



Power of humanity

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Promoting Emblem Protection through Awareness, Training, and Engagement

Pledge title: *Promoting Emblem Protection through Awareness, Training, and Engagement*

Proposed by: Hungarian Red Cross (HRC)

A. Objectives of the pledge

Recognizing the importance of upholding and disseminating the rules concerning the use and protection of the Red Cross, Red Crescent, and Red Crystal emblems, the Hungarian Red Cross commits to prioritizing emblem protection as a key component of its humanitarian mandate. This pledge reflects our dedication to preserving the integrity and meaning of the emblem, in line with International Humanitarian Law and the Fundamental Principles of the International Red Cross and Red Crescent Movement. We aim to raise awareness and promote understanding of the emblem's protective and indicative functions among both professionals and the general public. By investing in communication, training, and community engagement, we seek to contribute to a broader culture of respect for the emblem and the humanitarian values it represents.

B. Planned and implemented actions

We commit by 2030 to:

1. Integration of emblem protection into communication strategies

We have been incorporating emblem protection into communication strategies, including nationwide campaigns and targeted public messaging. This ensures that the legal and humanitarian significance of the emblem is consistently reflected across all communication platforms. Besides, a press release was issued to media partners explaining the legal basis and significance of the emblem, including emblem-related facts to encourage public interest and understanding.

2. Integration of emblem protection into all relevant education and capacity-building

The Hungarian Red Cross will ensure that emblem protection and International Humanitarian Law are systematically included in its educational and capacity-building programs. We have been conducting dedicated workshops for staff, volunteers, and external stakeholders to promote the correct use of the emblem, highlight its protective purpose, and raise awareness of the risks and consequences of misuse.

3. Strengthening cooperation with authorities and partners

We will continue to collaborate with government bodies, Movement partners, and other

stakeholders to promote a unified understanding of emblem protection. This joint approach strengthens consistency, compliance, and shared humanitarian values.

4. National Interministerial Committee on IHL

Since 2015, Hungary has operated a National Interministerial Committee (*Nemzeti Tárcaközi Bizottság*) on the Dissemination and Implementation of IHL, established by Government Decree 1200/2015. The Hungarian Red Cross is an active, permanent invited member with consultative status, and the committee meets quarterly under the chairmanship of the Ministry of Foreign Affairs and Trade.

5. Annual IHL-themed conference with government partners

In November 2024, a joint mini-conference was organized with the Ministry of Foreign Affairs and Trade and the Ministry of Defense to mark major IHL anniversaries. The event focused on the relevance of IHL and emblem protection. Each year, we plan to organize them with our partners to highlight the emblem's role in IHL and humanitarian action. These events promote dialogue among authorities, professionals, and the wider public.

6. National emblem protection campaign

In June 2025, a national emblem awareness campaign was launched in partnership with the ICRC. The campaign highlighted the emblem's meaning and importance through the diverse activities of the Hungarian Red Cross. We plan to run similar campaigns regularly in the future.

7. Regular social media communication on emblem use and promoting IHL

The Hungarian Red Cross shares regular content on Facebook, LinkedIn, and Instagram about the correct use and meaning of the emblem. These posts help raise awareness among both professional and general audiences. Our National Society regularly promotes an IHL summary article available on its official website. This helps disseminate key information on IHL and emblem protection to a wider audience.

8. Responding to emblem misuse

When emblem misuse is detected, the Hungarian Red Cross contacts the responsible party with legal clarification and a removal request. These cases are also used to educate stakeholders about the rules protecting the emblem.

C. Potential indicators for measuring progress

1. Number of internal and external communication campaigns on emblem protection implemented annually.
2. Frequency and reach of emblem-related content published on official Hungarian Red Cross online platforms (website, Facebook, Instagram, LinkedIn).
3. Number of dedicated workshops on emblem use and misuse conducted annually.
4. Number of participants (staff, volunteers, external stakeholders) attending emblem protection trainings and workshops annually.
5. Number of official collaborations and joint activities with government authorities, Movement partners, and stakeholders related to emblem protection.

6. Number of social media posts and engagements (likes, shares, comments) related to emblem protection per year.
7. Number of emblem misuse cases identified and officially addressed by the Hungarian Red Cross annually.
8. Number of follow-up actions and responses sent to responsible parties regarding emblem misuse.

D. Resource implications

The Hungarian Red Cross will allocate internal resources to support communication campaigns, training modules, and public events related to emblem protection. We will also seek potential partnerships and external support where necessary to expand our outreach and ensure sustained impact. In synergy with the Red Cross Movement, we will focus resources at several levels, involving the ICRC, the IFRC, and other partner National Societies. We will also continue engaging with government stakeholders to promote the effective implementation of emblem protection measures.