Red Cross of Kosova Strategy
2016 - 2020.

www.redcross-ks.org
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**Red Cross of Kosova Strategy 2016-2020**

The Red Cross of Kosova has prepared this Strategic Document in order to further strengthen the capacities of the HQ and of its branches and increase the efficiency of its duties within the mandate specified by the national legislation in force and within the Fundamental Principles of the Red Cross Red Crescent Movement.

This Strategic document provides a clear roadmap for the Red Cross of Kosova to implement its strategic goals as a basis for the development of the National Society.

Red Cross of Kosova is guided by the Fundamental Principles

- Humanity
- Impartiality
- Neutrality
- Independence
- Voluntary Service
- Unity
- Universality
Introduction

The Strategy 2016-2020, reflects the commitment of the Red Cross of Kosova in fulfilling its Mission to alleviate the suffering of the most vulnerable groups of society in Kosovo.

This Strategy document confirms the determination of the National Society in facing the future challenges.

The main objective of the organization is to consolidate strategies and policies in fulfilling the mission and its strategic aims based on the context of the needs. Operational plans can be set with the priority in helping the most vulnerable population in Kosovo.

Red Cross of Kosova Strategy 2016-2020 is the base for harmonizing new developments in implementation of the collaboration frameworks. This strategy is compiled based on the actual conditions of the organization, achieved results from the preceding Strategy 2010-2014, and is also based on the International Federation of the Red Cross and Red Crescent Societies Strategy 2020.

The Strategy is guided by the Red Cross of Kosova Statute and policies established by the General Assembly and internal consultations with key internal and external stakeholders. One of the most important purposes of this Strategic document is to utilize the resources efficiently in the benefit of the most vulnerable people.

This document is a dynamic framework which constitutes a base for strategic operational plans, mobilization of the all members, volunteers, staff and other stakeholders to achieve its strategic aims through practical approach and activities for the most vulnerable groups of the society.

Strategy 2016-2020 components described hereinafter form a completed and joined framework.
Who are we?

Red Cross of Kosova is the only National Society in Kosovo that develops programs and activities within the framework as stipulated in the Red Cross of Kosova - Law nr.03/L-179 and within the rules and regulations of the International Red Cross/Red Crescent Movement. The legal framework of the Republic of Kosova recognizes the Red Cross of Kosova as an autonomous National Society that works for public benefit as auxiliary to the authorities in the humanitarian field. The Red Cross of Kosova respects and is guided by the Fundamental Principles of the Red Cross/Red Crescent Movement and International Humanitarian right.

The Red Cross of Kosova is organized and governed as specified in its organizational key documents. All activities and operations are performed according to the mandate assigned by its statutes and regulations adopted by its Assembly. The core work of the National Society is guided by the principle to assist the most vulnerable people regardless of race, religious and political views.

The activities of Red Cross of Kosova are implemented under the emblem by its members, staff and volunteers who constitute the core and the main power of the organization.

VISION

A National Society that functions well in fulfilling its Mission.

MISSION

Alleviate the suffering of vulnerable individuals and communities at risk through focused, prioritized and sustainable programs as an auxiliary to central and local authorities, in accordance with the Fundamental Principles of the Red Cross and Red Crescent Movement.
Strategic Goals 2020

Strategic Aim 1

Saving lives and protecting livelihoods, and strengthening recovery from disasters and crises

The Red Cross of Kosova plays an important role in disaster preparedness and response activities within the mandate and auxiliary to local and national authorities.

Following any disaster, it is critical to carry out emergency response activities that are focused towards protecting lives, alleviate the suffering and minimize the damages and losses.

Disasters affect communities who are not able to cope with its own capacities as well as resources.

Within this sense, the efforts of the Red Cross of Kosova are focused towards having adequate human and material resources to respond to any disaster in effective and efficient manner.

Red Cross of Kosova helps in Restoring Family Links as a result of armed conflict, natural disasters or migration.
**Disaster preparedness and response**

Following any situation caused by disaster or crisis, and in coordination with local or central authorities, it is the role of the National Society to identify the needs and activities to be undertaken, taking into account the most vulnerable people affected by the situation.

For the National Society to be able to respond quickly and effectively, it needs good preparedness and response plans, including trained staff and volunteers for every situation. Early warning system brings maximum benefit in saving lives and reducing the consequences from disasters.

Having immediate emergency supplies, basic equipment, logistics and communication equipment is crucial for the National Society to respond immediately. The crisis management commences with rapid deployment of well trained staff and volunteers. Within the disaster management system, established by the Government of Republic of Kosova, the Red Cross of Kosova, is a supporting part of the emergency coordination body and has assistance role in shelter and camp management and restoring family links.

Our disaster response operations are well defined acting in full cooperation with local and international authorities, when relevant, thus creating a good coordination mechanism in disaster management. Relevant legal frameworks are crucial for ensuring rapid and effective humanitarian assistance. Therefore, the importance of disaster preparedness and cooperation with local and international actors, further strengthens principles and rules in reducing operational barriers in assisting those affected by the disasters.
Disaster Management System

Red Cross of Kosova remains committed to continually build the capacities at both branch and central level, in order to further strengthen our disaster management system in cooperation with partner organizations in the local, national and international level.

Our efforts for provision of essential support for the affected population from disasters are based on the collective resources of the local and the Movement authorities.

We will continue to promote regional cooperation in the area of disaster management, through coordinated action, exchange of knowledge, experiences and skills, for purpose of successful provision of assistance and services to affected population from disasters.

Expected results from strategic aim 1

- Strengthened capacities of the Red Cross of Kosova in disaster preparedness and timely response to disasters and crisis;
- Reduce human loss, damage and other consequences of those affected by disasters and crises;
- Rapid recovery of the communities after disaster or crisis;
- Restoring Family Links (RFL) of Red Cross of Kosova has been integrated and strengthened also in disaster cases in national and international network
Strategic aim 2

Enabling health and safe living

Health-preventive program of Red Cross of Kosova aims to enable health promotion as the most important precondition for a better and healthier life.

The main focus will be to identify the needs of the most vulnerable population, development of efficient health preventive programs in the communities in compliance with their needs and mobilizing resources for implementation of those programs.

Red Cross of Kosova aims to enhance the resilience of the communities by improving the health of the community members, through prevention and alleviation of the risk, promotion of save living and increased protection of the human environment as a relevant factor for our health.

The health program is primarily focused in health education, publication and distribution of health information-education material, mobilization of communities, raising awareness and collaboration with relevant health institutions.

The tendency of our activities is to provide long-term sustainable results in the area of promotion of health care in communities.

In order to enable the Red Cross of Kosova to carry out its quality services, the activities must be handled by well trained staff and volunteers complying with today’s situation and future needs.
Better health for all

Better health condition is vital for the communities, so improving access to health care and the quality remain critically important in the years to come. Our health activities aims to improve the health of population through health promotion activities and delivery of community based services in order to reduce the number of deaths, illnesses and reducing the impact from diseases and public health emergencies.

To serve the most vulnerable the activities of the Red Cross of Kosova will be focused to:

- Improve primary health care services through advocacy activities with relevant institutions, including Ministry of Health;

- Increase the quality of health promotion activities and assist health institutions in promotion of activities related to infectious diseases, health education, blood donation awareness and provision of basic first aid;

- Increase awareness and decrease stigma against HIV/AIDS and TB. Our activities will also focus on immunization of children, epidemic and pandemic preparedness, reproductive health and maternal and child care;

- Support health care for the most vulnerable people through education and additional information on nutrition and children and mother care;

- Promote social mobilization in community through health education and encourage more effective approach to water and public sanitation, better personal hygiene, reduction of exposure to infectious diseases, healthy nutrition and exercise, treatment of smoking, alcohol and other abusive substances, safe sexual behavior and reproductive health improvement at work, at home and on the road.
**First Aid saves life**

First Aid is a part of the health promotion with the aim to promote education and program content targeting different groups. The Red Cross of Kosova puts significant efforts for awareness rising on first aid education as a life-saving skill and as an act of humanity and responsible behavior.

We continue to improve the quality of first aid by updating the changes to the courses of first aid for staff, volunteers and general public based on the latest applications in accordance with the international standards.

Our activities are targeted towards enhancing the resilience of the communities by increasing the number of educated persons, who together with our volunteers are of utmost importance for the safety and health of the communities.

**Voluntary blood donation**

The voluntary blood donation is voluntary, non-remunerated, and anonymous and it has influence on the solidarity, humanity, culture and the health in the communities.

By promoting these principles, Red Cross of Kosova continues to work on raising public awareness about the importance of voluntary blood donation for the health of the communities and we build new models for targeted motivation for people who donate blood.

The activities will be focused on education, motivation and recruitment of blood donors through targeting and encouraging various groups as future blood donors.

Cooperation with relevant institutions is crucial to motivate and increase the number of blood donors.
Risk reduction from climatic changes and environment protection
The extreme changes in weather conditions and impacts caused by human activity have influence on the health of the population, therefore efforts need to be made for assessment of prevailing and future health vulnerabilities of the population, in order to identify the required interventions and measures for adaptation targeted towards the vulnerable groups of population (elderly persons, younger children, chronically ill persons, persons with disabilities and socio-economic status).
Timely planning and preparedness are essential for reducing and avoiding the influence of the climate change on the health of the population in near and distant future.

Expected results from strategic aim 2

- Raised awareness and access to the appropriate information for reproductive health, child care and development including other family health issues;
- A better personal and community health, and more public involvement in health systems;
- Reducing vulnerability to HIV and its impact through capacity awareness and reducing stigma and discrimination;
- Increased awareness of certain groups in first aid in times of disaster and normal situation;
- Increased awareness of the population on the importance of voluntary blood donation;
- Decreased exposure and vulnerability of communities from health emergencies due to climate change.
Strategic aim 3

Promotion of Social Welfare

The Republic of Kosovo has the highest percent of new age population. The consequences from unemployment of young people are high; however, the main consequences are emphasized in socio-economic ground.

In addition, the elderly people are at greater risk of poverty compared to general population.

The current national strategies and policies do not sufficiently and adequately address health needs and socioeconomic challenges related to elderly, women and young people.

Besides the poverty as the main problem, marginalization, gender equity and migration are additional factors that contribute to poor socio-economic situation of the population.

Not all community members’ benefit from social benefits applied in Kosovo which creates additional burden also for Red Cross of Kosova, particularly for the most vulnerable groups.

The most disadvantaged groups identified by the Red Cross of Kosova include women, elderly persons and young people.

Taking into account the above mentioned factors, Red Cross of Kosova strives to provide services to the most vulnerable groups of the population through community based activities.
Red Cross of Kosova works towards development of preventive social programs for raising awareness of the population and provision of the required support and care for the most vulnerable.

Our action are aimed at the promotion and respect of convention on the protection of fundamental human rights, related to the vulnerable target groups and enabling access to social and health services.

Red Cross of Kosova as auxiliary to the authorities will focus on implementing activities through education promotion, trainings and provision of services to the most vulnerable groups of the society.

Expected results from strategic aim 3

- Increased public support and decreased stigma and discrimination;
- Improved social integration of the people who found themselves in unfavorable situation in their communities.
ACTIONS THAT ENABLE DELIVER OF OUR STRATEGIC GOALS

Action 1: Development of the National Society

Red Cross Kosova strives to provide better quality services for the most vulnerable groups of the society.

Through organizational development efforts it aims to strengthen the capacities of the organization at both the branch and central level.

Our main activities are focused towards improvement of the lives of the people, therefore our capability to meet these challenges is closely linked with the work of strengthening the capacities of our volunteers and staff.

One of the most important priorities in front of us is improvement of the capacities of the national society, with emphasis on the Red Cross branches acting as a bridge with our beneficiaries.

Strengthening of the human resources through trainings and coaching will be the main focus of the National Society in order to provide the services in more effective and efficient manner.

Training, coaching and incentives for the volunteers will be crucial for the recruitment of new and retaining current volunteers.
The implementation of the activities for intensified capacity building is a long term process which we will continue to implement in cooperation with our partners in order to use the positive experiences and new knowledge for introduction of innovative optimal forms of operation.

Our activities will be targeted towards improvement of the legislation and normative acts for more successful operation of our organization and adoption of development policies that will enable better functioning of the national society, promoting decentralization of activities at local level.

The successful implementation of development of program will urge new and innovative forms for motivation of volunteers that will enable improvement of their leadership capacities and increased contribution in the overall operation of the national society.

Monitoring and evaluation will be carried out in order to enable effective and efficient services and ensure all the activities comply with the legal regulations and the codes of the National Society.
Building strong National Red Cross Society

The Statutes of the International Red Cross and Red Crescent Movement stipulates the criteria for foundation, recognition and operation of the National Societies in the world.

In compliance with this document, there can be only one national society in the country which implements its activities on the whole territory of the state.

In compliance with the Geneva Conventions, it must be recognized by the Government, and it is auxiliary to the public authorities in the humanitarian field.

It must respect and be guided by the Fundamental Principles and international humanitarian law and its activities must be carried out under the authorized name and emblem by voluntary members and staff, who are recruited without discrimination.

Red Cross of Kosova will work with the components of the Movement for enabling functioning of one Red Cross in the country open to all groups of the society.

Based on the Law on Red Cross of Kosova, the Government of the Republic of Kosova has recognized the Red Cross of Kosova as autonomous organization and has recognized its neutral and impartial role in assisting the most vulnerable population.
Well - functioning National Society

Red Cross of Kosova is constantly exposed to new challenges, however, the National Society enters the new decade well prepared to use all the opportunities and capacities of the organization to provide more efficient activities and support, assistance and services for the beneficiaries and work towards strengthening its volunteer base.

This requires regular undertaking of activities for transformation and modernization of our approaches in all areas of our operation so we can efficiently respond to the challenges in the society that is constantly changing.

Our National Society operates in a multiethnic and multicultural society where the differences represent motivation and opportunity to further promote our fundamental principles, tolerance, respect and equality in the society.

The power of our National Society is well prepared network of staff and volunteers towards the community needs.

In this process, we focus on maintaining the integrity of the organization through responsible governance and management to provide timely services to specific target groups with which we work.
Well-functioning Red Cross Branches

Strong and well-functioning branches are key for the National Society to effectively achieve its mission. Well-functioning of the branches of the RCK can mobilize diverse support in fulfilling its humanitarian mission by contributing to the development of civil society.

Branches of the Red Cross of Kosova implement various community-based activities and work to mobilize members and volunteers as a key element in all our services. RCK branches give special importance to volunteers and members including them in its activities regardless of their gender, age, ethnicity, religion or political affiliation.

By fulfilling this goal, the branches have a clear definition of the vision of the RCK acting with other members of the civil society to provide the support to the most in need. The branches recognize communication and transparency as key elements for capacity building through promoting integrated approach for promotion of activities and values of the Red Cross, thus ensuring public support.

Strong management and governance are crucial to ensure that high quality services are offered efficiently with enhanced monitoring and evaluation of each activity. Branches will also give greatest importance to improve gender balance, ethnic representation and better representation of youth in the governing and management structures.

Branches will work on to strengthen current and establish new partnerships and cooperation with local authorities, civil society organizations, domestic and international donors and individuals support. In this regards, the responsible financial operation and transparency will be crucial for accomplishing sound financial management of branches.
Responsible governance

That the national associations to be able to mobilize the communities in an efficient way, it must have strong local structures with well-trained human resources in the Red Cross branches.

Therefore, our volunteer development is linked with program development, which reflects the responsibility of the National Society to focus its activities on strengthening volunteer structures and systems.

Volunteer management represents a process of planning and decision making, better organization and management of the human resources for achieving the objectives of the organization in an effective and efficient way.

Accountable governance is of outmost importance for the organization which is represented primarily by volunteers from different segments of society.

Our efforts are directed towards strengthening the governance and ensure a more balanced representation at all levels of governance.

Improved accountability means better and transparent policies are in place that ensures more development and effective operations to achieve the objectives, as well as undertaking measures and activities for mobilization of resources, efficient guidance of the management of the organization, preservation of the integrity of the organization and establishment of mechanisms for risk management.
**Functional staff**

Having strong management, at both central and branch level, is crucial as the National Society is entering its development phase, moving from humanitarian assistance to more service provision based on the needs of the most vulnerable.

The primary role of the management and staff in the Red Cross of Kosova is to implement the vision and the mission of the National Society through well-defined policies and plan of action in the coming years.

Professional and well-trained staff is our tendency in the efforts to provide well function organization with new tools for improvement of staff performance will be designed that will further build capacities of staff and prepare them for new challenges ahead of us.
Youth activities

Youth represents the main power of our National Society.

Young volunteers offer dynamism, innovation and development to our activities and services to the most vulnerable people.

Investing in youth volunteers through specific training and support for non-formal skill-building and raising their motivation for active participation is a key pillar of organizational development of the Red Cross of Kosova.

Being an important pillar of the organization, trainings and capacity building for youth volunteers will be priority for our National Society in the upcoming period.

With their creativity and innovation, they significantly contribute to the voluntary activities and the governing of the organization.

Therefore specific trainings and informal approaches will be further improved and new ones developed to build their skills and enhance their motivation for active participation in the organizational structures and the implementation of the program activities.

Raising awareness on specific issues and promotion of human values represents a step forward in alleviating the suffering of the vulnerable population.

Recruitment of new volunteers will be crucial for the programs and activities of the Red Cross of Kosova at both national and local level.

The creation of system for self-sustainable programs and the development of forms for organization and promotion of volunteers through modern forms of communication are important challenges on which the National Society will focus the attention in the forthcoming period.
Commitment to communities and volunteering

Community resources and capacities can be mobilized and organized into National Society services to reach out to people who are particularly at risk. Therefore, capacity building of branches is vital, that they constitute an integral part of the community and civil society to enrich the social structures. Voluntary service is the core of community development programs and different forms of volunteering will be encouraged.

Volunteers regularly contribute their time and skills in service delivery and resource mobilization, administrative, governance or advisory functions. National Society is committed in improving the quality, standards and provides incentives for volunteers and ensures that they become integral part of the organization.

Trainings, supervision, regular assessment and recognition, and new opportunities will be designed in order to improve the environment in which they operate.

Expected results from Action 1
- Improved local and national capacities for more efficient functioning of the national society;
- Enhanced performance through efficient management, accountability and transparency;
- Enhanced volunteer system that promotes voluntary services and participation of the youth in all operational areas of the national society;
- Increased sustainability of services targeted for the most vulnerable groups of the population;
- Build new partnerships with components of the Movement and sister National Societies.
Action II for implementation of the strategic aims

Pursuing humanitarian diplomacy to prevent and reduce vulnerability

Our humanitarian diplomacy is directed towards full respect of the stakeholders and responsible authorities, in the interest of the improvement of the life of the vulnerable population.

Humanitarian diplomacy is a multi-dimensional effort that highlights the needs and rights of vulnerable people, and tries to give them a strong voice in all processes.

We try to prevent and reduce vulnerability by using appropriately support role of the National Society to the Government of the Republic of Kosovo, in order to achieve greater access to people in need and drawing attention to the causes and consequences of possible new risk reoccurrence.
Partnership and auxiliary role

Red Cross of Kosova is auxiliary to central and local authorities in the humanitarian area and provides services based on the needs of the most vulnerable people.

It does this in full compliance of its mission and in coordination will local and national authorities.

It is crucial that authorities facilitate the work of Red Cross of Kosova considering its neutral and impartial role. Strengthening the partnership with local authorities will be based on open dialogue and collaboration that includes:

- Red Cross of Kosova participation in the application of governmental obligations based on international documents;
- Full respect and implementation of the Law on Red Cross of Kosova (LAW NO. 03 / . L-179)
- Recognizing activities of the National Society in accordance with International Humanitarian Law with the conventions of Geneva 1949;
- Establishment of joint working groups between Red Cross of Kosova and representatives from public authorities in specific situations;
- Undertake initiatives to address humanitarian needs to the most vulnerable people without interference.

The authorities should respect the neutrality and impartiality of the National Society in line with the Fundamental Principles of the Movement.
Advocacy and Communication

Activities of the Red Cross of Kosova are directed to respond to the needs of the most vulnerable people.

Our National Society is committed to pursue advocacy activities towards the local and national authorities on behalf of the most vulnerable people.

Communications of activities are designed to disseminate the Fundamental Principles, activities of the National Society and also disseminate the policies of the authorities that are of concern for the well-being of communities.

Volunteers, particularly youth volunteers, play an important role in the advocacy and communication activities through different campaigns, various actions and activities at community level.

Information of public on Red Cross of Kosova activities will be the main focus in the upcoming period with the aim to increase the image of the National Society and further strengthening the trust with the community it serves.

Expected results from Action 2

- Increased capacity of the National Society for early attention, assessment, and focusing on the situations and causes that result with vulnerabilities of the population;

- Increased support from the partners for covering the needs of the vulnerable population;

- Update the communication strategy and disseminate the communication principles to its branches;

- Disseminate to the public the Fundamental Principles and the activities of the Red Cross of Kosova.