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Council of Delegates

Geneva, 3 October 1979

Promoting the image of the Red Cross worldwide

**(pursuant to Resolution XX of the
Twenty-third International
Red Cross Conference)**

(Provisional agenda item 4.4)

Interim report submitted by the
International Committee of the Red Cross
and the
League of Red Cross Societies

Geneva, August 1979

Resolution XX calls upon the ICRC and the League to undertake a joint study on the most effective ways of translating into Information and Public Relations terms the "concept of International Red Cross" so as to develop its better understanding among the general public, and "welcomes the intention of the two Institutions to bring together their strength and resources in order to create a common audio-visual centre". This progress report will be mainly concerned with these two points.

I. The Concept of International Red Cross

Pursuant to Resolution XX, the ICRC and League, in 1979, formed a joint Working Group to consider the matter. Its terms of reference lay down the way in which the study on the concept of International Red Cross is to be made. The study will be two-phase: first in each institution separately, and second, in the meeting of the joint Working Group.

(a) Preliminary examination by internal Working Groups

- identification of the target groups of each International Red Cross component (the ICRC, League and National Societies);
- identification of shared characteristics of the three components, from the Public Relations angle;
- identification of the special characteristics of each component, distinguishing between fundamental characteristics directly influencing the image of each and secondary characteristics;
- bearing in mind the target groups, consideration of possibilities of defining a concept of "International Red Cross"; balancing shared and individual characteristics; advantages and disadvantages of a concept of "International Red Cross" in comparison with the separate identities of each component.

(b) Examination by the joint Working Group

- comparison of the results obtained by each of the two internal Working Groups;
- an attempt to find a common platform;

- preparation of proposals and recommendations for submission to the decision-making bodies of each of the two institutions;
- preparation of a report for submission to the Twenty-fourth International Red Cross Conference.

II. The Joint Audio-Visual Centre

The Bucharest Conference having viewed the joint audio-visual centre proposal with favour, the two institutions continued their discussions to translate it into reality and took initial steps to that end. It must be borne in mind that the Centre was formed primarily in the interests of rationalisation. It enables the two institutions to bring together their strength and resources in a sphere increasingly important to communications but needing investment on a growing scale because of the speed and range of technological progress. Centralising the means of production and distribution will be of benefit to users and potential clients of the Centre, such as the League, ICRC, National Societies, and mass media by making available to them a high-class product and a more efficient distribution system.

The Joint Audio-Visual Centre will produce, market, store and distribute, for the League and ICRC, cinema films, photographs, multivision productions, exhibitions, video films and cassettes. It will also promote and co-ordinate internationally the National Societies' audio-visual activities.

The Centre will bring together the two institutions' existing photo libraries, the photo lab, film libraries and records and stocks of films, the equipment and supplies for making cinema films and multivisions available to the ICRC and League, and the personnel now working in the two Audio-Visual Services. The Centre will be in the charge of a manager who will report on its work and efficiency.

The ICRC Executive Board in February 1978 and the League Executive Council in May 1978 decided to acquire jointly the material required to set up a video production studio. The studio is now producing. It is located on the third floor of the ICRC, but only temporarily because it lacks space, being today but an embryo of the Joint Audio-Visual Centre. Only after suitable premises have been acquired will it be possible to bring together all the services listed in the

previous paragraph. The League has suggested installing the whole Joint Audio-Visual Centre in its headquarters which is soon to be enlarged. This installation might be feasible some time in 1981.

The next stages will be to conclude a formal administration agreement between the ICRC and the League, and to decide on a definitive location. Both will be done before the end of 1979.

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The above are the two main features of the implementation of Resolution XX of the Twenty-third International Red Cross Conference calling for an interim report. The League and the ICRC will submit a detailed report on these two questions and on their co-operation in publishing and radio broadcasting ("Red Cross Broadcasting Service") to the Twenty-fourth International Red Cross Conference. Regional information, a field in which the League already closely and systematically associates the ICRC, will be the subject of one chapter of that report.