

ADVOCACY DIGEST



Review of the year 2024

INTRODUCTION

Welcome to the annual edition of the Ukrainian Red Cross' (URC) quarterly **digest**, designed to keep our partners and stakeholders informed about our activities and plans in the field of humanitarian operations and diplomacy. **The year 2024** was a challenging period of difficulty, particularly for those in vulnerable situations. With over half of Ukraine's energy grid destroyed by continuous missile strikes, record-breaking number of power outages and scheduled power cuts across the country, this year marked a pivotal moment in refining global response to human distress in Ukraine.

Throughout the year, URC **pursued an active humanitarian diplomacy and advocacy agenda**, filled with action-oriented learning and research in the humanitarian field, knowledge exchange sessions, trainings, and high-level international visits. Engaged in extensive operations, supporting ongoing emergency response and recovery work, Ukrainian Red Cross has strengthened advocacy capacity to continuously address vulnerabilities. **This edition highlights our key achievements and groundwork in 2024, presented both in numbers and visuals.**

OPERATION IN UKRAINE

DIRECTION AND WORK RESULTS

From 24.02.2022 AS OF OCTOBER 2024



HUMANITARIAN DIPLOMACY SPOTLIGHT

Youth Diplomatic Forum

November 2024 was marked by a significant achievement in the sphere of URCS' advocacy: introducing humanitarian diplomacy to the Ukrainian youth. Over two days, on 18 and 19 November, the Youth Diplomatic Forum brought together **more than 100 participants**, including students from leading Ukrainian universities majoring in international relations. The event was opened by Maksym Dotsenko, Director General of the Ukrainian Red Cross, and Iryna Vereshchuk, Deputy Head of the Office of the President of Ukraine. A special guest of the forum, Hugo Slim, Senior Research Fellow at the University of Oxford and Advisor to the British Red Cross, facilitated the forum throughout the two days.

The event served as **a platform for the exchange of ideas** among those interested in humanitarian diplomacy and aimed to create favourable conditions for the formation of a new generation of Ukrainian diplomats who will be able to represent Ukraine on the international stage and contribute to the resolution of humanitarian crises. The programme of the forum included panel discussions with representatives from the government, parliament, embassies, national and international organisations, experienced diplomats, and more. A highlight of the forum was a simulation role-playing game focused on addressing humanitarian crises.

“Since the beginning of the full-scale war, I have rediscovered our youth. You volunteered to join the Defence Forces and selflessly contributed to efforts on the home front. I have witnessed not only great energy but also initiative and leadership—the ability to take responsibility,” **stated Iryna Vereshchuk, Deputy Head of the Office of the President of Ukraine.**



Youth Diplomatic Forum. November 2024, Kyiv. Credits: Ukrainian Red Cross.

Hugo Slim visit to Ukraine

Hugo Slim, Advisor to the British Red Cross and Senior Research Fellow at the University of Oxford, visited Ukraine at the invitation of the Ukrainian Red Cross. As part of the visit, Hugo Slim was a guest of honor at the Youth Diplomatic Forum, at the Study Session on the Movement and Humanitarian Diplomacy; his visit's programme included field trip to the office of the Cherkasy regional branch of the Ukrainian Red Cross.

Together with Liana Ghukasyan, Special Advisor to IFRC President, Hugo Slim facilitated the second day of the Forum, dedicated for a simulation task **“Blockade at Gate Vitali: Urgent Border Dispute Between Landlok and Voisini”**. This engaging part of the Forum was also an opportunity to rally students around shared causes and ambitions, fully experience humanitarian negotiations and building dialogue between opposing parties. Apart from the Forum, the Study Session on the Movement and Humanitarian Diplomacy, organized jointly with Norwegian Red Cross 🇳🇴 Danish Red Cross 🇩🇰 and ICRC, was an internal training and extra educational boost for the involved in the Movement humanitarian diplomacy and advocacy efforts at the Kyiv Office of the Ukrainian Red Cross 🇺🇦.



Hugo Slim at the Youth Diplomatic Forum. November 2024, Kyiv. Credits: Ukrainian Red Cross.

In Cherkasy, the representative of the British Red Cross was introduced to the full range of the organisation's activities, which are primarily focused on improving the living conditions of internally displaced persons (IDPs) and addressing the aftermath of air raid attacks. Accompanied by Yulia Kholodna, Head of the Cherkasy regional branch of the Ukrainian Red Cross, the visitor learned about the work of the regional emergency response team and the mobile health units. Hugo Slim spoke personally not only with the staff and volunteers, but also with the recipients of the services. He had the chance to see firsthand the residential buildings in Zolotonosha that had been damaged by attacks, as well as the reconstruction work being carried out by the Ukrainian Red Cross.

Exhibition in Paris

In Paris, la Fondation de la Croix-Rouge française held a conference titled **“Reinventing the Reception of Refugees in France”** at the cultural centre of the Council of Paris (la Gaîté Lyrique) as part of the annual scientific event “The Foundation's Meetings on Humanitarian and Social Research”. The event was attended by representatives from Ukrainian NGOs, academia, and the Ukrainian diaspora, notably the Ukrainian World Congress.

The main objective of the event was to present research on the reception and support of Ukrainian refugees in France at a time when migration waves from Ukraine represent an unprecedented phenomenon in France since World War II. The conference addressed the exceptional conditions of this reception, the survival trajectories, and the ways in which refugees can integrate. It also reviewed the general state of affairs and the prospects for healthcare for Ukrainian refugees, as well as the migration and humanitarian challenges faced by France.



The Ukrainian Red Cross participated in the event, which featured photographs by both volunteers and prominent Ukrainian photographers, showcasing the humanitarian response of the Ukrainian Red Cross during the war in Ukraine.

“Reinventing the Reception of Refugees in France”. December 2024, Paris. Credits: Ukrainian Red Cross.

2024 HUMANITARIAN DIPLOMACY AND ADVOCACY IN NUMBERS

10 high-level international advocacy
and diplomatic visits



Japan RC

JRC leadership, MFA, donors, Ukrainian embassy, government representatives, public event with donors, ★ award ceremony



Korean RC

KNRC leadership, MoD, MoU, MoFA, donors, government representatives, Ukrainian embassy



Swedish RC

SRC leadership, Swedish Parliament's Committee on Foreign Affairs, SIDA, Minister for International Development Cooperation & Foreign Trade, ★ public event with donors, corporations & private foundations, signing ceremony of new MoU between SRC & URCS



German RC

GRC leadership, MPs, representatives of the German Ukrainian Parliamentary Friendship Group, CSOs



Czech RC

Nordic-Baltic plus forum, CRC leadership



+1 international advocacy
and diplomatic visits



Canadian RC

MPs, senators, Minister of International Development, Donors, Ukrainian embassy, government representatives, ★ charity event with representatives of the Canadian Imperial Bank of Commerce, Diaspora (Ukrainian World Congress, the Ukrainian Canadian Congress, and the Canada-Ukraine Foundation), faculty of the Carleton University



Danish RC

DRC leadership



Austrian RC

ARC leadership



Norwegian RC

NRC leadership



British RC

BRC leadership, academic community of the Oxford University, Donors



Turkish RC

Training and meeting with TRC leadership

12 hosted and accompanied international diplomatic and advocacy visits to Ukraine



Korean RC

President, Head of International Cooperation Team, Chief Secretary, Deputy Head of the Public Relation Team, Donor

French RC

Head of the Caribbean, Indian Ocean, Asia Pacific, Middle East, Europe region



Finnish RC

Director of International Operations, Director for Resource Mobilization

Swedish RC

Joint visit of SIDA and Swedish RC



Austrian RC

Head of Operations, International Cooperation

Italian RC

President



Irish RC

Secretary General, International Programme Manager

IFRC

Head of Regional Office of Europe



Czech RC

Secretary General, Head of Emergency Response Teams

British RC

- CEO visit
- Head of Europe and MENA, Head of Policy and Law, FCDO Partnership and Programme Lead, Advisor



German RC

Head of International Relations, Head of taskforce Ukraine, Ukraine Country Manager

3 international exhibitions



Canada: at the Carleton University



Great Britain: at the Foreign, Commonwealth & Development Office



France: at la Gaîté Lyrique, City of Paris cultural center





IFRC Statutory meetings & 34 International Conference of the Red Cross and Red Crescent:

- **3** key-note statements during General Assembly and the Council of Delegates
- **26** bilateral meetings
- Statements at **7** side-events
- **2** agreement-signing ceremonies
- **2** interviews
- **3** joint side-events
- Established cooperation with **the Permanent Mission of Ukraine in Geneva**

Outreach to stakeholders:

- Number of new international advocacy stakeholders in 2024: **112**
- Total number of key international advocacy stakeholders covered in 2024: **327**

Movement diplomacy:

- IFRC HD Forum 
- IFRC Europe partnership meeting on Ukraine 

Recovery&Reconstruction agenda

- Participation in the pre-conference “**Diaspora und globale ukrainische Gemeinschaft als starke Partnerinnen für den Wiederaufbau der Ukraine**”, Germany 
- Participation in the **Ukraine Recovery Conference**, Germany 
- URCS’ **side-event “Ukraine’s Social Recovery – a local approach”** under the patronage of Robin Wagener, Member of the German Bundestag and Chairman of the German-Ukrainian Parliamentary Group, in Bundestag, Germany 


EU key advocacy highlights

- Training on humanitarian diplomacy towards the **European Union of the Red Cross EU Office in Brussels**
- Meeting with the representatives of the domestic units of the **European Commission** on TPD challenges and needs
- Participation in the **European Humanitarian Forum**
- Participation in the **Senior Officials Meeting**
- Statement at the **EU Council IPCR** (Integrated Political Crisis Response) Meeting
- Conference “**Responding at the local level – the unique Ukrainian experience**”, closing chord to the European Humanitarian Forum

National humanitarian advocacy events organized or supported

- **Diplomatic Youth Forum** with Hugo Slim, Senior Research Fellow of the University of Oxford
- Lviv **Call to Action 2.0**.
- **Conference** “Current situation and prospects of refugees from Ukraine: from emergency response and protection to return and (re) integration?” together with IMPACT Initiatives
- **Summit on Veterans’** Reintegration into Civilian Life jointly with the Ministry for Veterans Affairs
- **National Inclusive Community Recovery Forum** together with the Ministry for Communities, Territories and Infrastructure Development of Ukraine



HDHA external trainings:

- IFRC HD **knowledge exchange** and capacity strengthening 






Youth Diplomatic Forum. November 2024, Kyiv. Credits: Ukrainian Red Cross.

Diaspora engagement:

- Outreach: **43** key stakeholders
- **Charity event** “Partners in Humanity: An Evening with the Ukrainian Red Cross”, featuring representatives from the Ukrainian World Congress, the Ukrainian Canadian Congress, and the Canada-Ukraine Foundation 
- **Pre-conference** “Diaspora und globale ukrainische Gemeinschaft als starke Partnerinnen für den Wiederaufbau der Ukraine”, Germany 

HDHA internal trainings:

- CCHN training on humanitarian diplomacy, organized jointly with Norwegian Red Cross 
- Study Session on the Movement and Humanitarian Diplomacy, organized jointly with Norwegian Red Cross  Danish Red Cross  and ICRC

Advocacy-related publications/products:

- **Information leaflet** about the International Red Cross and Red Crescent Movement and activities of the Red Cross of Ukraine (in  and )
- **Educational digest** (in  and  and 

Briefings, analytics, research:

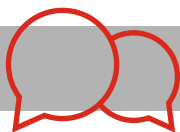
- **Briefing paper** on the Ukraine Recovery Conferences
- **Note** on the concept of auxiliary to the public authorities
- **Study** on Ukraine’s state strategies for IDPs



UPCOMING ADVOCACY-RELATED EVENTS:



Empowering Localisation in Ukraine for Long-Term Resilience in Brussels, on 27 January, 2025.



The fifth **Humanitarian Senior Officials Meeting (SOM)** on Ukraine in Brussels, on 28 January, 2025.



FACEBOOK



INSTAGRAM



FLICKR



TWITTER



YOUTUBE



TIKTOK



LINKEDIN



TELEGRAM



REDCROSS.ORG.UA