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# *Principles and Values department*





### Strategic Aim 1

Save lives, protect livelihoods, and strengthen recovery from disasters and crises

### Strategic Aim 2

Enable healthy and safe living

### Strategic Aim 3

**Promote social inclusion and a culture of non-violence and peace**

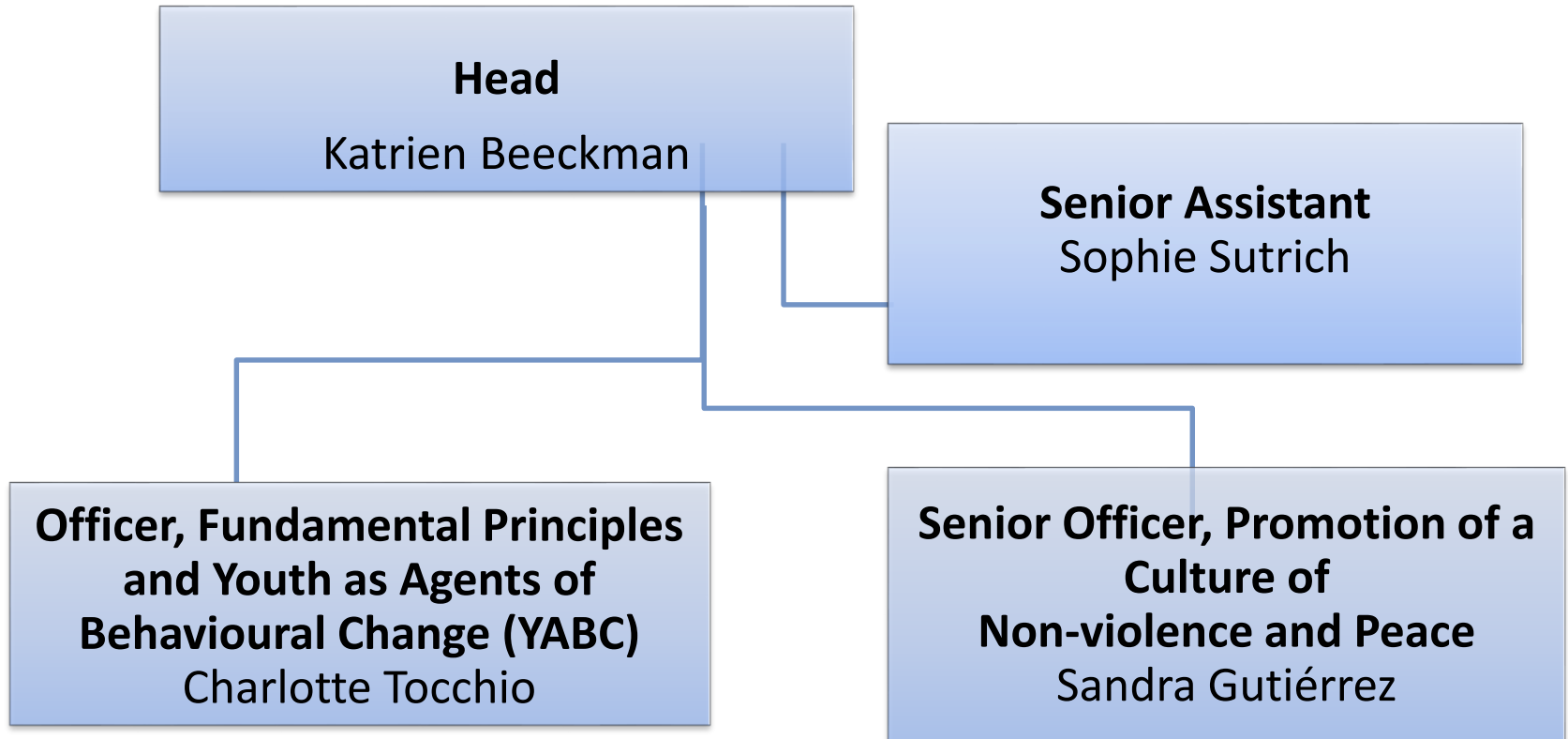


### Expected impact

- Greater public support for the fundamental principles and reduced stigma and discrimination
- Lower levels of violence and more peaceful reconciliation of social differences
- Fuller integration of disadvantaged people into their communities

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## **A CULTURE OF NON-VIOLENCE AND PEACE**

*It is a culture that “respects human beings, their well-being and dignity; it honours diversity, non-discrimination, inclusiveness, mutual understanding and dialogue, willingness to serve, cooperation and lasting peace. It is a culture where individuals, institutions and societies refrain from harming others, groups, communities or themselves. There is a commitment to positive and constructive solutions to problems, tensions and the source of violence; violence is never an option.”*





# ***Fundamental Principles, Humanitarian Values and Personal Skills***

<b>The Fundamental Principles of the International Red Cross and Red Crescent Movement</b>	<b>Humanitarian values</b>	<b>Personal skills</b>
<b>Humanity</b>	<ul style="list-style-type: none"><li>• Active goodwill and care</li><li>• Human dignity and well-being</li><li>• Mutual understanding and peace</li></ul>	<b>Empathy</b>
<b>Impartiality</b>	<ul style="list-style-type: none"><li>• Equality</li><li>• Respect for diversity</li><li>• Objectivity and openness</li></ul>	<b>Active listening</b>
<b>Neutrality</b>	<ul style="list-style-type: none"><li>• Confidence (trust)</li><li>• Self-control and discipline</li><li>• Freedom of action and objectivity</li></ul>	<b>Critical thinking</b>
<b>Independence</b>	<ul style="list-style-type: none"><li>• Sovereignty</li><li>• Cooperation</li><li>• Freedom of action and confidence</li></ul>	<b>Dropping bias</b>
<b>Voluntary service</b>	<ul style="list-style-type: none"><li>• Spirit of altruism and generosity</li><li>• Spirit of service</li><li>• Spirit of responsibility and discipline</li></ul>	<b>Non-judgement</b>
<b>Unity</b>	<ul style="list-style-type: none"><li>• Harmony and cohesion</li><li>• Diversity and pluralism</li><li>• Confidence</li></ul>	<b>Non-violent communication</b>
<b>Universality</b>	<ul style="list-style-type: none"><li>• Openness to all in the world</li><li>• Cooperation</li><li>• Mutual assistance</li></ul>	<b>Collaborative negotiation</b>
		<b>Mediation</b>
		<b>Enhancing personal resilience</b>
		<b>Operating from a state of inner peace</b>

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# Pledges



## Gender Pledge (proposed for 31st International Conference of the Red Cross and Red Crescent)

For the years 2012-2015, we hereby pledge:

Armed conflicts, natural disasters, and other vulnerable situations have profoundly different impact on women, girls, men and boys. The risks and vulnerabilities each of the groups face differ and as such have a varied impact on them. Women, girls, men and boys have distinct and diverse strengths, needs and capacities which should be equally valued and inform effective and sustainable relief, recovery and development initiatives. It is essential for any effective humanitarian work to pursue equality of power, influence, opportunities and access to resources and services, between women, girls, men and boys.

The Red Cross Red Crescent/IFRC hereby pledges to:

- implement the IFRC Gender Strategy;
- systematically integrate a gender perspective into all policy work;
- advocate for policies and legislation that tackle stigma and discrimination on the basis of gender;
- create conditions favourable for gender balance at all levels in governance, management and staff and for gender balanced representation in statutory bodies and meetings, where possible;
- integrate a gender dimension when revising statutes;
- promote and encourage work to understand a gender perspective in international humanitarian law.

### Proposed evaluation criteria (in 2015):

- ➔ At least 60 per cent of the National Societies sign up to the pledge;
- ➔ IFRC Gender Strategy including performance framework is implemented by at least 50 per cent of the National Societies;
- ➔ During regular updates of National Societies Statutes and internal regulations include the goal of gender balance at all governance and management levels, including general staff, members and volunteers by the year a 2020;
- ➔ IFRC and National Society policies adopted between 2012 and 2015 and subsequent work have a gender lens;



## Skills and Values based education pledge (proposed at the 31st International Conference of the Red Cross and Red Crescent)

For the years 2012-2015, we hereby pledge:

The Red Cross and Red Crescent National Societies, governments, the International Olympic Committee and other actors are committed to the promotion of a culture of non-violence and peace through nurturing humanitarian and Olympic values, developing interpersonal skills to interact constructively and live peacefully together.

With a view to building respect for diversity, non-violence and social cohesion, we emphasize the importance of values and skills-based (formal and non-formal) education, cultural awareness programmes, and the use of sports, arts and other creative methodologies (hereafter "non-cognitive") reaching out to children, from the earliest age possible, youth and the community at large.

We pledge to:

- Enhance partnerships and collaboration through non-cognitive activities with a view to reaching out to all sectors and people of all ages of society;
- Promote skills and values based formal education, including its institutionalisation at the national level;
- Promote physical education, healthy lifestyles and avenues for voluntary service as part of the formal school curriculum, in particular at the primary and secondary level;
- Engage or increase engagement in non-formal education, transmitting values and skills based education through school or after school interventions;
- Promote access for children and youth to community-based activities such as sports, arts, music and theatre which foster dialogue, mutual understanding and non-violence;
- Support and promote initiatives empowering youth to take up a leadership role in the promotion of a culture of non-violence and peace, such as the Olympic Truce, the IFRC YABC<sup>1</sup> and other youth-led initiatives.

### Proposed evaluation criteria (in 2015):

- ➔ Increase in the # of countries having institutionalised values and skills based education, including at primary level
- ➔ Increase in the # of Red Cross Red Crescent National Societies engaging in non-formal education
- ➔ Increase in youth engagement in voluntary service through sports, arts, theatre, music, etc.

<sup>1</sup> Youth as Agents of Behaviour Change



## Violence prevention pledge (proposed for 31st International Conference of the Red Cross and Red Crescent)

For the years 2012-2015, we hereby pledge:

The International Federation is committed to the promotion of a culture of non-violence and peace through respect for diversity and peaceful reconciliation of social differences. With enhanced efforts to tackle the root causes and social determinants of violence and support individuals and communities to build on and re-enforce resilience to violence the International Federation aims at contributing to local development of communities and the achievement of the Millennium Development Goals.

The International Federation pledges to:

- Mainstream violence prevention, mitigation and response across IFRC operations, programmes and services, including internal policies and procedures;
- Support and implement violence prevention programmes in order to address the social determinants of violence;
- Pay special attention to the particular needs and diversity of children, youth, men and women when addressing violence;
- Support and promote initiatives empowering youth to take up a leadership role in the promotion of a culture of non-violence and peace, such as the IFRC YABC<sup>1</sup> initiative;
- Build partnerships with public authorities, at all levels, and international organizations to persuade decision-makers and opinion leaders to address violence, discrimination and exclusion;
- Raise our collective voice at local, national, regional and global levels, through humanitarian diplomacy, including awareness-raising, to promote a culture of non-violence and peace.

### Proposed evaluation criteria (in 2015):

- ➔ 90% of the IFRC staff (including all management) and a minimum of one person in 70% of National Societies are educated on IFRC Strategy on violence prevention, mitigation and response 2010-2020
- ➔ 70% of the existing IFRC appropriate trainings, resources and tools integrates violence prevention, mitigation and response, with a special focus on children, youth and gender-based violence
- ➔ 50% of National Societies have in place strategy, policies, procedures and education, including interpersonal skills training, to address interpersonal violence

<sup>1</sup> Youth as Agents of Behaviour Change

IFRC public website <http://www.ifrc.org/en/what-we-do/principles-and-values/>  
IFRC FedNet <https://fednet.ifrc.org/en/resources/principles-and-values---global/>

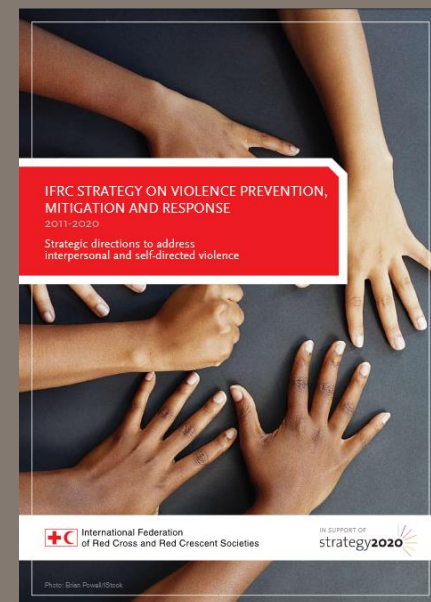
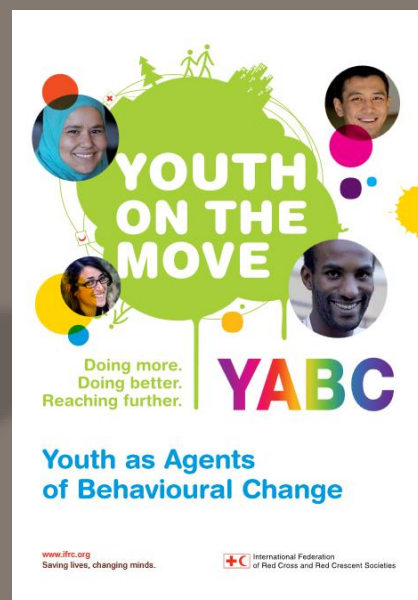
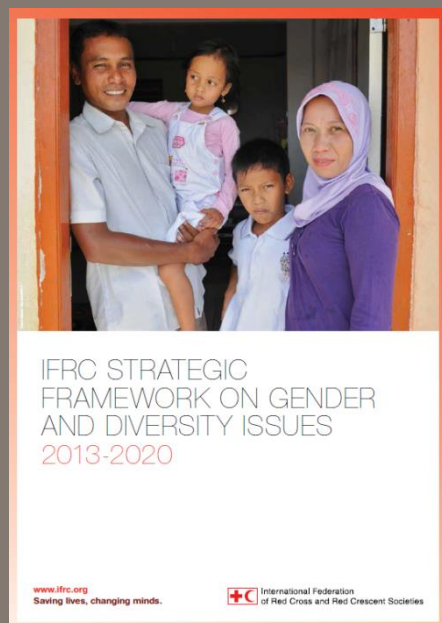
**www.ifrc.org**  
**Saving lives, changing minds.**



**International Federation  
of Red Cross and Red Crescent Societies**

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# Resources



IFRC public website <http://www.ifrc.org/en/what-we-do/principles-and-values/>  
IFRC FedNet <https://fednet.ifrc.org/en/resources/principles-and-values---global/>





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**Saving lives, changing minds.**



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of Red Cross and Red Crescent Societies