

COUNCIL OF DELEGATES

Rio de Janeiro, November 1987

**125th ANNIVERSARY OF THE INTERNATIONAL
RED CROSS AND RED CRESCENT MOVEMENT**

(Item 8 on the Provisional Agenda)

Document presented jointly by
the International Committee of the Red Cross
and
the Secretariat of the League of Red Cross and
Red Crescent Societies

Geneva, October 1987

125th ANNIVERSARY OF THE RED CROSS AND RED CRESCENT MOVEMENT

Commemoration Proposal

1988 is almost significant year for the Red Cross and Red Crescent Movement, which came into existence just 125 years ago. How best should the Movement commemorate this anniversary? There has been little support for another World Commemorative Day and "World Red Cross Day" was not deemed to be a suitable occasion for focussing on the anniversary.

In addition, there were so many significant developments during this period 125 years ago that it proved impossible to highlight only one of them as the date when the movement began. Finally, the ICRC and the League decided to propose to National Societies that the period from November 1987 (125 years from the date of the publication of Dunant's book "Souvenir de Solferino") to August 1989 (the 125th anniversary of the signing of the First Geneva Convention) should be set aside by the whole Movement for this commemoration.

Both bodies were aware that many National Societies, both old-established and newly developing, were experiencing difficulties in convincing their communities of the importance of the Red Cross, what it stands for and how it operates. It was therefore decided that a well planned and executed public information campaign, which would include but not over-emphasise the historical development of the Movement, would be the most effective method of marking the anniversary. The idea received the support of the ICRC and of the League President (the late Enrique de la Mata) and a draft plan was circulated to all National Societies for comment under cover of a letter dated August 4th. National Societies were invited to comment on the proposals by September 15th so that, if there was sufficient support for it, the idea could be proposed for adoption by the Council of Delegates at its meeting in Rio de Janeiro in November - a most timely date and place for the launching of a Campaign initially focussing on development. (A copy of that draft Plan, with additions and amendments proposed to date is appended hereto as Appendix "A")

Unfortunately, no doubt due to shortness of time, few replies have been received to date, but in no instance has there been actual opposition. One Society considered the proposed period too long to maintain interest while others were enthusiastic. Still others have expressed regret that as their own plans are already well advanced they may be unable to participate in any of the ways proposed, but state that they will take steps to involve themselves in some other ways. This is exactly the reaction for which the planners in Geneva had hoped and it is with confidence that the International Committee and the Secretariat of the League now seek the backing of the whole movement for this project.

OBJECTIVE

The essence of the plan put forward was - and remains - extremely simple and eminently flexible. It is to use the anniversaries of significant events in the Movement's early history to deepen public awareness in every country of what the Red Cross is and what it stands for and - even more important - what it is doing today.

Theme and Logo

As an introduction to the campaign the Geneva based bodies have produced a theme - "125 Years At Work" with a simple and inexpensive logo and stamp design which should be used as widely as possible. All National Societies, as well as the Geneva bodies, are asked to feature the logo on all correspondence throughout the 20 month period - either by printing it on stationery or using stickers available from the ICRC/League - and to make the widest possible use of it for appeal purposes and on all Red Cross/Red Crescent publications.

The same goes for the theme - "125 Years at work" which will have a sub-theme for each year, featuring Development in the first year with the sub-theme "... and still developing" and Protection in the second with the sub-theme "...Protecting Human Life".

NATIONAL SOCIETY ROLE

The two Geneva based bodies will organise commemorative functions, some of them in association with the Henry Dunant Society, the Henry Dunant Institute or the International Museum of the Red Cross. The real success of the commemoration however will be decided by the actions of the National Societies. In this regard it has been encouraging to note that most of those who commented on the draft plan have realised this. Both the themes and the supporting resource materials being prepared in Geneva have been designed to assist National Societies in the promotion of their own Society and its various activities, as part of an international movement which occupies a unique place in the world, having a component part in 146 countries, with a world membership amounting to many millions and whose continuing existence and freedom to operate is guaranteed by governments under an international treaty.

The ultimate effectiveness of the Campaign will depend substantially on the National Societies, their commitment to the objective and the enthusiasm and imagination which they can devote to this commemoration. The ICRC and the League will of course provide support of varying kinds, and will endeavour to meet any request for materials, information and other forms of assistance which the National Red Cross and Red Crescent Societies may require.

Since the whole Movement stands to benefit considerably from a successful result, the ICRC/League propose, in collaboration with the

National Societies, to undertake a full assessment of the results, achieved in the first year, so that any lessons learned can be put to good use in preparing the second half of the project. This will commence on the 1st October 1988 and the support material to be provided by Geneva is already under consideration.

The support of the Council of Delegates, representing every section of the Movement, is sought for this project.

125th ANNIVERSARY OF RED CROSS
SUBMISSION

INTRODUCTION

There is a growing conviction in many National Societies, based on public opinion polls and other opinion-sounding devices, that the vast majority of people know very little about the Red Cross, though many have a generally warm feeling towards it and, when questioned, admit that they would like to know more about what it is and what it does.

Within the ICRC and the League Secretariat it is felt that the period from the anniversary of the publication of "Souvenir de Solferino" (November 1862) to the actual signing of the First Geneva Convention (August 1864) could be used to inform people in all countries, especially in younger age groups, of what the Red Cross is doing now, 125 years after its foundation. It is considered that this increased knowledge could stimulate a desire in people to become involved in the Movement's work and to support its appeals.

Such a programme would have many advantages and the active involvement of the whole Movement would of course be vital to its success. It could embrace many if not all major activities already planned for the period, either by the International Red Cross bodies or the National Societies, as well as the day-to-day work of all components of the Movement.

Each National Society must judge for itself the way in which it becomes involved in this programme. The 2 international bodies are aware that many Societies have already planned their own programmes and that others may be already committed to other activities during this period. Accordingly a very flexible form of programming is proposed so as to permit National Societies to organise their participation in the way they consider will have the greatest impact on their own communities.

It has been the role of the ICRC and the League to inspire and co-ordinate the whole - developing a basic theme and a simple but striking logo, offering suggestions for some possible activities, providing suitable support materials linked to dates which were significant in the formation of the Movement and planning special commemorative events, largely in Geneva which was the scene of the main events during this period 125 years ago. At a later stage it would be hoped to establish an ideas and information exchange to which National Societies would be asked to contribute, thus providing a bank on which other Societies could draw.

It is hoped that even those National Societies which were not in favour of another commemoration in an already crowded year may respond favourably to the proposal to participate in a world-wide public

awareness campaign extending throughout the 22-month period. It would be important also that all sections of the Movement should endeavour at least to use the theme and the special logo which has been prepared - "125 Years at Work" - and incorporating it into appeal materials and all publications including envelopes and even notepaper in order to obtain the maximum effect from its constant repetition.

The basic resources which the ICRC and the League could provide by way of supporting materials are indicated in the attached campaign outline, together with the approximate dates when they would be available. This should enable Societies to order their requirements in advance and so to make the best use of the items being produced to support programmes they may initiate in support of the campaign.

It is not planned to produce a large variety of special items. The plan is to concentrate on items which would have a lasting benefit to the Movement and the production of which can be timed around the dates previously mentioned.

PROPOSAL

1. IT IS THEREFORE PROPOSED THAT THE WHOLE PERIOD NOV 87 - AUG 89 SHOULD BE DEVOTED TO A PUBLIC AWARENESS CAMPAIGN OF RISING INTENSITY, DESIGNED TO INFORM PEOPLE IN EVERY COUNTRY ABOUT THE RED CROSS, EMPHASIZING THAT WHAT THE MOVEMENT IS DOING TODAY STEMS FROM THE VALUES AND IDEALS IT WAS COMMITTED TO IN 1863 AND CONTINUES TO PROCLAIM BY ITS ACTIONS.
2. IN LINE WITH THE PROVEN ADVERTISING PRINCIPLE OF CONSTANT REPETITION IT IS PROPOSED THAT ALL SECTIONS OF THE MOVEMENT BE ASKED TO FEATURE THE LOGO ON ALL THEIR CORRESPONDENCE, PUBLICATIONS AND APPEAL MATERIALS FROM NOVEMBER 1987 UNTIL THE END OF THE CAMPAIGN IN AUGUST 1989.

CAMPAIGN OUTLINE

The proposed campaign can be summarised as follows :

1. TARGET AUDIENCE :

Members and potential members and supporters of the Red Cross and Red Crescent, governments, private individuals, institutions, organisations and foundations, decision makers at all levels, business and professional associations and young adults.

2. OBJECTIVES

- 2.1. To make the target audience better informed on how the Movement has developed and what is doing after 125 years of existence.
- 2.2. To highlight the principles which give the Movement its unique character.
- 2.3. To stress the need for International Humanitarian Law and

especially for the ratification of the 1977 Protocols Additional to the Geneva Conventions.

3. PARTICIPANTS : All Sections of the Movement - ICRC, League of the Red Cross and Red Crescent Societies, Institut Henry Dunant, Red Cross Museum. In countries where either ICRC or League have delegates in the field it is important that they be actively involved in the campaign, in collaboration with the National Society concerned. ICRC and League delegations should be encouraged to assist National Societies of the countries in which they are working to organise suitable commemorative events for each of the specified events.

4. THEME & LOGO

4.1. THEME

"THE RED CROSS/RED CRESCENT {using Red Cross/Crescent/
"125 YEARS AT WORK" {Alliance as appropriate

4.2. Sub-theme 1988 "AND STILL DEVELOPING"

(The theme for World Red Cross Day 1988 to be used at the discretion of National Societies between Nov. '87 and October '88)

4.3. Sub-theme "PROTECTING HUMAN LIFE" for World Red Cross and Red Crescent Day 89 from September 88 to the end of the Campaign in August 1989.

4.4. The integration of symbol and message in a simple and easily reproducible design should enable National Societies to translate the words into their own language while retaining the basic design. BASIC ART WORK COULD BE PRODUCED BY THE ICRC AND THE LEAGUE SECRETARIAT ON REQUEST.

4.5. A SLIDE SHOWING THREE ALTERNATIVES (USING CROSS, CRESCENT AND THE TWO EMBLEMS COMBINED) HAS BEEN SUPPLIED TO ALL NATIONAL SOCIETIES. NATIONAL SOCIETIES BEING FREE TO CHOOSE WHICH OF THE ALTERNATIVE FORMS OF THE DESIGN THEY WILL USE.

5. SIGN-POSTS

The dates singled out for special focus are :

- November '87 - 1st publication of "Souvenir de Solferino"
- the book written by Henry Dunant to awaken public opinion to the drama of this cruel battle.

- February 9 '88 - 1st meeting of the "International and Permanent Committee for the Provisional trust of First Aid to Wounded Soldiers in time of war", known as the Committee of Five, it eventually became the ICRC.
- May 8 '88 - 160th anniversary of the Birth of Henry Dunant (already celebrated as "World Red Cross Day")
- October 26 '88 - 125th anniversary of the first meeting of 16 interested Governments invited by the Committee of Five which adopted a resolution for "the organisation in every country of a Committee to support the establishment of a group of volunteers for the service of the armies" (future National Societies of the Red Cross and Red Crescent).
- May 8 '89 - 161th anniversary of the birth of Henry Dunant
- August 22' 89 - 125th anniversary of Signing of First Geneva Convention in 1864

On each of these dates some commemorative functions will in any event be organised in Geneva. National Societies are encouraged to devise their own form of commemoration as appropriate. A press release will be issued from Geneva on each occasion.

6. PROGRAMMES PLANNED BY THE ICRC AND THE LEAGUE

Background material to be provided for use by National Societies in each of the 2 Commemorative periods :

FIRST PERIOD - NOVEMBER 1987 TO END OF SEPTEMBER 1988

6.1 ACTIVITIES

- 6.1.1 NOVEMBER - The 125th campaign will be launched on the occasion of the meeting of the Council of Delegates in November 1987 (programme to be arranged in consultation with the Brazilian Red Cross Society). ICRC/
LEAGUE/
BRAZILIAN RC

- 6.1.2 FEBRUARY 9 - Installation of Commemorative Plaque on site of 1st meeting (Société Henry Dunant)

FEBRUARY 17 - Commemoration function (possibly in Salle Alabama), Geneva, hosted by

- ICRC for community leaders as ICRC

tribute to Geneva's role in the
Movement.

or

or

- "Société Genevoise d'utilité
publique" as tribute to Red
Cross Movement.

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6.1.3 MAY 8, 1988

ACTIVITIES

- Presentation of Campaign on
Red Cross and Red Crescent &
Development Theme
"125 Years at Work - and still
developing"

LEAGUE/ICRC

6.2. PRODUCTION

6.2.1 - Design and diapositives
of special logo (could
also be used for pins by
interested National
Societies)

Ready July '87
ICRC

6.2.2 - Explanatory leaflet

ICRC
Ready
mid-Sept
'87

6.2.3 - "A Memory of Solferino"
in French, English and Spanish

ICRC - Stock

6.2.4 - Simple but striking poster
linking the book with the Red
Cross and Red Crescent today

ICRC
Ready Nov
87

6.2.5 - Up-date of booklet previously
titled "The Red Cross now
- Profile of an International
Organisation"

ICRC
Ready Nov 87

6.2.6 - Set of 60 slides on the history
of the Red Cross and Red Crescent

LEAGUE/ICRC
Ready Nov 87

6.2.7 - Release of new film
on Tracing Agency

ICRC
Ready Dec. '87

6.2.8 - 125 Questions and Answers
on the Red Cross and Red Crescent

LEAGUE/ICRC
Ready Nov 87

6.2.9 RED CROSS DAY PACK

- * Stickers carrying World Red Cross Day and Red Crescent Day Theme LEAGUE Ready Nov 87
- * Pocket Calendar carrying World Red Cross and Red Crescent Day Theme LEAGUE Ready Nov 87
- * Small Posterettes representing the activities of developing National Societies LEAGUE Ready Nov 87
- * Information Kit-stories with pictures from the field showing the different components of the Movement at work ICRC/LEAGUE Ready Nov 87

6.2.10 - Joint Message from ICRC and League Presidents - emphasis on Development of the Movement.

6.2.11 - Film "The History of the Red Cross and Red Crescent Movement" (replacing "It Happened in Solferino") ICRC Ready March 88

6.2.12 - Learning module for school children on making their own "Peace musical". Funds already available for teachers' notes. Musical Score in 5 languages, plus music backing track to which any language can be fitted) LEAGUE

6.2.13 Press, Radio, TV MATERIAL

From beginning of 1988 the League proposes to begin carefully planned release of development related stories. LEAGUE/ICRC
This would be co-ordinated with ICRC and would continue through May 1988. Initially it would feature the 125th Anniversary and then move on to Red Cross and Red Crescent development projects in picture and story format for distribution to newspapers in potential donor countries. The focus will be the solidarity of the Movement and inter-aid development possibilities.

7.

SECOND PERIOD - OCT. 1988 - END AUGUST 1989

ACTIVITIES

7.1

7.1.2 OCT. 28 - Opening of Red Cross Museum

7.1.3 MAY 8 - 161ST ANNIVERSARY OF BIRTH OF HENRY DUNANT

Celebration of World Red Cross Day.

Theme - "125 Years at Work - Protecting Human Life"

ICRC/
LEAGUE

7.1.4 AUGUST 22 - 1989

ACTIVITIES

7.1.4.1 - Diplomatic reception in Geneva
to commemorate the signing of the First
Convention - (Special features)

7.1.4.2 - ICRC to host high level seminar either
on some of the more difficult aspects
of IHL - e.g., identification of
guerillas, Fact Finding Commission,
torture, terrorism, identification
of medical vehicles, etc.

ICRC

or

A practical Workshop-type gathering of
people responsible for Information
and for dissemination in each National
Society as a means of strengthening the
Information Services of all Societies,
with focus on practical ways in which
National Societies can help one another in
dissemination.

ICRC/LEAGUE

7.1.4.3 - Request to National Societies, in conjunction
with their Governments, to mark this anniversary
by some public activity highlighting IHL -
e.g., announcement of pending or final ratification
of Protocols 1 and 2 of 1977; one day seminar for
senior government officials, introduction of IHL into
training courses for personnel of Armed Forces, etc.

7.2 PRODUCTIONS - order forms for 2nd period will be sent out to
National Societies in June '88

7.2.1 - New set of posters on IHL

ICRC
Ready June '89

- Proposed set of leaflets
providing Guidelines for

ICRC

- National Societies on
"What They need to know
about IHL" - for Government
officials, Armed Forces,
Police, Civil Defence Workers,
Medical and Nursing Professions,
Lawyers, Educators,
Policy Makers, Members and
Youth of the Red Cross and Red
Crescent Movement Ready Sept '88
- 7.2.2 - World Red Cross and Red Crescent Day ICRC
Materials, Posters, Stories,
Photographs, Stickers,
Calendar
- 7.2.3 - Information Kit featuring ICRC
International Humanitarian
Law and Red Cross and Red Crescent principles
at work in conflict situations;
stories and photos obtained
from the field. Ready Sept '89
- 7.2.4 - Possible reproduction of Canadian LEAGUE/
Red Cross schools' pack "One World"
(CIDA to be approached
for funding) Cancross
Ready Aug. 88
- 7.2.5 - In the course of the Campaign the ICRC Radio Service ICRC/
plans to produce 10 minute tapes for use by National LEAGUE
Societies as suitable "live" material from the field.
These would comprise both actuality and historical
material and would be of a quality suitable for
commercial broadcasting. The number produced would
depend on material available and hence it is difficult
to produce accurate costs. The League is interested
in the possibility of doing something similar with
films, using excerpts from TV news coverage.
- 7.2.6 DICA will also produce video news-items for use by ICRC
VISNEWS as suitable material becomes available. Copies
of these video-tapes will also be offered to National Societies.

8. GENERAL

- 8.1 It is proposed to produce all written materials in English,
French, Spanish and Arabic.
- 8.2 National Societies will be encouraged to translate as much
of the material as possible into their own languages, especially
the 2 slogans for the Campaign.
- 8.3 National Societies will be supplied with one copy of all
Red Cross and Red Crescent Day materials (except 16mm films) and

as many other campaign materials as possible free of charge. It will be necessary to make charges for additional copies/prints etc. of some items. The items concerned and the cost per copy will be indicated on the order forms. For the first period these forms will be available at the Rio meeting and for the second, as indicated earlier, forms will be mailed at the beginning of June 1988.

- 8.4 It is emphasised that this proposal is in skeleton form only and if the plan is acceptable to National Societies further additions may be expected from time to time.

Geneva, October 1987

Note A detailed programme of events being arranged in Geneva by the International bodies, the local authorities, the Geneva Branch of the Swiss Red Cross, the Henry Dunant Society is available on request.