

STRATEGY



Red Cross of Kosova

since 1945



Red Cross of Kosova

Strategy

2020 - 2030



The Red Cross of Kosova, through this document, provides a clear guide for the realization of its strategic goals, as a basis for development of our national society for community care.

Our strategy



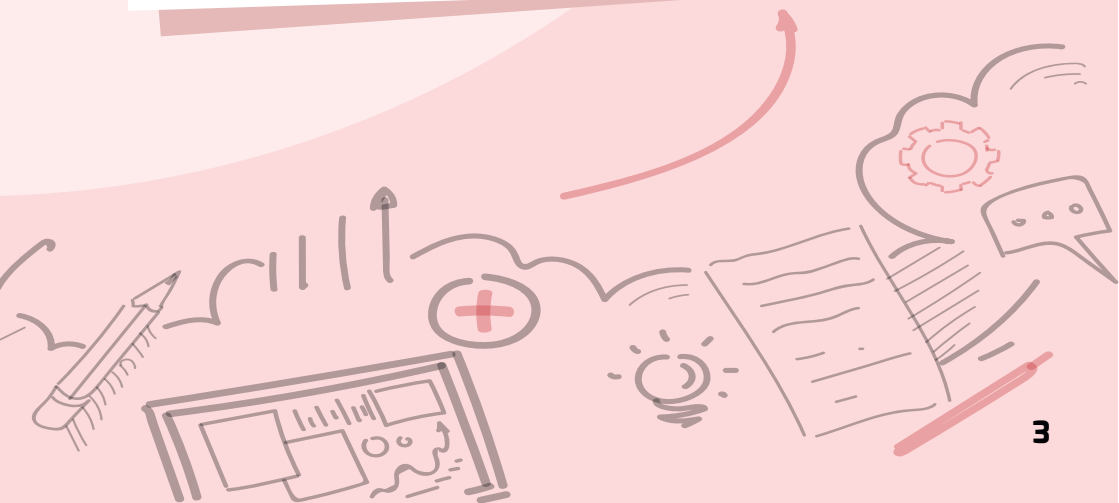
Based on the 2016-2020 Strategy, the Red Cross of Kosova has brought a different approach through the empowerment and inclusion of communities in need and target groups in humanitarian action, considering them not only as passive beneficiaries, but also as active part of the humanitarian action of the Red Cross of Kosova.

During the past years, despite the unpredictable changes of circumstances and emergencies, as a result of the dedicated work and skills of volunteers and employees of the national society, while maximally respecting humanitarian values of the Movement, the cooperation with local institutions, international and local partners has increased as well as the interest of the country's youth to join the Kosovo Red Cross as volunteers, bringing their vision and positive energy in the national society. All of these have resulted in greater number of achievements and a more sustainable financial situation in the recent years.

During implementation of projects, we have aimed at supporting and advocating for groups in need who are marginalized or excluded due to their difficult socio-economic situation, who do not benefit from the necessary care or services.

The image, trust, sustainability and expertise in provision of humanitarian assistance to the most vulnerable, positions the Red Cross of Kosova as one of the main actors in the humanitarian field.

The 2030 Strategy preserves the three strategic goals, builds on our previous successes, and presents the nationwide initiatives of the Red Cross of Kosova that aim for greater achievements and create a dynamic for a more sustainable approach, taking into account the changes and the current situation in the national society of the Republic of Kosovo and throughout the country.



The strategic goals will guide the staff and volunteers of the Red Cross of Kosova in implementing their activities during the period ahead. They will serve as an invitation for our communities to carry out future humanitarian actions together. We suggest initiatives that will help us achieve our goals and maintain and develop our action plans. Through the new strategy, we will adapt these initiatives to enable finding the best tools and methods to accomplish our goals.

Our work will be strengthened as a result of a serious commitment to assess our achievements rigorously and responsibly, providing information in a transparent and sincere manner, anticipating the opportunities and challenges of a changing world and ever-increasing humanitarian needs. Through the implementation of the 2020 - 2030 Strategy and the achievement of the targeted objectives, the Red Cross of Kosova will build a sustainable ground with its most positive elements, in order to boldly face a future and ensure a leading role in our society.



The Red Cross of Kosova is guided by the following Fundamental Principles:



Humanity



Impartiality



Neutrality



Unity



Independence



Voluntary Service



Universality



Who we are?

The Red Cross of Kosova is the oldest humanitarian society in the Republic of Kosovo, founded in 1945.

The Red Cross of Kosova had equal status in the former Yugoslavia until 1991. During the period 1991-1999 it was suspended by the Government of Serbia. Despite the violent suspension, the Red Cross of Kosova continued to offer assistance, with limited capacities, to the population in need.

After the the war in 1999, the Red Cross of Kosova continued its work by consolidating its structures and functions throughout the territory of the Republic of Kosovo.

The Red Cross of Kosovo is the only national society in the Republic of Kosovo that develops programs and activities within the framework defined by the Law No. 03/L-179 on the Red Cross of the Republic of Kosovo as well as the rules and regulations of the International Red Cross and Red Crescent Movement.

The Republic of Kosovo recognizes the Red Cross of Kosova as an autonomous national society that acts for the public good, as auxiliary to the authorities in the humanitarian field. In its activity the Red Cross of Kosova respects and is guided by the Fundamental Principles of International Red Cross/Red Crescent Movement and International Humanitarian Law.



The Red Cross of Kosova has proven its ability to organize humanitarian aid operations during crises and disasters that have occurred in Kosovo and the region, by supporting people in need.

The Red Cross of Kosova is active in providing social and health support to communities in need, thus contributing to the reduction of vulnerabilities. RCK continues to be engaged in conveying the concerns and interests of people in need to the decision-making authorities.

We have further developed our national society by increasing its presence within the country. We have built and expanded our network of volunteers, raised the level of transparency and strengthened accountability, and managed to be as close as possible to people in need. To increase the effectiveness of our services, we have continuously worked on expanding our cooperation to create sustainable partnerships.

Our joint efforts for cooperation have had a positive impact on the lives of people in need, therefore we intend to expand cooperation and direct more attention to humanitarian needs and impact on the development of the country.



WHERE WE ARE LOCATED?

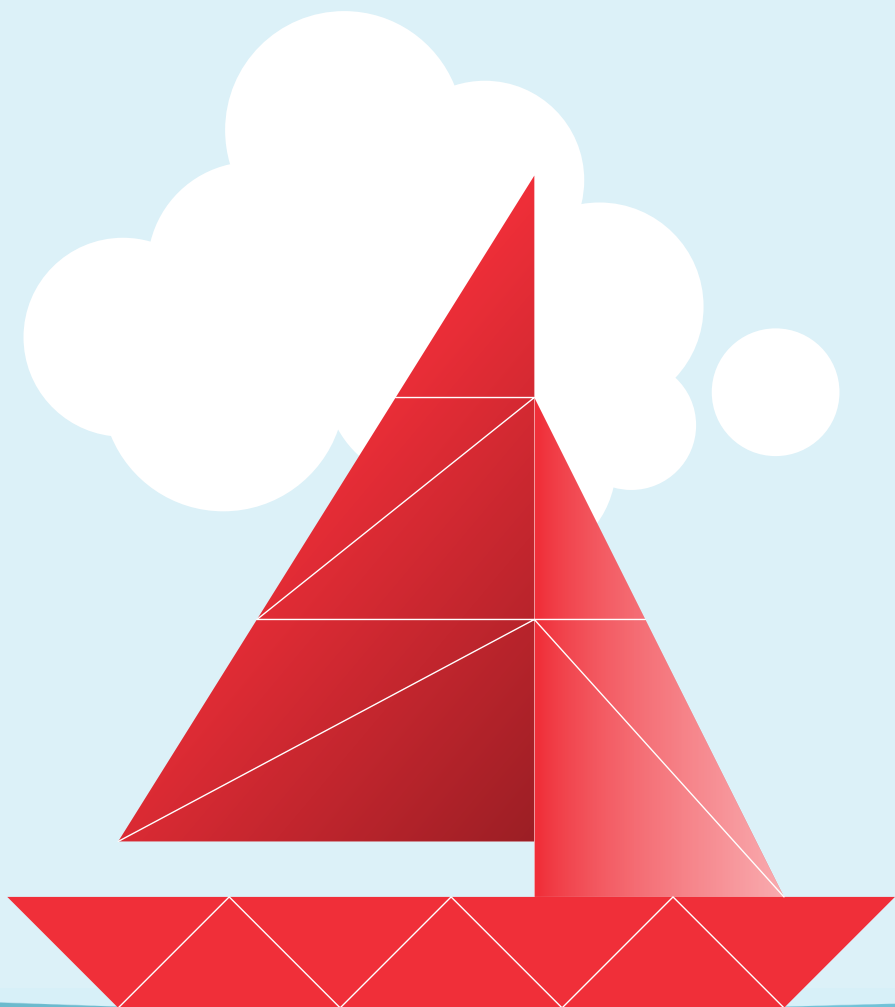
The headquarters of the Red Cross of the Republic of Kosovo is located in Pristina and it has 26 branches. We have reached a good level of development, becoming the largest humanitarian society in the country. Thanks to our volunteers, the society is always present where humanitarian assistance is needed, near ordinary people, families in need or communities affected by natural disasters, people who in the Red Cross of Kosova see the hope for alleviation of their suffering.

VISION

*United for the good of humanity,
in creating a better future*

MISSION

By strengthening the humanitarian action, the Red Cross of Kosovo, as an auxiliary to the authorities, is committed to act proactively and timely in supporting the most vulnerable communities, to preserve their dignity and commitment to alleviating suffering, building sustainability and promoting humanitarian values in accordance with the Fundamental Principles of the Red Cross / Red Crescent Movement.



2030 Strategic goals

- + We build on previous achievements to move forward and shape the future by investing in the development of our National Society.**
- + Population that is prepared to respond and recover quickly from disasters and crises.**
- + The population has better and easier access to health-care and social welfare.**



Strategic goal -I- Organizational Development

We build on previous achievements to move forward and shape the future by investing in the development of our National Society.

The Kosovo Red Cross helps people in need and supports them through activities and programs that promote volunteer service and respect for human dignity. For us, this is a suitable moment to reflect on the strategic importance of the role that organizational development has. With the aim of being close to people in need, we raise awareness among young people to promote humanitarian and voluntarism values. Placing organizational development as a priority, helps the Red Cross of Kosova advance in fulfilling its mission.

By investing time and resources in developing Red Cross membership across the country, we strengthen communities by equipping them with skills and knowledge to better face emergencies and challenges.

A strong national society is always driven by teamwork. The 2030 Strategy gave higher priority to the development of human resources within the strategic goal no. I, so as to contribute to the further development of a strong national society capable of providing humanitarian services in a sustainable manner. Currently, there are several priorities that ensure provision of quality and sustainable services, which have had a lasting impact on the communities we serve. This includes development of elected decision-making bodies, sustainable resource mobilization and fund-raising, financial management, branch development, increased communication capacity, establishment of a strong planning, monitoring and evaluation and reporting system as well as strengthening cooperation at the national and international level.

Expected results from strategic goal -I-

- + Investing in the future through the promotion of humanitarian values and voluntary service.
- + Ensuring and developing elected bodies and expanding membership.
- + Empowering Red Cross of Kosova volunteers and youth through life and leadership skills development.
- + Strengthening the capacities of human resources for enabling the Red Cross of Kosova to provide effective services.
- + Well-coordinated initiatives for national society development and improved services at all levels.
- + Strengthening cooperation with public authorities and partners for the promotion of the auxiliary role of the Red Cross of Kosova.
- + Defining of harmonized standards and guidelines for planning, monitoring, evaluation and reporting.
- + Strengthening and well-functioning of branches for a strong National Society
- + Strengthening internal and external communication in the society.
- + Strengthening coordination and communication within the Movement.

Strategic goal -II-

Emergency Management

Population that is prepared to respond and recover quickly from disasters and crises.

Disaster and crisis management is one of the basic functions of the Red Cross of Kosova in its role as an auxiliary to public authorities in the humanitarian field, to save lives and help people affected by natural or man-made disaster crises, epidemics and pandemics, in order to reduce people's vulnerability toward expected risks. It is now imperative that the Red Cross of Kosova, supported by the Movement and other partners, enables building of safe and disaster-resilient communities and timely and appropriate response to disasters and crises.

Moreover, due to climate changes, the Red Cross of Kosova will be faced with more and wider operations and disasters of different natures, which will require increase of capacities. Disaster risk reduction activities and early warning procedures need to be adapted to new threats, including the need to communicate them more effectively to vulnerable populations and to cope with disasters that are becoming more frequent, stronger and more unknown.

The community and people in need remain the focus of the Red Cross of Kosova activities. Overcoming inequality and addressing vulnerability requires multiple, safer, well-coordinated and integrated approaches for the provision of preventive, response, recovery and restoring of family links services. This strategic goal identifies the complementary role of the Red Cross of Kosova to continue supporting public authorities, communities and other organizations to alleviate suffering of the population affected by disasters and crises.

Expected results from strategic goal -II-

- + Strengthening capacities to respond to disasters, emergencies, epidemics, pandemics and other humanitarian crises.
- + Supporting affected communities with emergency assistance
- + Strengthening the community in increasing coping skills to risks and climate changes.
- + Strengthening the capacities of the Red Cross of Kosova in the protection of family links.



Strategic goal -III-

Health and Social Welfare

The population has better and easier access to health-care and social welfare.

The Red Cross of Kosova is continuing to systematically strengthen its capacities in healthcare and social welfare programs to identify and respond to the basic needs of the population.

Healthcare and social welfare structures in Kosovo cannot provide sufficient healthcare services for everyone, while the biggest problem is in rural areas. In addition, a large part of the population does not have adequate information about healthcare services. Access to more specialized services is even more difficult throughout the country, while the quality of services is insufficient. The causes of the health and social needs of the population are multiple and include lack of potable water, psychosocial problems, poor nutrition, limited use of existing healthcare services and insufficient level of health promotion and education.

In order to increase knowledge and access to appropriate basic health information for healthcare, health promotion and education, it is necessary to provide education and training on first aid as well as to promote voluntary blood donation and other family health issues.

Our health activities are aimed at advancing the health of the population through activities that promote health and through the provision of services in the community, all serving the main goal: reducing the incidence of deaths and diseases and mitigating the impact of diseases in public health emergencies.

In addition to health needs, poverty as the main problem, marginalization, gender equality and migration, are other factors that contribute to the poor socio-economic situation of the population.

Not all members of the community benefit from the social services that are applied in Kosovo, which creates an additional burden for the Red Cross of Kosova, especially for the most vulnerable groups. The most disadvantaged groups identified include women, elderly, youth, returnees, migrants and refugees.

Taking into account the above-mentioned factors, the Kosovo Red Cross of Kosova is committed to providing services for the most vulnerable groups of population through community-based activities.

Expected results from strategic goal -III-

- + Improving community health and reducing risks through integration of community healthcare.
- + Promoting healthcare and care in a changing environment.
- + Promoting basic human rights by strengthening and preserving the dignity of individuals and groups at risk, through the provision of social services and activities.
- + Reducing stigmatization and discrimination of the most vulnerable groups.





Kryqi i Kuq i Kosovës / Red Cross of Kosovo

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