the vision of IRC and sets organizational goals for 2030. In 2024, we will launch a mid-term review, if needed, to realign with new emerging trends, the ever changing political, socio-economic and technological context, as well as the 2030 global strategy of the IFRC.

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<sup>3</sup> To know more <http://www.statigeneraligioventu.cri.it/>

<sup>4</sup> To know more <https://www.cri.it/storiaeprincipi>



**WE PROVIDE  
HUMANITARIAN  
AID TO FILL THE  
GAP AND REDUCE  
VULNERABILITY  
THROUGH**

**• VOLUNTEERS**

**• THEIR CAPILLARY  
PRESENCE ON THE  
TERRITORY**

**• THE ACTIONS THEY  
PROMOTE TOWARDS  
SOCIAL INCLUSION**



# WHO WE ARE

“The main mandate of the IRC is to “prevent and alleviate suffering in an impartial manner, without distinction of nationality, race, gender, religious belief, language, social class or political opinion, and thereby contributing to the maintenance and promotion of human dignity and a culture of non-violence peace”.

from: Article 6.1 of the National Statute, revision 27-01-2018

The Italian Red Cross was established in June 1864. Despite the recent legal change from a public to a private entity, the IRC did not change its commitments towards the community. Thanks to a long history and widespread presence, the IRC is deeply rooted in the Italian society since ever, being active on the field to assist people living in situations of vulnerability. It reflects the vision of all the ones that work to focus on the value of humanity and the value of the relationship with others.

IRC can count on thousands of volunteers who offer their tireless services, spending their time in activities of health protection and first aid and fighting social exclusion, preventing and responding to emergencies and natural catastrophes and planning all the programs on education, promoting active citizenship and voluntary and international cooperation plans.

**THE STRENGTH OF THE ITALIAN  
RED CROSS: 21 REGIONAL  
COMMITTEES, 672 BRANCHES ON  
THE TERRITORY AND MORE THAN  
155,000 VOLUNTEERS WORKING IN  
SYNERGY FOR A COMMON  
PURPOSE**

2018

This is the reason why the IRC is supported by its members, by the institutions, by people in vulnerable situations and by all the ones who want a better society.

The IRC offers assistance in a neutral and impartial manner, regardless of any cultural, religious or political affiliation. In a constantly changing world, it is an anchor for the ones committed to the humanitarian values. One of the most important goals of the IRC is to promote the spread of the Seven Fundamental Principles that constitute the idea and spirit of the Red Cross founder, Henri Dunant: Humanity, Impartiality, Neutrality, Independence, Voluntary service, Unity, Universality<sup>5</sup>.

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<sup>5</sup> To know more <https://www.cri.it/storiaeprincipi>



# HOW WE WORK

The IRC seeks to:

- **Improve** the lives of communities and of people in situations of vulnerability.
- **Analyze** and respond to their needs.
- **Monitor and evaluate** its action and its projects, facilitating the external and internal exchange and the dialogue between humanitarian operators.
- **Promote** the culture of prevention, educational activities and focus on complete well-being of the people.

The IRC has a widespread presence throughout the country, ensuring a unique proximity to the people, a wide range of services and the ability to mobilize a large number of volunteers. It operates throughout the national territory according to the principle of **UNITY**<sup>6</sup>, which also determines its organizational structures.

The Association is structured in three bodies, including:

1. **Red Cross Committees** which operate directly on the territory;
2. **Regional Committees, and the Autonomous Provinces of Trento and Bolzano**, which coordinate and control the activity of the Committees operating in the region;
3. **The National Committee** which establishes the strategy of the Association, and the necessary culture to attain the expected outcomes.

**“WE STRENGTHEN THE SOCIAL FABRIC ON ITALIAN TERRITORY THROUGH VOLUNTEERING”**

This structure requires close collaboration between the headquarters, the regional and local entities, to achieve synergies capable of improving the lives of people in vulnerable situations and promoting educational activities such as risk and disaster prevention, or health protection, non-violence and peace, and active citizenship.

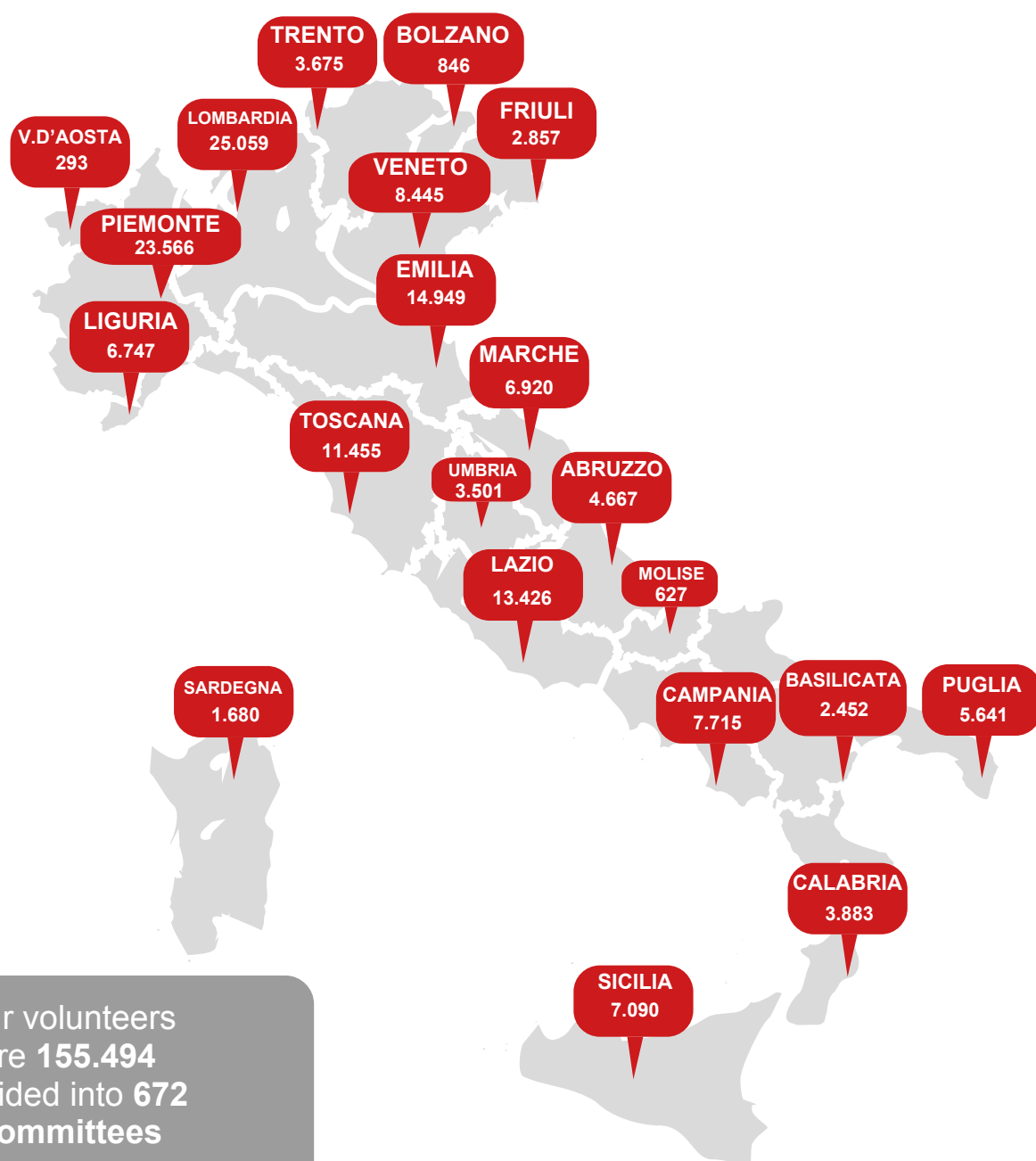
The IRC must treasure the diversity of the Regional Committees and branches on the territory. It must ensure a smooth and dynamic communication between the different levels, and strengthen a responsive and flexible structure, capable of quickly adapting to changing needs under the guidance of a strong National Committee.

We want to bring the community even closer to the IRC by engaging more people in our work. In order to speak with one voice and convey a clear image of the IRC we will focus on reinforcing the communication and representation channels throughout the territory and increasing visibility of the outcomes of IRC's projects.

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<sup>6</sup> To know more <https://www.cri.it/storiaeprincipi>

THE ITALIAN RED CROSS IS  
COMMITTED TO ALWAYS BE IN  
THE FIRST LINE AT THE SERVICE  
OF PEOPLE AND THE TERRITORY,  
AIMING TO BE RECOGNISED AS  
THE MAIN OPERATOR IN THE  
HUMANITARIAN SECTOR IN ITALY



Our volunteers  
are **155.494**  
divided into **672**  
**Committees**

2018



# WHAT WE DO

In Italy, the IRC is engaged in activities related to the protection and promotion of health, social inclusion, response to national emergencies and natural disasters, to promote peace and non-violence, and volunteer and active citizenship, focusing in particular on the young generation and on international cooperation programs. The Association focuses on the real needs of the population that constantly change with the aim to create healthier and more inclusive communities.

**HEALTH:** The IRC designs and implements activities aimed at protecting and promoting health, which the World Health Organization (WHO) defines as a state of complete physical, mental and social well-being. This includes informing and training people in healthy lifestyles and first aid practice (teaching about infective diseases, promoting healthy food and sport, etc.). Each initiative is conducted through a holistic approach based on the person “as a whole”, focusing on the different aspects of his or her life, encompassing all of his or her vulnerabilities.

**SOCIAL INCLUSION:** The IRC promotes the development of the individual, protects the rights and safeguards the dignity of all people in society, with the aim of ensuring the opportunity to reach their full potential. To this end, the IRC is engaged in preventing and alleviating social exclusion and building stronger and more inclusive communities.

**WE STRONGLY BELIEVE THAT TOGETHER, BY JOINING OUR FORCES, OUR HUMANITARIAN COMMITMENT AND OUR WORKING ENTHUSIASM AT ALL LEVELS, WE WILL PUSH THROUGH THE STRATEGIC OBJECTIVES THAT WE HAVE ESTABLISHED AND ATTAIN THE EXPECTED RESULTS BY 2030.**

**EMERGENCY PREPARATION AND RESPONSE:** The IRC prepares communities for potential catastrophes and ensures an effective and timely response to emergencies. As part of the Civil Protection system, the IRC sets up health facilities and services during emergencies, and informs and trains the population before, during and after disasters and conflicts, providing psychological and social support after the crisis.

**YOUTH AND VOLUNTEERS:** The IRC promotes a culture of active citizenship and implements activities aimed at developing the capacities of young people, empowering them to become agents of change within communities. Volunteers are at the center of the Movement. They carry out IRC's every day activities and play the most fundamental role of the Association. IRC therefore conducts actions aimed at attracting, training and supporting volunteers.

## **PROMOTION OF NON-VIOLENCE AND PEACE BY THE HUMANITARIAN PRINCIPLES AND VALUES:**

IRC is working to spread International Humanitarian Law, the Fundamental Principles, and Humanitarian Values in order to build more inclusive communities by acting and answering to conflicts (interpersonal, ideological, political and war) allow to spread Non-Violence and Peace instead of hate and war.

## **DEVELOPMENT OF ACTIVE CITIZENSHIP AND CULTURE OF VOLUNTEERING:**

The international movement of IFRC of which the IRC is a part is the biggest humanitarian organization in the world counting more than 15 million volunteers. They are the core of IRC action in the Italian territory and they run daily activities, action and programs for the wellbeing of the community. In the Association they play a basic role and this is why the IRC plans specific actions to attract support and educate volunteers focusing in particular on the young ones, which is extremely important to create develop and sustain a National Society.

## **INVOLVEMENT OF YOUNG POPULATION:**

The attention to the young population is due to the needs that young kids meet during their growth and maturity. Knowing each other and putting them in relationships with the others and being active part of the community are basic not only to reach adulthood but also to become actors of change in the society. This

is why the Association has planned a specific strategy of the IRC to the youth<sup>7</sup> that focuses on educating them to respect each other and themselves and to actively participate in the community and social and voluntary innovations.

## **INTERNATIONAL COOPERATION:**

The IRC carries out numerous bilateral and multilateral activities inside and outside of the national borders, in line with the core areas of interventions of the IFRC. These include emergency response, rescue, harm reduction, social development and training. The IRC is also involved in international exchange of good practices and mutual cooperation among National Societies, as well as awareness raising initiatives. For these activities, through its International Cooperation Office and its network of international Delegates, the IRC collaborates with members of the Movement in activities to support foreign populations subject to significant vulnerability, ensuring the management of international emergency response projects and development cooperation activities, both on bilateral and multilateral levels, according to the Principle of UNIVERSALITY<sup>8</sup>.

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<sup>7</sup> To know more <http://www.statigeneraligioventu.cri.it/>

<sup>8</sup> To know more <https://www.cri.it/storiaeprincipi>



# SAY IT WITH VOLUNTEER'S WORDS!

“ The IRC saved my  
life, now I want to  
give back in return ”

“ Through the  
power of Humanity,  
we succeeded in  
granting rights to  
those who didn't  
have them ”





# ORGANIZATION

## **FULFILL THE HUMANITARIAN MANDATE OF THE IRC THROUGH STRENGTHENED ORGANIZATIONAL CAPACITIES**

The IRC mandate is to prevent and alleviate human suffering, to contribute to maintaining and promoting human dignity, and to spread a culture of non-violence, peace and solidarity amongst communities. This requires being a strong National Society, able to support and enhance the action of branches on the territory, as well as a strong partner for public institutions, other humanitarian actors and within the Movement. Thus, IRC has to put in place the most effective and efficient operational and management processes, as well as refine our minimum standards of intervention, in order to enhance transparency and accountability to beneficiaries, donors and the public.

Since the institutional change, the IRC has boosted its activities, thanks to its capillary presence on the Italian territory and beyond national borders. Strengthening the IRC's organizational capacities at all levels will ensure greater efficiency in preventing and preparing for crises, managing them, restoring the livelihoods and boosting resilience of affected populations. At the same time, we recognize that in a more and more globalized world the needs of vulnerable communities have changed and need to be addressed with new creative approaches.

This will be done through establishing a dynamic organizational structure that is geared towards finding the most efficient solutions to tackle the needs of the people in situations of vulnerability around the globe. We will invest in

developing the IRC's internal innovation capacity, providing a permanent space where new ideas can be discussed and tested, from people-centered pathways to cutting-edge technology, in an environment that embraces change and values feedback. Thanks to a greater coordination and integration among all territorial levels, we will achieve measurable outputs, strengthening the IRC as a whole, and improving the sustainability and scalability of its programs.

Real-time project management will enable IRC to implement the right activity in the right place, at the right time, and provide the agility needed to operate in the fast-paced environments of today's disasters and conflicts.

Strengthening the organizational structures of IRC requires long-term financial sustainability, which will be achieved through diversifying sources of funding to guarantee greater autonomy for the entire Association.

There is a need to strengthen the Unity Principle, create greater synergy and a common direction for the Association. The entire territory should capitalize on the many excellences of the IRC Committees through fluid and active communication between all levels of the Red Cross, standardized procedures and harmonized training modules.



## BY 2030 THE IRC PLANS TO:

- Attain an effective and gender-balanced organizational structure by regularly monitoring and adapting the organogram to operational challenges.
- Achieve greater quality and efficiency of the IRC programs through an Innovation Lab that develops new solutions in collaboration with humanitarian, public and private sector partners, promoting cutting-edge technology.
- Harmonize the overall information technology system and acquire data-driven real-time management tools to enable the IRC to be more agile, efficient and transparent.
- Develop a fundraising action plan, providing guidelines to ensure a stable financial base for the various IRC activities.
- Ensure efficient communication between the IRC National Committee, the Regional Committees and the Committees on the territory, systematically sharing best practices and lessons learnt.

**“ Wherever  
you may go  
you will find a  
Red Cross on  
the territory...”**

**... and it will  
feel like  
home ”**





# VOLUNTEERS

## **EMPOWER AND ENSURE ACTIVE ENGAGEMENT IN DECISION- MAKING PROCESSES AT ALL LEVELS OF VOLUNTEERS AND STAFF**

Volunteers have been at the center of the Movement since it was conceived in 1859 during the battle of Solferino. Until today volunteers of all ages have played a fundamental role in any of the IRC actions and are the basis of its success. Their tireless work and enthusiasm strengthen the IRC and set an example for young people of our communities searching for a life model.

Attracting, training and taking care of volunteers, young volunteers in particular, is essential for the IRC in order to be able to help people in situations of vulnerability, even more in times of greater need.

The community and its well-being are the starting point of the activities that the IRC plans to develop, especially the young people, to promote and improve the participation in the Association and in their communities so that they can take part to all decisions that affect the life of individuals, of the collectivity and of the Association.

The desire and need of volunteers to build relationships and to feel included, push us to enhance our services, and to provide them with a safe place that prepares them for their life and future work. Young volunteers find with us motivation to work towards their goals and

vocation, develop their potential, help others, and share their experiences and skills with their peers as well as across generations.

It is essential to invest more in IRC's volunteers and staff, through extending the Red Cross training to the latter, in line with the offer of the IFRC, and through new initiatives such as online volunteering aimed at embracing the ideals of the RCRC and support more effectively our interventions in the field.

At the same time, training strong leaders and managers will improve the way we address the local needs, through a standardized and inclusive training.

Through IRC Strategy towards youth we will also invest more in young generations, recognizing their potential as innovators, intercultural ambassadors and peer intermediaries, valuing their ability to change the country to the better. We will encourage them to play an active role in the Association and in civil society, to become protagonists of their lives thanks to the creation of healthy and stimulating environments to enable their personal and professional growth. We will accompany them to become active citizens in creating more inclusive and resilient communities and to be promoters of a culture of non-violence and peace, by fully understanding and accepting themselves and the others.

## BY 2030 THE IRC PLANS TO:

- Actively engage staff and volunteers in reflections on how the IRC needs to change to meet future needs of our communities, as well as in the decision-making processes of the Association.
- Strengthen the culture of voluntary service and active citizenship among young generations through initiatives, such as online volunteering, developing new approaches to volunteerism leveraging on cutting-edge technologies.
- Further develop the internal network of young volunteers recruited and trained in full compliance with our Fundamental Principles.
- Rethink existing volunteer activities, where access is related to specific age and gender groups, and encourage intergenerational dialogue and collaboration, including the promotion of active ageing initiatives.
- Spread the culture of the IRC and extend its activities and services to the population through training and information dissemination.
- Improve the analysis of the needs in order to prepare activities to prevent the future challenges to work on prevention.
- Support and promote the implementation of the IRC strategy of the youth to warranty a bigger participation of the young ones in the communities and the Association.



**“ ...Since all can,  
in one way or  
another, each in  
his own sphere,  
and according to  
his strength,  
co-operate in  
some measure in  
this good work ”**

Henri Dunant



# PRINCIPLES AND VALUES

## **DISSEMINATE AND ADVOCATE FOR RCRC FUNDAMENTAL PRINCIPLES, HUMANITARIAN VALUES AND INTERNATIONAL HUMANITARIAN LAW**

The IRC ensures that its volunteers and staff respect and promote the Fundamental Principles and Humanitarian Values in all areas of intervention and activities.

The actions we carry out on a daily basis aim to put the needs and rights of people who have no voice at the center of attention, to actively contribute to the promotion of human dignity, and of a culture of non-violence and peace. Through actions of humanitarian diplomacy, the IRC stands constantly in favor of people in situations of vulnerability to protect human dignity.

Humanitarian diplomacy is an essential part of the IRC's mandate and therefore not just a choice but also an institutional responsibility. We have the ability – and therefore the duty – to use our unique position as an auxiliary of the public authorities, our RCRC network, proximity and access to people, as well as resources, to support those who need help.

The IRC also shares with the other members of the Movement the institutional mandate to disseminate International Humanitarian Law (IHL), IFRC Fundamental Principles and Humanitarian Values. To this end, the IRC works in network with all RCRC Movement components, the IRC IHL National Commis-

sion, as well as with universities and think-tanks to stay at the frontline of IHL latest trends and developments, maintain a strong cooperation and exchange good practices.

Dissemination of IHL and Fundamental Principles among the public also needs to harness the digital evolution: the IRC's efforts will thus focus on bridging the gap between theoretical knowledge of the law and practical training tools such as education material using digital supports.

## BY 2030 THE IRC PLANS TO:

- Increase our influence with authorities, civil society and decision makers at all levels (local, regional, national and international).
- Keep the principle of Humanity<sup>9</sup> at the center of our action and promote a culture of non-violence and peace in all areas of intervention, inside and outside the IRC.
- Strengthen the advocacy activities, and encourage the dissemination of IHL internally and externally, using all the tools at our disposal as well as developing new strategies aligned with emerging communication trends.
- Play a basic role in building the culture of non-violence and peace promoting the humanitarian education that is necessary to handle the humanitarian situation developing the skills needed to act upon situations.

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<sup>9</sup> To know more <https://www.cri.it/storiaeprincipi>





# HEALTH

## **PROTECT AND PROMOTE PERSONAL AND UNIVERSAL HEALTH AND SAFETY EDUCATION**

Facing an aging society with an increasingly older population and greater financial inequality, the IRC aims at promoting good health practices and ensuring sanitary assistance in order to prevent and reduce individual and community exposure. This will be achieved by putting the necessary knowledge and tools into the people own hands, to empower and enable them to protect their own life and the lives of others.

We will combine our efforts with the public and private sectors to improve community health, thus affirming the IRC's role as a direct provider of health services to the weakest groups of the population and as the natural link between health actors and communities.

Focusing on the well-being and specific needs of men, women, boys and girls, the IRC's activities will encourage the adoption of social and behavioral habits that will lead to a better state of health. Such actions also aim at anticipating and addressing new health threats in the upcoming years, and tackling unforeseen vulnerabilities, including potential pandemics and infectious diseases.

The promotion of universal health and safety education will require new, comprehensive

and crosscutting trainings that will spread the culture of prevention, deliver basic health and social services, as well as first aid education for all age and gender groups, and ultimately lead to safer communities.

By 2030, the IRC will focus on extending the reach and sustainability of its health promoting activities, identifying the most effective ways of reaching an increasing number of people.

The IRC will take the necessary measures to be a training institution authorized to conduct courses and issue nationally recognized certificates. Online platforms and mobile applications will be used to make traditional activities more widely accessible.

## BY 2030 THE IRC PLANS TO:

- Combine educational and social efforts to ensure that people acquire the skills needed to protect their health and the health of others in all stages of their lives.
- Establish the IRC as a leader in spreading the culture of prevention, healthy lifestyles and providing first-aid training.
- Develop a health training offer harmonized on the whole territory, aligned with changing needs and best practices, and ensure its widest availability.
- Establish partnerships with national and local public institutions, schools, universities and other National Societies to promote health education and knowledge exchange through interactive tools, online platforms and networks.
- Encourage new ways of thinking to identify innovative approaches, technologies and methods of delivering our health services, focusing on people's needs.



# SOCIAL INCLUSION

**PROMOTE A CULTURE OF  
SOCIAL INCLUSION TO  
ACTIVELY INTEGRATE THE  
PEOPLE IN SITUATIONS OF  
VULNERABILITY**

Societies are faced with emerging challenges such as new poverties, ageing population and digital divide<sup>10</sup>, multiculturality and migrations, rapid and unplanned global urbanization, and technological impact, leading to increased numbers of people exposed and types of vulnerabilities.

The IRC aims at helping individuals and communities to mitigate these challenges, protecting human rights and safeguarding the dignity of all people.

To support and ensure social integration of people in situations of vulnerability, we need to understand who they are. Therefore, we will conduct a country-wide socio-economic analysis assessing the existing vulnerabilities and needs. This will help us develop effective action plans and programs, to work on the root causes of social exclusion and anticipate future consequences.

We will address the vulnerabilities by contributing to a more inclusive and human civil society and by enhancing the development of the individual through an integrated approach,

which entails the promotion of physical and psychological health, as well as social well-being.

This will also require tackling vulnerabilities of migrants, regardless of their status and the reasons that forced them to move, and of host communities.

We will provide tailor-made support, adapted to address various vulnerabilities, gender and age groups, and developed following individual assessments. We will strengthen integration, transversality and innovation of the social services we put in place, both at national and local level. By improving people access to social care and monitoring service quality, we will increase our social impact.

In light of humanitarian challenges, we will be more committed than ever to undertake long-term and assiduous efforts to solve and address complicated and ever-growing social issues.

This will require strengthening collaborations with national authorities and institutions and focus on social innovation actions to engage and mobilize affected populations and improve their access to power and resources. Working with universities and authorities, the IRC will develop early warning systems to react as fast as possible to emerging economic and political crises.

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<sup>10</sup> To know more [https://www.informagiovani-italia.com/digital\\_divide.htm](https://www.informagiovani-italia.com/digital_divide.htm)

Through the development of a network of interaction linking competent authorities, social services and other relevant actors, the IRC will ensure a holistic support to the people in conditions of vulnerability from the local level.

The IRC will train its volunteers and staff to address these vulnerabilities and empower the people, enabling them to solve their own problems independently.

## BY 2030 THE IRC PLANS TO:

- Scale up the IRC's vulnerability analysis capacity and define minimum criteria of inclusion, to improve its program development individuating and consolidating standards, as well as to assist people in situations of vulnerability, starting from basics need and considering their multidimensionality.
- Support local authorities to detect new vulnerabilities, to address them and to reduce their root causes with integrated global approaches, to respond to people's needs as early as possible and throughout their entire lifecycle, creating new models and relationships able to produce innovations.
- Empower people in situations of vulnerability by developing new ideas, services and models together with them, adapting to local specificities, thus reducing the causes of vulnerability and better addressing social issues.
- Enable the IRC's volunteers and staff to respond to vulnerabilities more dynamically, equipping them with specific trainings and tools.
- Fully involve people in situations of vulnerability in all decision-making processes which concern them, reducing the distance between them and the community, especially for the categories at risk of preconception.



**WE OFFER A  
GLOBAL AND  
INTEGRATED  
APPROACH,  
BASED ON  
THE PERSON  
AS A WHOLE,  
FOCUSING ON  
THE  
DIFFERENT  
ASPECTS OF  
HIS OR HER  
LIFE**



# EMERGENCIES

## **RESPOND TO CRISES AND EMERGENCIES, AND BOOST COMMUNITIES' RESILIENCE THROUGH PREVENTION AND PREPARATION FOR DISASTERS**

The IRC works to ensure an effective and timely response to national and international emergencies, wherever it is called to intervene, through the joint action of all territorial levels. To cope with the increasing number and severity of disasters, the IRC will continue to embrace the paradigm shift from managing crises to managing risks, adopting a transversal and inclusive approach between all its areas of intervention.

The IRC's strategic focus is foremost to keep saving lives through the systematic management of crises, by putting the most effective preparedness measures - such as innovative early warning systems - in place. This will enable the Association to integrate specific know-how in the decision-making processes of all its projects, facilitate the response and establish multi-stakeholder partnerships for a better cooperation at national and international level.

The consideration of the specific territorial needs and adaption of our approach to risk analysis will improve safety in our society and help us cope with sudden and unpredictable situations.

We will strive to address the causes of disasters – climate change, environmental degra-

dation and fragility –, conflicts as well as pandemics. We will address their direct effects as well as invest in community sensitization, education and the promotion of a culture of prevention. This will encourage behavioral and environmental cultural changes, along with a lifelong learning, training and capacity building process of volunteers, staff and population, particularly in school age. In doing, so the IRC will position itself as a key player in changing people's mindset towards a culture of risk prevention.

Preparedness measures will be supported by mitigation activities aimed at restoring the internal mechanisms of the affected communities, promoting the reconstruction of a more inclusive and resilient society, reducing the risk and acting on vulnerabilities, including those specifically affecting certain gender and age groups.

We will advise national and local institutions to take the most appropriate measures to prevent risks and train the population to follow good civic practices aimed at preventing catastrophes, specifically focusing on analysis and risk evaluation. We will draw from recent advances in information and communication technologies, as they can empower both decision-makers and citizens to fulfill their responsibilities, play a proactive role in managing disaster risks and providing more effective disaster responses.

## BY 2030 THE IRC PLANS TO:

- Protect life and society by establishing coordinated and integrated intervention strategies and by using technologies that have been proven to be highly effective in disaster management, in collaboration with the authorities in charge of safeguarding the territory.
- Establish coordinated preparedness activities, including innovative alert systems, to enable the IRC and the authorities to be prepared for potential crises and respond to them as early as possible.
- Develop a culture of prevention and spread good civic practices through education, community sensitization and training programs, starting from early school age.
- Incorporate climate change adaptation initiatives in our projects; educate and empower people on how to become more resilient and adopt sustainable lifestyles.





# COOPERATION

**ACTIVELY COLLABORATE WITH THE OTHERS MEMBERS OF THE MOVEMENT, IN ORDER TO INCREASE THE PROGRAMS AND ACTION PLANS WORLDWIDE**

According to the Fundamental Principle of Universality<sup>11</sup>, the IRC is sharing knowledge, experiences and resources with other National Societies, collaborating with the fellow Movement members characterized by the same beliefs and values all over the world, in order to improve their actions plans.

With the aim to create long-term partnerships to support the National Societies development activities, the IRC established itself successfully in the Movement as a stable and trustworthy actor, developing its international relations with partnerships in many domains such as sanitary assistance and education, social welfare, human rights, social inclusion, fight against discrimination, prevention and preparation, reconstruction and rehabilitation after natural disasters.

Thanks to its strong relationship with the International Federation and to the Italian professionals working to support the Movement, we will keep improving the IRC expertise in the international cooperation relations. Through the great collaboration between the National Committee and the local representatives and its staff and volunteers eager to

demonstrate their skills and good practices, also acquired during international activities, the IRC succeeds in leading a good decentralized cooperation.

The IRC participation in the Movement's international activities, together with the other members, needs a deep exchange of experiences that makes the network and the communications more successful, in order to better handle migration trend, family reunification services, integration of foreigners' communities in the societies, reinforcement of the communication channels with the other National Societies, to better coordinate and improve the quality of activities.

Every day we face new economic, social, environmental and political challenges which have deep global implications like non-sustainable production and environmental deterioration; added to the increasing numbers of the conflicted areas, they cause development deficit and humanitarian crisis like Ebola Emergency and increasing Migration flows.

The difference of development between North and South is reduced, but the inequalities between the countries are still alive and the ones inside each country are growing.

That is why we commit to make our part in the Global Humanitarian Agenda, improving the coordination between the National Societies and re-launching development cooperation as the IRC instrument to an international action of solidarity to all the ones in need worldwide.

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<sup>11</sup>To know more <https://www.cri.it/storiaeprincipi>



We will adopt the right tools to develop a more structured dialogue with the International Organizations and the civil society on a national scale, together with the Italian Regions and the local committees, to improve our role of partner and humanitarian guide, capable of supporting development strategies and promoting a culture of cooperation, raising awareness amongst the young ones and working to introduce the subjects of growth, human right and global active citizenship of the school curricula.

Nonetheless, our action will only be effective by continuously monitoring and evaluating programs in order to compare the results and reschedule the projects with the partners according to the real needs to create a bigger impact.



## BY 2030 THE IRC PLANS TO:

- Attain a good cooperation with the other National Societies of the IFRC, to promote exchange good practices, organize events and courses to spread the Movement's materials and digital contents.
- Participate to joint actions between members of the Movement to collaborate to international projects.
- Stimulate the actions of decentralized cooperation under the coordination of the National Committee.
- Spread the International Movement culture, and the role and activities played by IRC worldwide.
- Increase the volunteers' participation in programs, activities, conferences, and missions abroad, valuing their knowledge and professionalism.
- Promote volunteers' exchanges between the National Societies.
- Increase the participation of the IRC in bilateral and multilateral actions with international partners like EU and other humanitarian actors.

# THE IRC WE WANT

## Internal Structure

We want an IRC that, at all levels, renews its commitment to uphold and pass on the principle of Unity<sup>12</sup> that distinguishes and unites us, guided by a strong National Committee coordinating and guiding the action of the Italian Red Cross branches on the territory towards a single direction, characterized by the feeling of helping each other.

We want an IRC always recognizing the value of volunteering and young people, who with their work help us to stay up-to-date on new and constantly evolving needs, because the volunteers play a key role in our Association.

We want a technological and paperless IRC, agile and fast, that can benefit from advances in information and communications technology to actively connect with other humanitarian actors, people in situations of vulnerability and communities, collecting and sharing information, increasing transparency and providing new means of delivering aid.

We want to better measure, demonstrate and communicate the results we achieve in supporting communities throughout the prevention, preparedness and recovery cycle to strengthen resilience and learn from the past.

## Institutions

We want an IRC at its peak, a single Association that actively supports the Italian national authorities, relying on its experience especially where the Italian State cannot intervene alone in the event of a disasters or emergencies.

We want to be actors of change and give voice to people in situations of vulnerability alongside the Italian institutions to address the needs of the population without compromising on the Neutrality<sup>13</sup> Principle.

We want to play a fundamental role in influencing socio-sanitary policies in our country and support personal and universal health and safety education at all levels, we want an IRC able to demonstrate and make use of its remarkable skills and abilities to provide guidance to the world of volunteering.

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<sup>12</sup>To know more <https://www.cri.it/storiaeprincipi>

<sup>13</sup>To know more <https://www.cri.it/storiaeprincipi>

## **Exclusion/Community/Principles**

We want an IRC able to be the catalyst for concerted action around national challenges, to tackle the effects of new poverties, increasing inequality and social exclusion and marginalization due to differences in gender, sexual orientation, age, disability, health conditions, socio-economic status, religion, nationality or ethnic origin

We want an IRC always in the first line in promoting diversity and inclusion, committed to challenging discrimination, empowering individuals and communities to make their voices heard, an IRC able to give comprehensive and immediate answers to those in conditions of vulnerability.

We want an IRC building on its vast experience in health and social care, to be a steady point of reference even after the emergency has passed, to keep providing secure support and greater attention to the growing situations of isolation and loneliness.

We want an IRC always present and able to analyze and prevent, and capable of adapting to the new challenges of the sector, with a person-centered approach in line with our Fundamental Principles, according to the specific needs of the community.

## **Cooperation**

We want a successful IRC, internationally engaged and able to continuously improve the IFRC humanitarian actions, today and in the future.

## **Migrations**

We want an IRC that fights for the refugees, improving their lives, granting that people who seek protection in our home country are treated fairly and humanely.

We work hard to be successful in reuniting people with their families and community, addressing the issues of thousands of families that every year are separated due to conflicts, disasters or migrations, reducing the impact on health and wellbeing of chronic loneliness and isolation with practical help and emotional support, also focusing on issues outside of medical needs.

## **Health**

We want an IRC able to actively speak to the population to raise awareness on communicable (hepatitis, STDs, HIV, tuberculosis) and non-communicable diseases (heart disease, cancer, diabetes, etc.) that represent a growing burden in low- and middle-income families, many of which are preventable and manageable through lifestyle changes.

## **Institutions**

We want a CRI to its maximum, a single association that actively supports the Italian national authorities, relying on its experience, especially where the state can not intervene alone, in the event of disasters or emergencies.





# CONCLUSIONS

The Italian Red Cross Strategy wants to establish a clear direction for the discussion and debate at national, regional and local level to further develop an action plan. The relevance, transparency and achievement of the desired results are commitments that support our Strategy aimed not only at responding to disasters, but at enabling the achievement of a healthy and safe lifestyle, social inclusion, actions of attraction and maintenance of people and basic financial means, always leveraging on the generous and professional action of our volunteers that perpetuate the spirit of Solferino.

We will be able to achieve the strategic objectives established through our joint action according to the Fundamental Principle of Unity. In the next few years, depending on the needs, we will carry out an intermediate evaluation, to verify that we are able to meet the challenges of this ever-changing world.

What has been said above will be supported by effective cooperation, determined by the humanitarian diplomacy, always ensuring our high standards of intervention in the territory, fortified by a newfound stability and energy at the level of the National Society.

# FUNDAMENTAL PRINCIPLES

## 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 endeavors 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 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.

## 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 one 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.

# Un'Italia che aiuta

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Associazione della Croce Rossa Italiana – Organizzazione di Volontariato  
Iscrizione n. 1157/2016 Registro Persone Giuridiche Prefettura di Roma  
Sede legale: Via Toscana, 12 - 00187 Roma  
C.F. e P.IVA 13669721006  
Tel: +39 06-47596290