

2022 Council of Delegates of the International Red Cross and Red Crescent Movement

WORKSHOP

Investing in communications No risk, big returns

OUTLINE

Context

In a world of increasing competition for visibility, with growing pressure to up transparency and accountability and in the face of issues such as disinformation and misinformation, communication has become essential for any organization to function well, particularly in the humanitarian sector. The risks involved in not investing in communications – reputational, operational and funding-related – are too numerous and too high to ignore.

Investing in communications doesn't just mean increasing the headcount of communications people. We need to invest in Red Cross Red Crescent staff and volunteers, strengthen their existing capacities and support each other as a network in enhancing our potential collectively.

Investment in communications skills and systems across the Red Cross and Red Crescent network is necessary **to build trust and acceptance for the Movement** as relevant humanitarian actors at the local and global level, **to manage reputational risks** and to **secure support** for the Movement's humanitarian mission, including financial resources.

Overall objective of the workshop

- Build awareness among Red Cross and Red Crescent leadership on the importance of communications in achieving the Movement's objectives today and on the risks of not investing in communications
- Present an analysis of the Movement's capacities and resources to provide quality communication, identify gaps and conduct peer benchmarking
- Present and agree on a plan to fill identified gaps and a roadmap for implementation

Targeted audience

- The primary audience of this workshop is senior leaders of National Societies, the IFRC and the ICRC.
- The workshop will be followed up with a Global Communication Forum which brings Movement communicators together every three years. This forum will seek to build on the decision(s) taken at the CoD Communications Workshop and decide on concrete action to implement the agreed plan.

Expected outcomes

- An agreed plan to improve the Movement's capacities and resources to deliver quality communication, including the creation of a Movement virtual communications hub which could serve as the central platform for coordinating and scaling up all capacity strengthening activities across the Movement.
- An agreed roadmap to implement the action plan, including targets, a timeframe and a list of key decision-makers.

Key questions to be considered in the workshop session

1. What are the main risks of not delivering quality communication in your context?
2. What gap is there between your communication objectives and your communication capacities and resources?
3. What can we do together to fill those gaps?