

The background is a colorful, abstract painting of a street scene. It features buildings with windows and balconies, rendered in a style reminiscent of Vincent van Gogh's 'Olive Trees with Yellow Sky and Sea'. The colors are bright and varied, including greens, yellows, blues, and reds. Two flags with a red cross on a white background are visible, flying from the buildings. The overall mood is one of hope and resilience.

**Strengthen cooperation and ensure  
proper communication**

**PARTNERSHIP MEETING, MARCH 20-21, KYIV, UKRAINE**

## Content



➤ Ukrainian Red Cross Society: Communication before 2016



➤ New face: External communication – Internal communication – Partnership



➤ Our vision of communication and partnership in 2020

➤ What support we need for this





# Ukrainian Red Cross Society: Communication before 2016

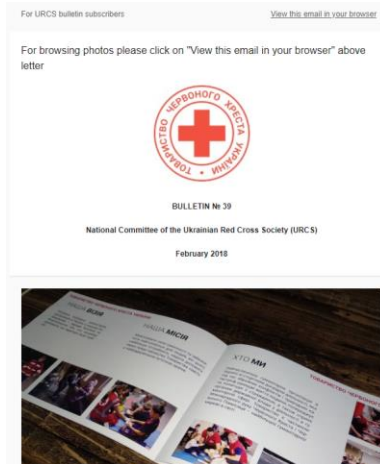
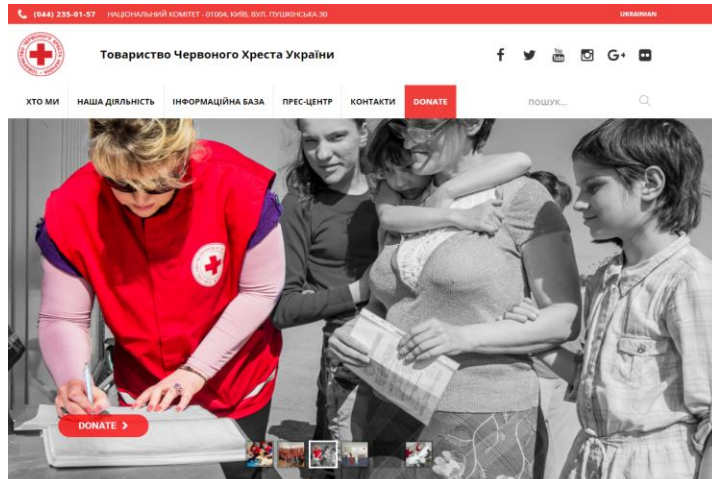


- ✓ Old-style website
- ✓ Social Network Accounts - Facebook, Twitter, YouTube. Fill in Facebook and Twitter - several posts a week, Youtube - almost no activity
- ✓ Magazine «Visnyk»
- ✓ Monthly newsletter distribution among Movement partners in Word doc format
- ✓ Irregular, ad hoc work with the Media

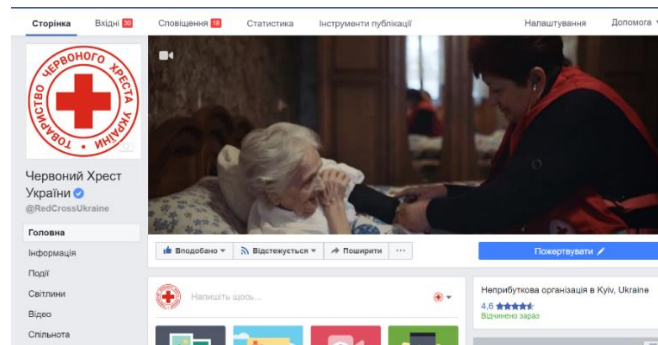




# New face: External communication

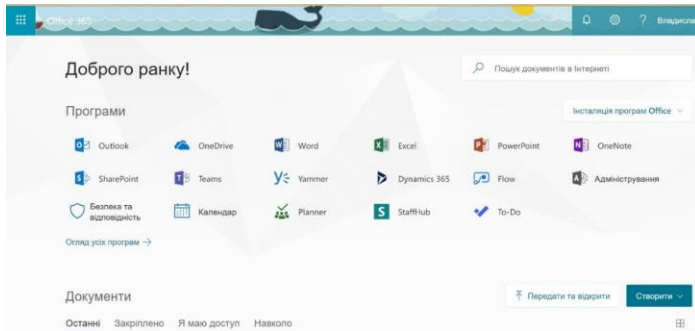


- ✓ New web site
- ✓ Social Network Accounts - Facebook, Twitter, YouTube, Flickr
- ✓ Updated design of magazine «Visnyk»
- ✓ Monthly newsletter to the partners using online tools
- ✓ Work with mass media: performances on TV, radio, interviews in print media
- ✓ Social advertising on TV





## New face: Internal communication



**yammer**  
The Enterprise Social Network



- ✓ Online platform based on MS Office 365: Outlook, OneDrive, SharePoint
- ✓ Corporate network Yammer
- ✓ Conduct regular meetings with NS governing bodies and branches online using Skype for business
- ✓ Organization of webinars and various online activities for staff, volunteers
- ✓ Standardized informational press-kits for special dates and events for all regional branches

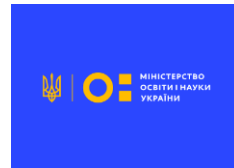


## Increasing cooperation

- ✓ Within the International Movement: IFRC, ICRC, PNSs



- ✓ State authority: Ministry of Internal Affairs, State Emergency Services, General Staff of the Armed Forces, Ministry of Education and Science, Ministry of Health, Ministry of Construction and Regional Development, Ministry of Justice



Міністерство регіонального розвитку,  
будівництва  
та житлово-комунального господарства  
України



МІНІСТЕРСТВО  
ЮСТИЦІЇ

- ✓ Partners: GIZ, ECHO, UNICEF



Humanitarian Aid  
and Civil Protection





# Our vision: External communication in 2020

Preservation of external communication existing channels and implementation

- Monthly **Digest for the Corporate Sector**
- Create a Universal **Mobile App** for Android and iOS
- Implementation of **system social advertising campaigns** on current topics
- Improving tools for **communicating with beneficiaries**
- **System work with mass media** for initiating discussions of socially important topics and engagement of the Society as expert organization
- More **live broadcasting** through social networks

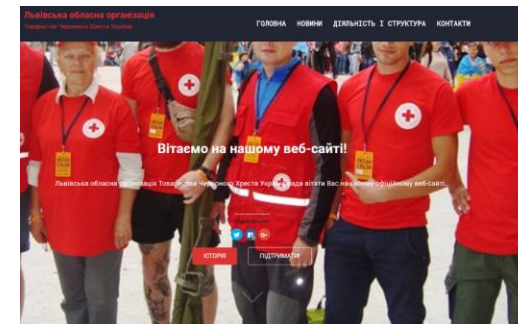




## Our vision: Internal communication in 2020

Preservation of Internal communication existing channels and:

- ✓ **Electronic decision making system**
- ✓ **Online meetings** of heads of directions between the Headquarter and the regional branches
- ✓ **Local branches' websites** development
- ✓ Improvement of the **technical equipment of local branches** and their shifting to the use of Microsoft Office 365 services and social network **Yammer**
- ✓ Creating a **single online center** for trainings and upgrade qualifications of staff and volunteers







## Our vision: Partnership in 2020

Preservation of existing partners, and implementation of additional tools for expanding list of partners and improvement of communication with them:

- ✓ Distribution of **Newsletter for partners**
- ✓ Conducting **annual consultations with partners**, as well as distribution of a special report for partners on the activities of URCS for the past year
- ✓ Integration of URCS into state reforms and strengthening of the subsidiary **role of URCS for state and local authorities**
- ✓ Involvement of representatives of companies in the activities of URCS - **development of corporate volunteering, trainings**, etc.
- ✓ Integration and **participation of partners in the Strategy of resource mobilization** and ensuring financial stability of URCS





## What support we need

- ✓ Professional team
- ✓ Development Strategy for every URCS direction
- ✓ Developed Standards and Regulations
- ✓ Material and technical base
- ✓ Financial support of the office and administrative expenses
- ✓ Strategy for resource mobilization and financial sustainability
- ✓ Experience exchange with other PNSs, International Federation, ICRC, other partners
- ✓ Increasing cooperation with state and local authorities

# Strategic plan 2018-2020

## In order to improve our effective communication and coordination we are:

- Updating information management tools within the National Society;
- Creating new tools to facilitate effective interaction of representatives of all Movement components in Ukraine and abroad;
- Working hard to strengthen cooperation with state authorities and representatives of local self-government, and developing relations with territorial communities;
- Expanding our ability to communicate «Who We Are» and «What We Do for Ukraine»;
- Improving beneficiary communication that allow to gain better acceptance by target communities;
- Providing the development and dissemination of knowledge about international humanitarian law and mine risk awareness, implementing the development of necessary informational projects for the population;
- Increasing of social responsibility level, monitoring and protecting the use of the Red Cross and Red Crescent Emblems.

## Indicators:

- Effective internal communication is ensured through functioning up-to-date procedures;
- System for coordination of activities and communication of all Movement components present in Ukraine is maintained;
- Coordination and communication within the Society is facilitated through the latest IT technologies;
- Cooperation with public services and local self-government bodies is strengthened at all levels of the Society's branches; the Society's activities are implemented through joint projects and provision of relevant services by Red Cross Centers;
- Dissemination of knowledge of international humanitarian law and mine risk awareness is ensured through implementation of programs and projects at the Society's Information Centers\* with developed volunteers' network.
- Effective procedures for monitoring and control of the emblem usage through interaction between the Society's branches at all levels and public services are implemented;
- URCS develops its capacities to elaborate online services and capabilities.

\* Red Cross Information Centers - centers for implementation of educational activities in the field of mine security, international humanitarian law, emblem protection, sanitation and blood donation.



Більше про нас:

[redcross.org.ua](https://redcross.org.ua)

Ми в соціальних мережах:



[/redcrossukraine](#)