



Campaign Standards

for the election of the Standing Commission of the Red Cross and Red Crescent

Endorsed by the Standing Commission on 15 April 2024

Background:

The election of the Standing Commission is primarily regulated by the Statutes and Rules of Procedure of the Red Cross and Red Crescent Movement, and the Guidelines for Candidates for Election to the Standing Commission of the Red Cross and Red Crescent adopted in 2019 by the Council of Delegates (CD/19/R4). Pursuant to the Rules of Procedure of the Standing Commission, an independent Electoral Committee has been established to organize and oversee the election in accordance with the applicable rules including the Movement's Statutes and Rules of Procedure as well as the relevant resolutions of the International Conference and the Council of Delegates, such as the Guidelines for Candidates. Under its Terms of Reference, the Electoral Committee is tasked with, among others, monitoring candidates' campaigning methods to ensure the fairness, transparency, and equality of chances among candidates.

The Standing Commission agreed that the development of dedicated Campaign Standards should be considered at its next session, after the election of 2024. It nevertheless noted that the campaign standards most widely recognized within the Movement are those set out in the IFRC's Electoral Standards as adopted by its Governing Board at its 42nd session (Decision GB 20/02/10, 9-12 November 2020).

As a provisional measure, the Standing Commission has endorsed the Campaign Standards below which are an adaptation of the IFRC Electoral Standards. They would serve as complementary guidance to candidates as well as to the Electoral Committee when monitoring campaigning methods.

CHAPTER I – GENERAL PROVISIONS

Article 1. Scope of application

These Campaign Standards govern the electoral process for the five elected members of the Standing Commission of the Red Cross and Red Crescent (the Standing Commission).

The "electoral process" includes the electoral campaign period which begins when the call for nominations is issued. Outside of such electoral campaign period, these rules shall also apply to any activity undertaken by candidates before the start of the election process.

They apply to candidates and all those involved in preparing the election, and all those participating in or associated with the electoral process in any way.

Article 2. Purpose

The purpose of these Campaign Standards is to establish rules governing the electoral process in order to ensure transparency and equality of chances among candidates.

CHAPTER II – PRINCIPLES OF CONDUCT

Article 3. The Fundamental Principles, values and ideals of the International Red Cross and Red Crescent Movement

All candidates, voters and participants involved in the election process enjoy the same rights. Each has a duty to adhere at all times to the Fundamental Principles and to respect the ideals and values of the International Red Cross and Red Crescent Movement (the "Movement"), including the following:

- a) Questions of electoral politics shall never jeopardize humanitarian considerations (Humanity).
- b) The promotion of candidatures shall be carried out with dignity and moderation and with full respect for the other candidates and the electoral and appointment process (Humanity).
- c) Debate shall focus on the programmes of the candidates and humanitarian issues and avoid controversial political, racial, religious or ideological questions (Neutrality).

Article 4. Free and secret ballot

- a) Candidates, National Societies and persons involved in preparing the election and/or participating in, or associated with, the electoral process in any way shall not engage in conduct contrary to the Fundamental Principles and the statutory rules and regulations of the Movement. All are reminded that voting remains a confidential and independent decision-making process.
- b) The relations of cooperation and solidarity among National Societies and between Governments/other third-party donors and National Societies, in particular at times of emergency, are allowed, except:
 - i. Any act that could be regarded as seeking to secure electoral support in exchange for favours, including any form of favouritism, clientelism, corruption, vote buying, such as offering gifts (except token gifts), making donations or contributions, providing advantages, favours or remuneration in any form, including paid travel expenses, or any other action seeking to influence the election outcome.
 - ii. Promises and/or commitments to perform any act in exchange for electoral support, regardless of when it is to be performed, which would directly or indirectly unduly benefit a candidate.
- c) Candidates and persons involved in preparing the election and/or participating in, or associated with, the electoral process in any way shall not:
 - i. directly or indirectly disrupt or impede the campaign activities of other candidates.
 - ii. Make any oral or written statements or any other representation of any kind concerning other candidates that could be deemed slanderous, libellous or fallacious.
 - iii. Request, or benefit from, support and/or services in connection with a candidature, beyond the support or services as usually provided by the Secretariat of the Standing Commission and/or the Electoral Committee.

Article 5. Travel and meetings

- a) Travel by candidates to promote their candidature should be limited in order to avoid excessive expenditure on such travel and meetings which could lead to inequality among candidates.

- b) The candidates are encouraged to promote their candidature during the holding of meetings in relation to the regular activities of National Societies and the Movement.
- c) National Societies and candidates must ensure, when organizing meetings or providing resources to other National Societies, that such acts are not perceived as seeking to improperly influence the outcome of the election. In particular, they shall disclose to the Electoral Committee, and explain the context and purpose of such acts, if the Electoral Committee requests.
- d) Candidates who are already member of the Standing Commission or of one of the Federation's statutory bodies shall not take advantage of their functions to promote their candidacy or that of another candidate.

Article 6. Relations with third parties

- a) Candidates shall not:
 - i. Accept a binding mandate from anyone (an individual or a public or private legal entity, including a National Society) in terms of their future elected position.
 - ii. Enter into any form of commitment that could affect their freedom of decision or action in the future if elected.
 - iii. Act in any way that would amount to a perceived, potential or actual conflict of interest.
- b) Where a candidate or any other person or entity within the Movement believes that a third party may be participating in or associated with the electoral process in any way, that person or entity must take all reasonable steps to inform such third party of the existence of these Campaign Standards.
- c) A candidate or any other person or entity within the Movement shall be held liable for the acts of a third party, which may lead to the disqualification of the candidate on decision of the Electoral Committee.

Article 7. Relations with the traditional and social media

- a) Although candidates are permitted to make statements and give interviews, they should refrain from paying journalists or other media representatives to disseminate these statements or interviews.
- b) No use may be made of the services of the media to discredit a candidate.

Article 8. Submission of Claims

All potential allegations of breaches of these Campaign Standards shall be brought to the direct attention of the Electoral Committee as soon as possible and not later than 30 days upon knowledge by the claimant of such alleged act or evidence. No claim may be brought more than 15 days after the close of the vote to which such claim concerns.