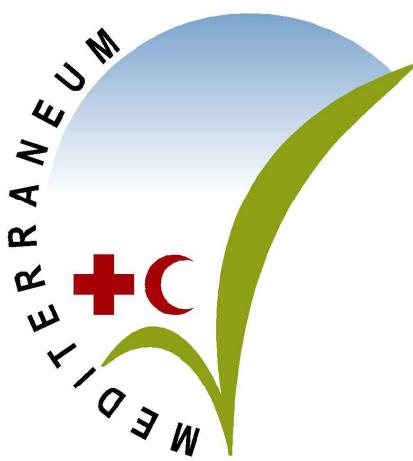


Plan of Action 2011-2014

"do more, do better and reach further"

**PERMANENT OFFICE OF THE MEDITERRANEAN
RED CROSS AND RED CRESCENT SOCIETIES**



**Centre for the Cooperation
in the Mediterranean**



PLAN OF ACTION 2011-2014

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Centre for the Cooperation in the Mediterranean

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1. INTRODUCTION

The 2011-2014 Action Plan springs from the efforts and outcomes of the work carried out by the Centre for the Cooperation in the Mediterranean (CCM) in previous phases and the renewal of its commitment to cooperate with National Red Cross and Red Crescent Societies (NS), with the International Federation of the Red Cross and Red Crescent Societies (IFRC) and all other components of the Red Cross and Red Crescent Movement.

The CCM is an entity created by the Spanish Red Cross in July 2005, by initiative of the Mediterranean Conference of the Red Cross and Red Crescent and is included in the International Cooperation Plan of the Spanish Red Cross. The Centre relies upon the support of the *Generalitat de Catalunya* (Government of Catalonia) and the Barcelona City Council, as well as on the collaboration of the Italian Red Cross and works in close collaboration with the International Federation of Red Cross and Red Crescent Societies¹

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As per its mission, CCM hosts the Permanent Office for the follow-up of the Conference; and promotes partnership between National Societies in the Mediterranean, the exchange and sharing of experiences contributing to the fulfilment of the International Red Cross and Red Crescent Movement's purposes.

In this regards, during the 11th Mediterranean Conference, which was held in Croatia in March 2010, the participant National Societies reaffirmed their commitment to actively support the CCM, to provide it with the information concerning activities, to actively participate in its programmes and to promote an efficient partnership with the members of the International Red Cross and Red Crescent Movement, thus tackling shared humanitarian challenges such as protecting and providing assistance to migrants;

¹ Throughout the rest of this document the International Federation of Red Cross and Red Crescent Societies will be referred to by initials, IFRC.



climate change and environment, social effects of the world economic crisis and the role of youth in the present and future of the region.

The present Plan of Action 2011-2014 aims to continue the work underway thus far and the recommendations of the RC/RC Mediterranean National Societies, to enable CCM consolidate itself as an international centre that actively promotes interaction and the pursuit of synergies among the Mediterranean Nation Societies in their shared commitment to work for the most vulnerable populations (assistance and protection of migrants, climate change and environment, social inclusion of the most vulnerable and role of the youth as agents of positive behavioural change) to meet the challenge to “do more, do better and reach further”. The CCM’s action is in line with the IFRC Strategy 2020 and its strategic aims, as well as with the strategic aims of the Spanish Red Cross approved in its VI General Assembly for the 2011-2015 period.

To make the support and follow up of the RC/RC Mediterranean Conference effective, CCM puts into place a range of activities related to the above mentioned humanitarian issues that set the floor for knowledge exchanges, debates, the sharing of common ideas and the support of Humanitarian Diplomacy -in line with Strategy 2020 (enabling action no.2) that refers to the pursuit of humanitarian diplomacy to prevent and reduce vulnerability in a globalised world-.

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Thus, through its activities the CCM constantly supports to foster the ground for inter-disciplinary encounters in the search and consolidation of common lines of action and new synergies regarding the humanitarian challenges related to migration; climate change and environment; social inclusion of the most vulnerable and the role of youth in the region.

The present Plan of Action will undergo an annual revision in order for activities to adapt or adjust themselves both to the context’s needs and the results foreseen.



2. PREVIOUS STAGES – 2007- 2010

At the 9th Mediterranean Conference held in Cairo (Egypt), in May 2004, which culminated with the “Cairo Declaration”, all participants unanimously agreed to create a Permanent Office to provide a follow up on the agreements of the Mediterranean Conferences. The Spanish Red Cross supported this proposal which was supported at same time by the Public Administrations (Government of Catalonia and the Barcelona City Council). Its headquarters were established in the city of Barcelona.

In July 2005 the Spanish Red Cross promoted the creation of the Centre for the Cooperation in the Mediterranean, which includes the Permanent Office as a follow up to the Conferences and enhancing interaction among the National Societies in the Mediterranean region through the encounter and exchange of experiences that contribute to achieving the goals of the Red Cross and Red Crescent International Movement.

The 10th Mediterranean Conference marked an important step in the carrying out of CCM's mission. Held in Athens in 2007, the Conference portrayed National Societies' concerns on various issues such as: Migrants and Refugees; Partnerships among Mediterranean National Societies; the Role of Red Cross and Red Crescent Societies in prisons; and the Role of Red Cross and Red Crescent in the achievement of the Millennium Development Goals. Those issues were the base of the CCM's Plan of Action 2007-2010.

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Fulfilling the objectives of the above mentioned Plan, CCM has successfully met the following results related to the follow up of the Mediterranean Conference:

- ⊕ Support given to National Societies and governmental bodies of the Mediterranean Conference on the preparation of the Conference and follow up of the conference's resolutions
- ⊕ Follow up and technical support was provided for the actions related to the Conference main areas of concern, focusing on migrations, environment, principles and values, youth and the achievement of the millennium development goals of the United Nations.
- ⊕ Interaction and partnership was promoted among National Societies in the Mediterranean through the carrying out of youth camps, seminars and exchanges



- ❖ Visibility of CCM, its activities and partnerships through leaflets and an updated website including the reports -and further relevant material- of seminars and exchanges; a newsletter regularly sent to all National Societies as well as national and international institutions in 4 languages (Spanish, English, French, Arabic); videos of the activities carried out up to 2010.

As mentioned before, during 2007-2010 period, various activities were undertaken including technical encounters, seminars and meetings in order to provide a follow up on the Mediterranean Conference main concerns regarding migrations and population movements; environment; youth; RC/RC principles and values; UN Millennium Development Goals (the fight against poverty, access to healthcare and water, disaster risk reduction, etc).

Through the above mentioned encounters CCM has been able to reach and develop the fundamental strands of its mission by providing not only the follow up of the Mediterranean Conference but also the enhancement of the exchange of best practices and humanitarian diplomacy in an intercultural environment, based on common humanitarian concerns.

All initiatives encompassed cross-cutting elements referring to intercultural dialogue and social inclusion, and aimed at raising awareness on current Mediterranean challenges both at local and international level.

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Among the fields of action and their related activities led by CCM, we would like to highlight the following:

2.1 Support to the preparation of the Mediterranean Conference

The CCM supported the Steering Committee of the Mediterranean Conference by providing useful data and information for the preparation of the 11th Mediterranean Conference, held in March 2010.

In this regards, the task deployed by CCM consisted in: reporting the activities -all implemented in order to provide a follow up to the themes of the Conference-; the collection of specific information concerning the main issues for the Conference and information concerning Youth RC/RC section in the region (both through questionnaires sent to National Societies).

At the same time the CCM participated in the preparatory meetings with the Steering Committee of the Conference (a total of five in the 2007-2010 period), contributed to the organization of contents and programme, and



facilitated contacts with external partners, took care of the preparation of the background paper for the Youth panel and provided logistic support as required by the Croatian Red Cross.

All preparatory meetings led to the celebration of the 11th Mediterranean Conference that was held in Croatia, from the 17th to the 19th March, chaired by the Croatian Red Cross. The Conference was divided into four thematic areas:

- ❖ migration and population movement;
- ❖ environment and climate change;
- ❖ social effects of the world economic crisis;
- ❖ role of the youth in the Mediterranean

During the Conference, all National Societies expressed their great support to the activities carried out by the CCM and committed themselves to keep actively participating in its programmes, thus promoting an efficient partnership among the members of the International Red Cross and Red Crescent Movement able to respond more effectively to the current challenges facing the region.

Further detailed information about the 11th Mediterranean Conference can be found on the CCM webpage: www.cruzroja.es/ccm.

2.2 Follow up and technical support to the Conference's main issues

In order to ensure proper follow up of the main issues identified by the 10th Mediterranean Conference and included in the Plan of Action 2007-2010, CCM organized a number of technical encounters and seminars:

2.2.1 Migration and Population Movements

- ❖ Seminar on the “Current challenges of migration: cooperation in the two shores of the Mediterranean”, Murcia (Spain), 2009, co-organized with the Spanish Red Cross in the Community of Murcia. Through the thematic sessions –Youth, Ageing, Gender, Development, Models of integration, Return and Intercultural Dialogue- the seminar highlighted the importance of a global and cross-cutting approach to give response to the needs of migrants.
- ❖ International Meeting on “Gender and Migration in the Mediterranean”, Palermo (Italy), 2008, organized by the Italian Red



Cross. The Centre tackled the issue of the current origin, destination and transit of migrations in the region, chaired a round table on the topic of migration from a gender perspective and organized a side session on Youth and migration.

2.2.2 Environment and climate change

- ❖ Seminar on “Sustainable Environment, Climate Change and Movements of Population in North Africa”, Mehdia (Morocco), 2008, co-organized with the Moroccan Red Crescent. As a result of this seminar, participants expressed their will to integrate climate change and environment within their national strategic plans and define specific related activities.
- ❖ “Sustainable Water Consumption and Reforestation”, Algeria, 2009, organized by the Algerian Red Crescent, with the technical and financial support of the Centre, addressed to youth throughout the country.
- ❖ Seminar on “Water, Environment and Sustainable Human Development in the Mediterranean”, Barcelona (Spain), 2010, co-organized with the Spanish Red Cross in Catalonia. The 140 participants attended five thematic sessions: Strategies and Policies; Water, Environment and Health; Global Change and Climate Change; Environmental Education and Sustainable Consumption; Water and Vulnerability. Relevant side events - including visits, role plays and exhibitions- contributed to enhance the comprehensive approach the seminar aimed to provide.

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We would like to mention that Environment and climate change are considered as a recurrent topic of technical workshops in all editions of the Mediterranean Youth Camp, Atlantis. Noteworthy was the celebration of the 5th edition, held in Mehdia (Morocco) entirely focussed on Environment and Climate Change effects.

2.2.3 Principles and Values

- ❖ Technical Meeting on the “Humanitarian Situation in Gaza”, Barcelona (Spain), December 2009, co-organized with the IEMed and with the participation of the President of the Palestine Red Crescent Society. Through the two sessions (a technical one and an open conference), the aims of exchanging opinions and promoting social dialogue about the situation were achieved.



⊕ Solferino (Italy)

Since 2007 the CCM participates in this event organized by the Italian Red Cross, with the aim to gather volunteers at international level to celebrate the idea of Red Cross and Red Crescent Movement and organizes technical workshops included in the Solferino agenda. Noteworthy was the celebration of the 2009 edition, co-organized by the Italian Red Cross and the IFRC to commemorate the 150th anniversary of the Solferino battle, when Henry Dunant conceived the idea of the establishment of the Red Cross/Red Crescent Movement. In this occasion the CCM shared an information booth with the Spanish Red Cross and carried out several activities such as the organization of a workshop on intercultural dialogue for young participants, as well as active participation in the "Youth on the Move" facilitating a workshop on YABC and collaborating in the workshop run by the RC/RC Climate Centre.

⊕ Participation in the "Anna Lindh Forum", Barcelona (Spain), March 2010.

In the frame of this Euro-Mediterranean encounter, attended by more than 1500 participants from 43 countries, organized by the Anna Lindh Foundation in order to encourage intercultural dialogue throughout the Euro-Mediterranean region, CCM organized an informative session about the YABC – Youth as Agents of Behavioural Change- an non-cognitive toolkit prepared by the IFRC and focusing on violence prevention and a culture of peace. CCM has been participating in the setting up and implementation of the YABC programme since its beginning, through the: international meeting in Mali 2008, training of trainers in Barcelona, 2009, training of trainers in Solferino, 2009, training of trainers in Amman, 2010 and several workshops in the frame of Atlantis.

⊕ European Year of Intercultural Dialogue, 2008

In the frame of this celebration CCM organized several workshops to disseminate and promote Intercultural Dialogue, including several editions of Atlantis and youth trainings.

2.2.4 Follow up of the Millennium Development Goals of the United Nations

⊕ "World Congress on Drugs Policy", Barcelona (Spain), March 2008, co-organized by the Italian Red Cross, the Senlis Council



and the Spanish Red Cross in Catalonia. It was attended by more than 150 representatives of 58 National Societies and other stakeholders. The aim of the congress was the engagement of RC/RC in the formulation and implementation of humanitarian approaches to drug policies.

- ❖ Seminar on “Social inclusion of vulnerable groups through labour market”, Hammamet (Tunisia), June 2008, co-organized with the Tunisian Red Crescent and with the support of the Social Intervention Department of the Spanish Red Cross.
- ❖ Seminar on “Youth and Employment in the Mediterranean”, Algiers (Algeria), November 2009, co-organized with the Algerian Red Crescent. The two days sessions focused on the difficulties experienced by young people in the Mediterranean when trying to enter the labour market and their interrelation with social inclusion.
- ❖ Exchange on “Social Inclusion Programmes” Madrid, Valencia and Castellon (Spain), December 2010
The exchange focused on the topics of Migrants, Employment, Gender, Childhood and the Elderly, considering community participation as the fundamental cross-cutting element.

2.2.5 Youth

- ❖ Youth Exchange on drug programmes, Padua (Italy) and Barcelona (Spain) 2008, co-organized with the Italian Red Cross and the Spanish Red Cross Youth in Catalonia, in order to promote knowledge on youth policies regarding youth problems.
- ❖ EuroMed Youth Tunisia, Tunisia and Spain, 2008, co-organized with the Tunisian Red Crescent, in the frame of the EuroMed Programme II, with the aim to promote the sharing of experiences among youth sections.
- ❖ Seminar on “Leadership of RC/RC volunteers”, Mehdia (Morocco), 2008, co-organized with the Moroccan Red Crescent, in the frame of EuroMed Youth programme II.
- ❖ Photo contest, Mediterranean contest for youth on digital pictures. Two editions have been organized, the first one on “Environment and Climate Change”, in 2009, and the second one on “Social Inclusion”, in 2010. The best pictures are shown during the yearly editions of the Atlantis Camps.



- ❖ *Youth Exchange on “Blood Donation”*, Barcelona (Spain), May 2010, co-organized with the Spanish Red Cross Youth in Catalonia and the Health Department of the Government of Catalonia in the frame of the 2010 celebration of the World Blood Donors Day.
- ❖ *Seminar on “Youth Leadership”*, Ramallah (Palestine), September 2010, co-organized with the Palestine Red Crescent Society.

Regarding the empowerment of Youth, special attention should be drawn to the role of Youth and the activities carried out through the **Youth Camps Atlantis**.

Since its first edition in 2005, Atlantis has gathered hundreds of youths around the Mediterranean region and has now come to stand as a mandatory meeting and a platform for intercultural exchange among youths –seen as the real agents of behavioural change of today and tomorrow-.

Various issues are addressed in each edition, through the displaying of practical activities and dynamic workshops in which participants are sensitized and trained on current challenges that the RC/RC International Movement faces.

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Up to date the following editions have been organized:

- Atlantis I, Sicily (Italy) organized by the Italian Red Cross, 2005. Workshops on: Human rights; Addictions; Prevention of Pandemics; Migrations; Disasters.
- Atlantis II, Istanbul (Turkey), organized by the Turkish Red Crescent in 2006. Workshops on: Refugees and Migrants; Partnership; Millennium Development Goals.
- Atlantis III, Tartous (Syria), co-organized by CCM with the Syrian Arab Red Crescent in 2007. It was focused on the Principle of Humanity. Workshops on: Leadership, Addiction, Road Safety, Migrants and Disaster Management.
- Atlantis IV, Mitrovo Polje (Serbia), co-organized by CCM with the Red Cross of Serbia in 2008. Workshops on: Leadership, Climate Change, Principles and Values, First Aid.
- Atlantis V, Mehdia (Morocco), co-organized by CCM with the Morocco Red Crescent. It was focused on Environment and Climate Change. Workshops on: Sustainable Consumption, How to make a dissemination video on climate change, Disaster Risk Reduction, How to carry out an awareness campaign and YABC.



- Atlantis VI, Grans (France), co-organized by CCM with the French Red Cross. It was focused on Social Inclusion. Workshops on: Youth and Employment, Sustainable Development, Principles and Values, Migrants, YABC and Leadership skills.

Detailed explanation of each activity organized by CCM and related reports are available on CCM's website: www.cruzroja.es/ccm.



2.3 Partnership

Throughout the period 2007-2010, the CCM established new partnerships and reinforced existing ones within and outside the Movement. Apart from the bond between CCM and the Government of Catalonia and the City Council of Barcelona, new patterns of collaboration were established such as the Anna Lindh Foundation of the European Commission, the Euromed Youth Platform, and punctual partnerships with public and private organization for the development of the activities, such as the “la Caixa” Foundation, Abertis, the Ministry of Environment and Rural and Marine Affair, and others.

The partnership with National Societies in the region was clearly reinforced in this stage. First of all, we would like to mention the tireless collaboration of the Italian Red Cross and its *Pionieri* who actively participate and give technical support in all activities. In this frame, since January 2007 the Italian Red Cross supports the Youth Desk and, since 2010 it moreover supports a post of Desk Officer.

We would also like to underline the invaluable support of the national Societies of: Algeria, Andorra, Croatia, Egypt France, Libya, Morocco, Palestine, Serbia, Syria and Tunisia. They have all actively collaborated in the period covered by the Plan of Action, both through the co-organization of the activities –technical and organizational support– and the participation in the governing bodies of the Centre. Undoubtedly, cooperation with the Spanish Red Cross was also strengthened, both with technical Departments (Red Cross Youth; Social Intervention; International Cooperation; Environment, Training and Volunteer) and with the Territorial Delegations of the Mediterranean coast, with special regards to the Spanish Red Cross in Catalonia, where the Centre is set.

In this line, cooperation with the IFRC was strengthened, both with the Offices of the MENA (Middle East and North Africa) and Europe Zones, as well as with the Secretariat in Geneva (Principles and Values Department, Youth Department) and with other components of the Movement, as the International Committee of the Red Cross, the RC/RC Climate Centre, the MENA Youth Network and the European Youth Network. Among the above mentioned collaborations, we would like to underline the importance of the Memorandum of Understanding, signed in May 2010, between the CCM and the IFRC -Europe and MENA Zones-. This MoU has allowed reinforcing the cooperation and the participation regarding the activities organized by the CCM. In the frame of such collaboration, the CCM has been invited to take part in different external activities throughout the time covered by the previous Plan of Action, both at Mediterranean level and



International level. The IFRC, on its side, has actively participated in the activities organized by the Centre.

In the frame of these collaborations the CCM has been invited to participate in a number of external activities during the above mentioned period, both at Mediterranean and international level.

As regards to partnership schemes, it is to be highlighted how **Voluntary Service** plays an essential role as the fundamental pillar of our Movement. For this reason the Centre has as a permanent task to attract volunteers with adequate profiles and to incorporate this most valuable force in all the activities of the Centre. Several profiles have been created: international cooperation, activities' management, administrative management and communication.

The Centre has also signed agreements with several national and international universities in order to offer internship posts for adequate students that can benefit from a short experience in an international cooperation environment and, at the same time, are able to participate in the development of the Plan of Action.

Thanks to the help of the volunteers and intern students it has been possible to plan and manage an increasing number of activities that can better respond to the needs of the National Societies of the area. The unique diversity of nationalities, backgrounds, skills, languages and cultures is a source of wealth and dialogue for the activities of the Centre.



2.4 Visibility

With the aim of reinforcing the visibility of the action deployed by Mediterranean National Societies in the region and disseminate CCM's activities, the Centre is present in several Mediterranean Forums and has developed two communication tools (its Newsletter and the web site).

The Newsletter was launched in 2008, on a quarterly bases, and is published online in 4 languages (English, Spanish, French, Arabic). The web page was developed during 2007-2008 and officially launched during the 11th Mediterranean Conference in March 2010. It is divided into four main areas: Issues (the areas of action), Conference (information and reports about each RC/RC Mediterranean Conference), Partnership (information about the partners in the Movement –National Societies, IFRC and ICRC-, about other partners of CCM and about activities organized by the partners) and CCM (information about mission, objectives, Plan of Action and annual reports, team of the Centre and its Governing Board). The online version of the Newsletter is also uploaded on the web in its own section.

For more information you can look up CCM's web site:
www.cruzroja.es/ccm.



3. NEW STAGES -2011-2014

3.1 Dubrovnik Declaration

The new stage of this Action Plan develops starting from the path set by previous stages, yet, accordingly to the mission of the Centre and to the Plan of Action of the Spanish Red Cross International Cooperation Department. It focuses on those fields of action that have been tackled by the last RC/RC Mediterranean Conference -assistance and protection to migrants, climate change effects and environment, social inclusion and role of youth. It also defines the strategic areas of work for the next four years (2011-2014) where the added value of the Centre can be most remarkable as far as the overall objectives of the Red Cross/Red Crescent actions in the region are concerned in order to meet the challenge to "do more, do better and reach further". CCM's action is in line with the IFRC Strategy 2020 and its strategic aims, as well as with the strategic aims of the Spanish Red Cross approved in its VI General Assembly for the 2011-2015 period.

For the above mentioned stage, the CCM aims at strengthening its role as the Permanent Office of the Mediterranean Conference and this will be done by fostering of encounters and exchanges of experiences and knowledge among National Societies, targeting those issues that are regarded of higher priority by the 11th Mediterranean Conference.

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In this regard, the outcomes of the 11th Conference, held in Croatia in 2010, expressed by its Dubrovnik Declaration², acquire special relevance, dealing with new challenges across the region which experience constant changes and appeal to creative and adapted schemes of confrontation. A clear example is given by the current changes experienced in the Middle East and Northern Africa, derived from the social crisis lead by the civil population, especially youth, facing the dire consequences of the world economic crisis and ruling political situations. In any case, the Red Cross/Red Crescent International Movement will plead for the power of humanity and a culture of peace and dialogue.

Accordingly, the Dubrovnik Declaration defines a number of cross-cutting recommendations and commitments on the priority areas of work of the Mediterranean Conference –challenge of protecting and providing assistance to migrants; problems related to climate change and environment; social inclusion in the frame of the global economic crisis;

²

The Dubrovnik Declaration of the 11th RC/RC Mediterranean Conference is available at [CCM website](http://ccmwebsite.org)



and the role of Youth in the future of the Mediterranean-. These elements are clearly in line with the strategic aims of the IFRC Strategy 2020 –save lives, protect livelihoods, strengthen recovery from disasters and crisis; enable healthy and safe life; and promote social inclusion and a culture of non violence and peace- and its related enabling actions –build strong National Societies; pursue humanitarian diplomacy to prevent and reduce vulnerability in a globalised world; and function effectively as the International Federation-.

As explicit in the Dubrovnik Declaration and relying on the general commitment of RC/RC Mediterranean Societies to actively support the Centre through the sharing of information and the strengthening of partnerships, we would like to highlight some of the main recommendations that underpin the core areas of our action:

Regarding assistance and protection to migrants, the Mediterranean Conference commits on focusing on vulnerabilities so as to identify major humanitarian needs along migratory trails and intensify the dialogue with the authorities in order to increase their awareness of the humanitarian dimension of migrants, and fully play the role of auxiliaries to public authorities in order to find a sufficient humanitarian space which will allow to better protect and help migrants, regardless of their status.

As far as climate change and environment are concerned, the National Societies have emphasized the need to integrate risk related to climate change in programme planning; strengthen partnership and dialogue with governments in order to help them take into account the humanitarian impacts related to climate change and mobilize human resources –with special regards youth– as actors of behavioural change.

Concerning the social effects of the world economic crisis, the Mediterranean Conference strives on: develop vulnerability and capacity analysis programmes, as well as cooperation and collaboration programmes with stakeholders; improve the living conditions and livelihood of vulnerable populations and encourage their social inclusion.

In relation to Youth, the Mediterranean Conference is determined to: reinforce the role and action of youth as the key factors in social change and development, while emphasizing the importance of promoting youth volunteering; disseminate our Principle and Values and support National Societies to promote specific programmes which



favour social inclusion of young people and which reduce risk related to marginalization and both social and health calamities.

Moreover, the 11th Mediterranean Conference agreed on a number of general recommendations. Among them, we would like to underline the commitment to strengthen the dialogue with governments and promote humanitarian diplomacy and advocacy in favour of changing mentalities towards a more encompassing social inclusion of those who are the most vulnerable. It was also agreed to involve young people and to consolidate their role as actors in the change of attitudes (YABC³) so as to contribute to the reduction of risks and the reinforcement of community resilience.

3.2 Strategic lines

As explained earlier, the thematic areas afore mentioned represent the main fields of work identified by the 11th RC/RC Mediterranean Conference, in line with the IFRC Strategy 2020. Yet, in order to mark new steps forward in the achievement of the Conference recommendations and agreements, the new strategic lines for the 2011-2014 Plan of Action refer to those areas of action where the Centre can remark its added value in the achievement of common objectives. These strategic lines will stand as the cross-cutting elements where the CCM will set up its action:

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- ❖ Empowerment of Youth
- ❖ Enhancement of Partnership
- ❖ Promotion of Intercultural dialogue
- ❖ Setting up of technical tools

3.2.1 Youth

Firmly convinced that **Youth** are the driving force of the Movement, the Centre supports the Mediterranean Conference's agreement of involving Youth and consolidating, at the same time, their role of agents of behavioural change to act within their communities.

Their relevance is due to the fact that youth represent in the region more than half of the total amount of Red Cross/Red Crescent volunteers and to the impact that youth have on their local communities regarding the fulfilment, within their action, of responding to the needs of the most vulnerable.

3

International Federation of RC/RC Societies approach based on Youth as agents of behavioural change (YABC)



The action deployed by CCM is constantly oriented to the establishment of a partnership able to reinforce the encounter between cultures and identities among the youths in the Mediterranean, who are in turn, a laboratory of ideas as far intercultural dialogue and the flow of ideas is concerned.

The working experience of CCM has shown that the power of young volunteers resides in an extraordinary capacity to acquire knowledge and disseminate it, thus contributing to a multiplier effect in the spreading of the global message regarding the principles of the Red Cross and Red Crescent.

Furthermore the role of youth as fundamental actors in the implementation of the Movement's Principles and Values need to be stressed and great relevance should in fact be given to the YABC dynamics as a fundamental tool to ensure Youth's role.

3.2.2 Networking and partnership

As underlined in the Dubrovnik declaration, the Mediterranean Conference also encourages National Societies to integrate new technologies in the promotion of International Humanitarian Law and the dissemination of Principles and Values of the International Red Cross and Red Crescent Movement so as to encourage real changes in attitudes. Thanks to the new tools offered by technological innovations and, above all, the internet and social networks, the mission of CCM as regards Youth has been given the ground for the setting of further creative means of communications across the region (and beyond), aiming at establishing new **networks**.

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The aim of networking is the dissemination of knowledge and experiences; the sharing of lessons learnt; the use of common tools and procedures to develop combined programmes for the benefit of the most vulnerable. In line with the IFRC Strategy 2020, especially regarding the 3rd strategic aim that refers to the social inclusion of the most vulnerable, significant actions were developed by the CCM both within youth camps (I.e. Atlantis VI) as well as seminars and exchanges on best practices. Through the fostering of networking, the information regarding programmes implemented by National Societies can be shared and be adapted to local contexts, having a higher positive impact on communities across the region.

CCM is already member of a number of Mediterranean networks, such as: the Anna Lindh Euro-Mediterranean Foundation for intercultural dialogue; the Sant Pau Foundation which welcomes Mediterranean organizations and aims at the promotion of the convergence of thoughts leading to new



strategies; and the Euro-Med permanent University Forum that gathers universities throughout the Euro-Mediterranean region. With the present Plan of Action and through the exchange of best practices, workshops, international youth camps, seminars and technical meetings, the Centre will promote **partnership** not only with the National Societies across the region, but also with external actors, specially at international level.

3.2.3 Intercultural dialogue

Another strategic line of action is represented by the promotion of **intercultural dialogue**, the cross-cutting element that stands as the working field of CCM, and its greatest achievement altogether. Moreover it represents the balm that soothes the ground for a fruitful partnership and provides the basis for new schemes of cooperation both within and outside the RC/RC Movement.

The Mediterranean is a region increasingly diverse if we consider its cultural aspects. Such cultural diversity represents an advantage that allows exploring the benefits of a cultural heritage extremely rich and wide and that offers opportunities to learn from other cultural traditions through intercultural dialogue.

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CCM supports joint collaboration in order to respond to the needs of the most vulnerable and to foster human, social and cultural understanding, behaviours and lifestyles that reject violence and spread a culture of conflict resolution starting from dialogue and negotiation. All this framed within the Red Cross/Red Crescent Principles and in the respect for Human Rights.

3.2.4 Technical tools

Further actions will be addressed over the coming years to the strengthening of networking and partnership, seen as essential elements in the implementation and follow up of the Conference's resolutions. In this regard, the present Plan of Action will emphasize the setting up of innovative and **technical tools**.

Among the most relevant is the **Med-Youth Port@I**, an ongoing project - started in the previous Plan of Action, that aims to become a virtual landmark for both RC/RC Youth and other relevant stakeholders across the Mediterranean, created by and for youths in order to provide technical peer support to the various youth activities.



Another tool for this new stage will be the web-based **Collection of Best Practices**. The aim of the database is to serve as a tool to transfer know-how regarding the main topics of the Conference. The collection of information will enable Mediterranean National Societies to access a variety of different programmes already used, or currently underway, providing them with a better understanding of the complexity of options presented before them.

Other tools could be developed under this Plan of Action, according to specific needs and resources. One example will be the adaptation of the Terra Game to the Mediterranean context, a role play concerning responsibilities and actions to be taken with regards to the effects of the phenomenon. The game was initially created by the Spanish Red Cross and later used by CCM in its English translation throughout the Mediterranean during youth camps, seminars and exchanges of best practices.



4. OBJECTIVES FOR 2011-2014

In agreement with the mission statement of the Centre, following the recommendations of the 11th Mediterranean Conference and in line with the Spanish Red Cross strategic aims, approved in its VI general Assembly and in line with its International Cooperation Plan, the objective of the Centre is to promote the interaction of the Spanish Red Cross with the National Societies of the Red Cross and Red Crescent in the Mediterranean region, fostering the encounter and the exchange of experiences that contribute to the fulfilling of the aims of the International Movement of the Red Cross and Red Crescent.

For this new stage the Centre aims at consolidating its role as the Permanent Office of the Mediterranean Conference and as the driving force of the exchange of experiences and knowledge among National Societies as regards to the priority issues of the Mediterranean Conference.

This general objective develops through a series of specific objectives for the current period with the aim to meet the challenge "do more, do better and reach further": support National Societies and the governing bodies of the Mediterranean Conference in the follow up of the Conference's concerns, with special regards to: Assistance to migrants; Climate Change and Environmental Sustainability; Capacity building of Youth sections; Principles and Values and Social Inclusion of the most vulnerable.

- ✓ Help and provide technical support in the organization of the exchanges of experiences and best practices on the Conference's issues.
- ✓ Encourage the interaction and partnership among Mediterranean National Societies as well as the networking with other actors of the Red Cross/Red Crescent International Movement and other international organizations.
- ✓ Encourage and increase the visibility of the actions and recommendations of the Mediterranean Conference as well as the Centre's activities in Mediterranean forums.



5. RESULTS AND INDICATORS

Through the starting up of the Plan of Action at issue, the Centre for the Cooperation in the Mediterranean aims at fulfilling two main results, able to respond to the objectives set. Such results will highlight the strategic lines as identified for this period –capacity building of the Youth sections, strengthening partnership, fostering intercultural dialogue and the design of technical tools that will enable to make the most of new technology-.

Result 1. Support to the Mediterranean National Societies in the follow up on the issues of the Mediterranean Conference.

The CCM, as per its mission, will keep carrying out a follow up on the areas above mentioned (assistance and protection to migrants, climate change and environment, social inclusion and role of youth) through two complementary ways of action: first of all by fostering the exchange of information and knowledge, and by providing data on the implementation of the Mediterranean Conference recommendations at RC/RC National Societies activity level.

In the first case, the methodology used to provide such follow up is by putting into place a range of activities that allow this kind of transfer of knowledge, such as conferences, technical meetings, seminars and workshops. These provide participants with the opportunity not only to acquire knowledge but also to share best practices to improve their awareness and acquire new skills that will be useful when performing RC/RC action. New collaborations shall be started through the networks and synergies created thanks to such encounters, strengthening existing patterns of partnerships and facilitating new ones -both within and outside the Movement- while fostering, at all times, intercultural dialogue and humanitarian diplomacy.

Beside in-person encounters, CCM has decided to make use of new technologies in order to reach a wider target of RC/RC officers and volunteers and make an extensive dissemination of RC/RC action in the region. In this regard, the set up of new online tools is largely envisaged.

On the other hand, as mentioned earlier, CCM is also committed to carry out a follow up on the implementation of RC/RC Mediterranean Conference's recommendations. To develop this task, it relies on different tools: first of all the drafting of questionnaires addressed to National Societies -concerning the topics of the Conference that can provide data on the activities implemented as well as on foreseen ones, referring to the



results achieved and to expected issues to be tackled- and, secondly, by the setting up of database devices that can provide constant and updated sharing of know-how.

Indicators for result 1

- R.1.I.1 70% of the National Societies participate in the foreseen international activities
- R.1.I.2 Results and learnt lessons on each of the activities are disseminated among Movement's components and partners
- R.1.I.3 There is updated information on 70% of the NS as regards the programmes in progress relating to issues discussed at the Conference.
- R.1.I.4 At least 1000 youth volunteers access to the foreseen Youth on-line tool

Result 2. Cooperation and networking in the areas of interest of the Mediterranean Conference has increased

Networking is an essential component of an effective development. The Mediterranean region is facing important social challenges as Migration, Climate Change, the role of Youth, Employment, Human Rights and Social Inclusion and it has one of the highest inequality rates between developed and developing countries.

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Creating links, promoting the capacity to build alliance, capitalising and disseminating best practices, enhancing the collaboration and the dialogue are the right answers to support development in the region. The aim of networking is the dissemination of knowledge and experiences, the sharing of lessons learnt and the use of common tools and procedures to develop combined programmes for the benefit of the most vulnerable people.

The CCM has an important role in the promotion of networks between RC/RC National Societies. One of its objectives is to support partnership among Mediterranean National Societies and other significant stakeholders present within the region with the aim of facilitating a better cooperation by sharing acquired knowledge and best practices among RC/RC volunteers and technical staff, policy makers and general public.

In order to achieve this result, the CCM will carry out a series of actions aimed at up-keeping the secretary of the Mediterranean Conference and



supporting the celebration of such Conference. On the other hand, partnership contacts will be strengthened, both with the International Red Cross/Red Crescent Movement and other national and international actors that work on the areas of interest to the Conference. This way, new synergies will be created, starting from the participation to global campaigns and the participation to initiatives that gather working platforms, both at national and international level.

Indicators for result 2

- R.2.I.1 Concerned local authorities and at least three other relevant stakeholders participate in each of the foreseen international activities
- R.2.I.2 At least three agreements on future common activities are established
- R.2.I.3 At least 6 cooperation meetings are carried out
- R.2.I.4 The website and newsletter are available in the four official languages and disseminated to more than 1000 CCM contacts

The present Plan of Action will undergo an annual revision in order for the activities to adapt or adjust both to the context's needs and the results foreseen.



6. ACTIVITIES 2011-2014

Result 1. Mediterranean National Societies were supported in their follow up on the issues of the Mediterranean Conference.

Activity 1.1

Organization of three International seminars: they will provide a follow up on the recommendations of the Mediterranean Conference, by facilitating specific knowledge on target topics, both from inside and outside the Movement, as well as the sharing of experiences and best practices.

According to the Dubrovnik Declaration, the addressed topics will be: Social Inclusion -focusing in particular on the programmes that concern vulnerable people's employability-; environmental sustainability and climate change -including the humanitarian effects of climate change, environmental exploitation and awareness campaigns- and Principles and values -with special regards to the respect for diversity and intercultural dialogue-.

The seminar on social inclusion will be related to the approach of the Conference on the main consequences of the world economic crisis in the Mediterranean, as it leads to the increasing rate of: unemployment; population in debt; submerged economy; situations of labour exploitation and the fragility of migrants, especially those who find themselves in an irregular situation. On the other hand we witness the loss of: household income; remittance from migrant workers. This seminar is foreseen for 2011 and the issues to be tackled refer to the access to the labour market and the support for vulnerable people at risk of social exclusion, the fight against poverty, professional and scholar integration, among others.

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As per climate change, this phenomenon affects all the countries of the world, without exception. Being this a great concern for the IFRC, the Mediterranean Conference and CCM, the seminar will include aspects related to the consequences of environmental degradation in the Euro-Mediterranean area, the humanitarian effects of climate change or the impact of awareness raising campaigns on sustainable consumption, as well as the involvement of young people, consolidating at the same time their role as actors in the changing of attitudes, so as contribute to the reduction of risks and the reinforcement of community resilience. This seminar is foreseen for 2012.

Concerning the promotion of Principles and Values of the International Movement of Red Cross and Red Crescent, CCM will carry out a seminar



to foster their dissemination in the Mediterranean, which is becoming a more and more culturally diverse region. In this context CCM will foster an encounter focusing on intercultural dialogue and respect for diversity, two elements that are conceived as the fundamental basis of the Centre's action and that are fostered at all times. This seminar is foreseen for 2013.

In 2014 the activity of the Centre will be focused on the preparation of the 12th Mediterranean Conference.

The above mentioned seminars address specialists and volunteers of both National Societies and other related organizations and will be organized in collaboration with the RC/RC National Societies in the region.

Activity 1.2

The setting up of four Atlantis Youth Camps: all focused on the fields of work of the Mediterranean Conference and addressed to National Societies' youth leaders and volunteers.

ATLANTIS is an encounter of the RC/RC Mediterranean Youth which has consolidated itself as a mandatory meeting point for intercultural dialogue and exchange of experiences in the region, reaching in 2010 its 6th edition.

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This is an annual occasion for young volunteers to develop their human capabilities through the exchanging of ideas, learning lessons and sharing opinions. Moreover, each edition is filled with specific contents concerning development issues. Atlantis is as well an excellent opportunity for youth branches to improve and coordinate their programs within their National Society in order to respond more effectively to the needs of the most vulnerable communities. The methodology of work is comprised of mainly interactive and practical activities, with the addition of some very useful theoretical lessons.

The issues to be tackled in the years envisaged by this Plan of Action will be in accordance with the IFRC Strategy 2020, the Dubrovnik Declaration and will take advantage from the synergies created through the participation to international campaigns such as the 2011 International and European Year of volunteering.

All the youth encounters will be organized by the CCM in joint collaboration with RC/RC Mediterranean National Societies and they will count on the support of other partners, from both inside and outside of the Movement, depending on the specific development issues to be developed in the technical workshops.



Activity 1.3

International encounter of trainers of trainees on the YABC initiative: it will be organized by the IFRC Principle and Values Department to gather the Mediterranean region, Europe and Northern Africa, in collaboration with the IFRC Zones and the Italian Red Cross.

YABC (Youth as Agents of Behavioural Change) is an initiative to empower youth to play a leading role in transforming mindsets, attitudes and behaviour in their local communities. It starts from the premise that a prior commitment to inner change and being the living example of our Fundamental Principles and Humanitarian Values is the best way to reach this objective. It works on 5 different thematic areas (non-discrimination and respect for diversity, violence prevention and a culture of peace, gender, social inclusion and social cohesion, intercultural dialogue) and aims at developing several behavioural skills, such as empathy, active listening, critical thinking, non judgement and dropping bias, communication, peaceful resolution of conflicts and reconciliation, charismatic leadership and personal empowerment.

YABC uses innovative and artistic platforms and integrates peer education and non-cognitive learning to promote behavioural change. The foreseen encounter for YABC trainers will take place in 2011 in Italy. It will aim at training RC/RC youth leaders to use this tool at local level to empower their NS youth section and to be agent of behavioural change in the civil society.

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Activity 1.4

Organization of three Exchanges of Best Practices: they will be organized between volunteers and specialists of National Societies. The aim of the best practices' learning exchanges is to share experiences and best practices in the targeted areas of development among partner RC/RC National Societies.

Volunteers and technical staff in charge of the programmes' coordination in their National Society will have the possibility to visit and get to know directly the programs of the hosting National Society, focusing on the priority areas of the Mediterranean Conference. They will attend meetings with committees at different levels so as to exchange their experiences and discuss the strategies to deal with development related challenges, thus focusing on the strengthening of combined initiatives and on the reinforcement of cooperation, also with the involvement of concerned local authorities and other relevant stakeholders.



The best practices exchanges will moreover consolidate partnership among partners involved and explore new paths of cooperation with other relevant stakeholders called upon to share their working experiences and best practices during the exchanges.

Activity1.5

The setting up four editions of the Youth Photo Contest: they will be focusing on the priorities of the Mediterranean Conference.

This contest has the objective of giving youth an opportunity to express themselves creatively and share their views on the target topics in multiple dimensions. At the same time, the Photo Contest aims at mobilizing youth sections of the Mediterranean National Societies; rising the visibility of the recommendations of the 11th Mediterranean Conference, giving visibility to the connection between CCM, the Global Campaign “Our world. Your Move” and the Youth Camp Atlantis, disseminating CCM orientation in line with the IFRC Strategy 2020; building a thematic photo database with copyrights that is representative of different places of the region; involving National Societies to contribute to the CCM webpage and newsletter.

Each participant is free to deal with the proposed themes from any possible approach, working from one or many of the related subjects. The proposed theme for 2011 will be volunteering, in connection with the International and European Year of Volunteering.

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The contest is addressed to young adults aged 18-30, either from the Youth Section of the Mediterranean Red Cross and Red Crescent Societies or neighbouring countries.

A Jury will be set to select the best photos according to: adequate relation of photos to the proposed theme, artistic quality of the photo, originality and ability to communicate the principles and values of the Red Cross/ Red Crescent. The selection of the best photos will be exhibited in the Mediterranean Youth Camps, Atlantis, and published on the CCM website. The jury will choose the best one and invite the author to participate in the youth camp Atlantis.

Activity 1.6

Setting up of an online Platform for Youth volunteers in the Mediterranean: it will allow them to share ideas, experiences and information.

The Med-Youth Port@I is an ongoing project that aims to become a virtual landmark for both RC/RC Youth and other relevant stakeholders across



the Mediterranean, created by and for youths in order to provide technical peer support on the various youth activities.

The foreseen on-line platform for youth aims, on the one hand, at stimulating and developing youth participation through expressing opinions and ideas related to the RC/RC International Movement's humanitarian goals and to youth's role as active volunteers at the service of their local communities. To this end multilingual training rooms and technical commissions are foreseen.

On the other hand, the platform will represent a crucial tool –and the only existing one so far- of information sharing for RC/RC Euro-Med youth. This will lead to a better knowledge of the ongoing activities in each youth branch and to explore the possibility of undertaking some of them in joint synergy, in order to avoid duplicates and ensure better outcomes to youth initiatives carried out at a networking level.

The setting up and implementation of this online platform will be a priority for 2011-2012 and during the rest of the period the CCM will manage the monitoring and maintenance of the platform.

Activity 1.7

Adaptation of the Terra Game: in order to translate it accordingly to the Mediterranean context and make it available into various languages.

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TERRA game is a role play game created by the Spanish Red Cross, on the idea of the Red Cross Youth in Barcelona with the aim to raise awareness on environmental issues among young people, with regards to the influence of human activity on the general degradation of the planet. It also aims at making the participants aware of the importance of personal commitment in the task of preserving and improving the environment, at local and global level.

Thus, in 2010 CCM translated into English the content of the game (originally in Spanish), its handbook and information sheets. It has been used with excellent results in several international activities, such as "Atlantis VI" -held in Marseille- and the International Seminar "Water, environment and sustainable human development in the Mediterranean" - held in Barcelona-.

Due to the interest shown by participants and National Societies, the CCM is planning to adapt the general contents of the game to the specific Mediterranean reality, and make the French and Arabic versions available



in order to be a useful tool for the Mediterranean Red Cross and Red Crescent Youth Section in their work as agents of behavioural change.



Result 2. Partnership and networking in the areas of interest for the Mediterranean Conference was improved

Activity 2.1

Support to the organization of the 12th Mediterranean Conference: The Mediterranean Conference involves the Red Cross/Red Crescent National Societies and it thus creates a bond among European, Middle Eastern and North African countries. The objective of the Conference is to strengthen cooperation and encourage dialogue among the National Societies in the region which have diverse cultural and historical characteristics.

The Mediterranean Conference is celebrated every 3 to 4 years. The first took place in 1980 in Belgrade. Since then, 11 conferences have been held. The last one took place in Cavtat (Croatia) from the 17th to the 19th of March 2010, under the slogan "Mediterranean: Values in Action" and was hosted by the Croatia Red Cross.

The CCM hosts the Permanent Office of the Mediterranean Conference. For this reason, during the period of time envisaged by the present Plan of Action, it will facilitate and guide the next national society that hosts the conference. The CCM will do this by participating in meetings with the Conference's Steering Committee, in order to offer information on important themes and logistics, if necessary.

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The CCM's work and support to the Conference will be deployed during the Plan of Action period, focusing on the preparation of the 2013-2014 conference.

Activity 2.2

Up-keeping the Mediterranean Conference Secretary: due to its title as Permanent Office of the Mediterranean Conference, the CCM will keep all current and historical information about the Conference up to date and accessible by all National Societies involved, as well as other organizations and international partners. Updated records on meetings, themes addressed, decisions made and other documents of interest will be available in all official languages of the International Federation of Red Cross/Red Crescent Societies, both in text and online.



Activity 2.3

Permanent contact with the components of the Movement: the IFRC - Geneva Headquarters and the MENA and Europe Zones offices- the ICRC, the *Climate Centre* and other actors of the Movement.

CCM's action is base on the principle of complementary and effort coordination with the IFRC and other components of the International Red Cross/Red Crescent Movement and is always in line with the fundamental Principles of the Movement and the IFRC Constitution, as well as the agreements of the Mediterranean Conference.

For this reason, the CCM will keep a constant contact with the various components, especially the IFRC –Europe and MENA Zones– the Departments related to the Plan of Action and the Climate Centre. Such contact will be based on their respective mandates with the aim of fostering the exchange of information, experiences and knowledge among the National Societies of the region. The Centre will actively participate in and support global awareness campaigns organized by the Movement, as for example '*Our World. Your Move*' or '*Youth on the Move*'.

Moreover, every year the CCM organizes two meetings of the Governing Board of the Centre, as per the **statute of its mission**. The Governing Board, the highest body of the Centre, includes international representatives of the Mediterranean Red Cross/Red Crescent as well as representatives of the Spanish Red Cross, both at national level and at the level of those autonomous regions on the Mediterranean coast.

Activity 2.4

Collection of best practices: the objective of this database, whose design was initiated in 2010, is to serve as a tool for the transferring of knowledge about topics concerning the Mediterranean Conference.

The collection of best practices will allow the access of information on various programmes scheduled as well as those that have been carried out or that are underway. By doing so, the collection wishes to improve the understanding on the current activities targeted by National Societies as well as create a vast network of communication. This network also wishes to explore new strategies and offer tools that may facilitate decision making.

The starting up of this database is a priority for the present Plan of Action. All information will be visibly located on the Centre's web page and



classified according to the Conference's main areas of concern. The design and implementation of this project is foreseen by 2011, yet the centre will take care of the updating if the database throughout the period covered by the Plan of Action.

Activity 2.5

Identifying new Partners networking: the objective of this is to identify new plans of action and establish new strategies.

CCM is committed in supporting the visibility and actions of the Red Cross/Red Crescent Societies in the Mediterranean region and create a vast network at Euro-Mediterranean level. To fulfil this aim CCM takes part in two networks at euro-Mediterranean level, such as the Anna Lindh Foundation and the Permanent Forum of Euro-Mediterranean Universities. The CCM hopes to extend the number of collaborations with other networks interested in the work of the Conferences.

The CCM's activities will take place from an International perspective and will seek a large number of participation from different parties in order to ensure a vast dissemination of the contents among the members of the Mediterranean Conference and the international and national stakeholders of the countries that will host the activities.

At the same time, work will be done to establish collaborations in different activities, both with national as well as public and private sectors.

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The CCM also participates in activities and forums organized by other actors related to the themes of the Mediterranean Conference. Moreover, the CCM will join campaigns organized by other international entities in relation to topics such as "International Year of Youth".

Activity 2.6

Volunteering promotion: being volunteering the essence of the Red Cross/Red Crescent Movement, the Centre will carry out a constant task of implication of volunteers in its activities, standing as the driving force behind the actions that are carried out.

In the previous stages, an increased number of activities were managed, planned and organized thanks to the implication of volunteers. For the new stage such implication will be supported in order for it to grow. For this reason, the Centre, together with the Spanish Red Cross in Catalonia, will revise and update volunteers' profiles related to the areas of: international



cooperation; events management; administration and communication, so as to let the volunteers of the Spanish Red Cross in Catalonia participate in CCM's activities and, at the same time, make CCM an attraction for people, especially youth, in the support of the Red Cross/Red Crescent action.

Apart from the institution's volunteers, the CCM has formalized collaborations with other institutes related to academic studies in order to provide students with internships. The mentioned collaboration will be encouraged in the current period through the preservation of the present agreements and the search for new collaborations related to the areas of interest of the Mediterranean Conference.

Activity 2.7

Elaboration and dissemination of the Centre's Newsletter: the newsletter will be published every three months in four languages –English, Spanish, Arabic and French-. The newsletter will be spread among the Centre's contacts (over 1.200). The online version will be available both on the CCM's website and on social networks –the Centre's facebook and 'mundo cruz roja' pages-.

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Currently, the Newsletter is made of three sections –activities, youth and partnership– and it also provides 2 further spaces: one to let other actors, both within and outside the Movement, be heard –‘opinion’– and the other to give a voice to the very Centre. These sections will be updated, revised and developed in contents where necessary, in order for the newsletter to be a dynamic and useful means of information.

Activity 2.8

Update and development of the Centre's webpage: the webpage of the CCM (www.cruzroja.es/ccm) was presented during the 11th Mediterranean Conference and it offers information in four languages:-English, Spanish, Arabic and French.

The page is divided into five sections: issues (containing information regarding the activities carried out by the CCM); Conferences (information about the Mediterranean Conference), CCM (which explains the objectives and the mission of the Centre), partnership (with information about National Societies as well as other components of the Movement and other partners) and the newsletter (where the online version of CCM's newsletter can be found).



In this stage CCM will work to keep the information on the webpage up to date, as accessible as possible in the four languages, and constantly revised in order to provide it with an attractive and user-friendly image able to contribute to the dissemination of both the Mediterranean Conference's and the Centre's activities.

Activity 2.9

Organization of Visibility actions: with the aim of reinforcing the visibility already put into practice by the newsletter and the webpage, the CCM will intensify the dissemination of the Mediterranean Conference's topics starting from the organization of specific activities concerning visibility, such as technical meetings or the introduction to the activities foreseen. At the same time, CCM will use a platform of dissemination represented by the social networks in order to spread information concerning the issues tackled by the Mediterranean Conference. Few examples are the setting up of a group in the social network of the Spanish Red Cross – 'mundo cruz roja' – or the creation of a CCM facebook profile.

Activity 2.10

Evaluation of the activity of the CCM: the present Plan of Action will have different levels of evaluation in order to assure a system of control of the objectives set as related to the resources used.

First of all, an internal evaluation will be scheduled every three months, regarding the calendar of activities, the budget set and the objectives foreseen. Such evaluation will be presented to the Head of the Spanish Red Cross International Cooperation Department.

Secondly, an annual evaluation will be carried out and presented to the Governing Board of the Centre and to the Mediterranean Conference Steering Committee. Such evaluation will facilitate, where necessary, the correction and adjustments of the future stages of the Plan of Action. Moreover this evaluation will allow to adapt or adjust the activities according both to the context's need and the results foreseen.

Lastly, a final evaluation is foreseen for the end of the period at issue. It will be submitted to the Governing Board, to the members of the Steering Committee of the Mediterranean Conference and to other partners. Such evaluation report will facilitate the identification of the rate of fulfilment of the objectives set by the Plan of Action.



Furthermore, it is to be underlined that the CCM will carry out a constant evaluation of all its actions, gathering the opinion of participants through evaluation questionnaires and submitting detailed reports to allow the monitoring of the activities carried out, their contents and results. Such reports will also be the basis for future actions concerning the follow up, whenever such duty is considered necessary.

CALENDAR OF ACTIVIDADES 2011-2014

ACTIVITY	2011		2012		2013		2014	
	semesters		semesters		semesters		semesters	
1	2	3	4	5	6	7	8	
1.1 Seminars Seminar on Employment								
Seminar on Environment								
Seminar on Principles and Values								
1.2 Atlantis Youth Camp Atlantis VII;VIII;IX and X								
1.3 YABC -Training of Trainers								
1.4 International Exchanges Editions 2012-2013-2014								
1.5 Mediterranean Photo Contest Youth Editions 3 rd , 4th, 5 th and 6th								
1.6 Med Youth Port@I								
1.7 Adaptation of Terra Game								
2.1 Support to the Conference								
2.2 Permanent Secretariat								
2.3 Contacts RC/RC Movement								
2.4 Collection of Best Practices								
2.5 Partnership and networking								
2.6 Volunteering promotion								
2.7 Newsletter								
2.8 Website								
2.9 Visibility actions								
2.10 Evaluation								

CENTRE FOR THE COOPERATION
IN THE MEDITERRANEAN
PERMANENT OFFICE OF THE RED CROSS
AND RED CRESCENT OF THE MEDITERRANEAN

With the support of:



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