



URCS HUMANITARIAN ADVOCACY AND DIPLOMACY STRATEGY 2023-2027

[EXECUTIVE SUMMARY]

Auxiliary Role
to Public
Authorities

RCRC Movement's
Humanitarian Advocacy
and Diplomacy

Capacity Building and
Secure Sustainable
Resources

PURPOSE

This document outlines the Humanitarian Advocacy and Diplomacy strategy for 2023-2027 of the Ukrainian Red Cross Society (URCS), elaborating on the URCS One Plan 2023-2025¹. This document has been developed by URCS together with the Movement partners in the Humanitarian Advocacy and Diplomacy Working Group for Ukraine (ADWG).

CONTEXT

Following eight years of protracted hostilities in Donetsk and Luhansk, the escalation of the international armed conflict in February 2022 has been a stark reminder of importance of humanitarian diplomacy in enabling the International Red Cross and Red Crescent Movement (the Movement) to meet humanitarian needs effectively and fulfil its mandate. Within Ukraine, the auxiliary role of the URCS and its strong track record as a National Society in the area of humanitarian advocacy and diplomacy allow it to work closely with the public authorities and access affected populations while maintaining neutrality, impartiality, and independence. There are many ways in which this role can be further strengthened inside and outside of Ukraine, and it can also provide space for the URCS and the Movement to play a vital role in Ukraine's reconstruction, recovery and rehabilitation agenda. Therefore, this auxiliary role is a foundational aspect of this strategy.

GOALS

The overarching objective of the strategy is to enable the URCS to address the humanitarian needs of the population of Ukraine more efficiently by being a strong auxiliary to its public authorities in the humanitarian field, to bring a localised perspective to the Movement's regional and global advocacy, and to build the capacity and sustainability of the URCS in the field of humanitarian diplomacy. To achieve this, the strategy comprises three distinct and interconnected goals, each with its own approach and implementation plan.

Goal I: To position URCS as a partner of choice to the public authorities in the humanitarian

Goal II: To support and influence the Movement's humanitarian advocacy and diplomacy at national, regional, and global levels.

Goal III: To build capacity and secure sustainable resources for the humanitarian diplomacy and advocacy of URCS.



Representatives of the Ukrainian Red Cross Society and the Swedish Red Cross at "Through Ukrainian Eyes" seminar. April 2024, Stockholm. Credits: Tomas Årlemo, Swedish Red Cross.

¹ The URCS One Plan 2023-2025 reflects the priorities of the Ukrainian Red Cross Society developed with the support of its Partner National Societies (PNSs), the IFRC Secretariat and ICRC. The One Plan is designed to showcase the envisioned auxiliary role of the URCS to the Ukrainian public authorities in tackling humanitarian and recovery challenges.

Goal I:

To position URCS as a partner of choice to the public authorities in the humanitarian

The first strategic goal is for the URCS to position itself as a partner of choice for the public authorities in the humanitarian field, specifically in the ongoing international armed conflict, from emergency response to the recovery and reconstruction phase. To achieve this, the URCS will focus on strengthening its auxiliary positioning and legal foundations, as well as enhancing its role in areas such as International Humanitarian Law (IHL), healthcare and social policy, disaster management and response. By reinforcing its auxiliary role and being recognized as a trusted partner by the national, regional and local authorities, the URCS will be better equipped to advocate for the needs of vulnerable populations and to secure resources for a sustained humanitarian response, both in the short-term and long-term perspective.

SPECIFIC OBJECTIVES:

- To strengthen the auxiliary positioning and legal foundations of the URCS.
- To enhance the auxiliary role of the URCS in IHL.
- To reinforce the auxiliary role of the URCS in healthcare and social policy.
- To formalise the role of URCS as a provider of disaster preparedness and response services.



Goal II

To support and influence the Movement's humanitarian advocacy and diplomacy at national, regional, and global levels.

The second strategic goal is for URCS to support and influence the Movement's advocacy and diplomacy at national, regional, and global levels. This goal aims to bring the voice of a local actor to the Movement's humanitarian diplomacy efforts, both inside and outside Ukraine, on issues that relate to the URCS and where the involvement of the URCS can contribute to the Movement's public and diplomatic communication. The global significance of the international armed conflict, its regional impact, as well as the reputational and operational risks faced by the Movement in this polarised context, have underlined the need for a well-coordinated humanitarian diplomacy response at the national, regional, and international levels.

SPECIFIC OBJECTIVES:

- To ensure the recognition of URCS and the Movement as key humanitarian actors by Ukrainian representation in target capitals.
- To facilitate the meaningful contribution of URCS to Movement-wide humanitarian advocacy and diplomacy activities.
- To influence and strengthen the legislation and policies that can improve humanitarian assistance and protect the rights of people displaced from Ukraine.



Goal III

To build capacity and secure sustainable resources for the humanitarian diplomacy and advocacy of URCS.

The third strategic goal is to build capacity and secure sustainable resources for the humanitarian diplomacy and advocacy efforts of URCS. This goal aims to create practical opportunities for the development and sustainability of URCS' humanitarian diplomacy and advocacy unit, and for humanitarian diplomacy and advocacy capacities to increase throughout URCS. This involves expanding the units' partners and audience both within and outside URCS.

SPECIFIC OBJECTIVES:

- To increase the humanitarian diplomacy and advocacy capacity of URCS leadership, staff and volunteers on the national, regional and local level.
- To improve the quality of the data collection and analysis by URCS for evidence-based advocacy.
- To ensure security of structural management and implementation of Advocacy and Diplomacy Strategy.

PARTNERS & TARGETS

AT THE NATIONAL LEVEL:

- The National Agency of Civil Servants, the State Border Guard Service of Ukraine, the MoD, the MRTOT, the NIB, the Ombudsman Office, the Ministry for Digital Transformation, the MoJ, the Mol, the National Police, Academy of State Border Service, the Parliament, the MFA, Hennadii Udoenko Diplomatic Academy of Ukraine, etc.
- The Ministry of Health (including regional departments), the Ministry of Social Policy (social protection & community health), the Ministry of Education (MoE), Movement partners.
- The SESU and the Ministry of Internal Affairs (including regional departments).

AT THE INTERNATIONAL LEVEL:

- Key Movement partners in Europe (the RC EU Office (Brussels), the Belgian RC, the British RC, the French RC, the German RC, the ICRC, the IFRC, etc.).
- The MFA, the mission of Ukraine to the European Union, Ukrainian embassies abroad (the Embassy of Ukraine in the Kingdom of the Netherlands, the Embassy of Ukraine in the Federal Republic of Germany, etc.), Hennadii Udoenko Diplomatic Academy of Ukraine.
- External platforms to be engaged: Ukrainian and EU policymakers and influencers, the European Humanitarian Forum, the Recovery and Reconstruction International Conferences, the European Legal Support Group, the relevant European Union institutions.



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