



150 years of humanitarian action
**Council of Delegates of the International
Red Cross and Red Crescent Movement**
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COUNCIL OF DELEGATES
OF THE INTERNATIONAL RED CROSS
AND RED CRESCENT MOVEMENT

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INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT
BRANDING INITIATIVE

Draft Resolution

Document prepared by

**the International Committee of the Red Cross and
the International Federation of Red Cross and Red Crescent Societies,
in consultation with National Red Cross and Red Crescent Societies**

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DRAFT RESOLUTION

INTERNATIONAL RED CROSS AND RED CRESCENT MOVEMENT BRANDING INITIATIVE

Introduction

This Resolution on branding aims to help components of the International Red Cross and Red Crescent Movement (Movement) develop a better understanding of, and response to, the challenges posed by their respective Red Cross and Red Crescent identities and brands at the local and international level. It endeavours to help manage and enhance the position, reputation and influence of the Movement and its respective components as the leading humanitarian network enjoying global reach. It seeks to promote consistent representation and presentation and to facilitate education and capacity building within the Movement on branding-related issues.

The Council of Delegates,

acknowledging that the components of the Movement are operating in a rapidly changing and increasingly competitive environment, particularly with respect to positioning and obtaining funds to support our humanitarian endeavours for vulnerable people and communities affected by armed conflict, internal disturbances and tensions, natural and technological disasters and other humanitarian emergencies,

recognizing that the humanitarian landscape is becoming increasingly complex and involves a wide range of new actors and organizations whose intention is to engage in humanitarian assistance and protection activities on the basis of varying principles and modes of operation,

noting that, in response to the request of some National Societies for the development of a logo to represent the Movement globally for use in promotion and fundraising activities conducted by Movement components, the International Committee of the Red Cross (ICRC) has actively engaged in a dialogue with National Societies in order to explore the modalities for such a logo, including its design, terms and conditions of use, and a mechanism for its management; *acknowledging* the ICRC's firm position that any such logo, if composed of a red cross or red crescent or the two emblems side by side, would need not only to be endorsed by the Council of Delegates but also approved by States in line with their obligations under the 1949 Geneva Conventions, and that any display of it would need to conform at all times with international humanitarian law, as well as with the Movement's regulatory framework, in particular the 1991 Regulations on the Use of the Emblem by the National Societies (1991 Emblem Regulations); *recognizing* that further consultation among Movement components is needed before a Movement-wide logo can be considered, the continuing applicability of the 1991 Emblem Regulations, and the commitment of components of the Movement to refrain from displaying any logo intended to represent the Movement globally until such time as agreement has been achieved within the Movement and the approval of States confirmed,

appreciating the deliberations of the Governing Board of the International Federation of Red Cross and Red Crescent Societies in September 2013 on a possible Movement logo, and *taking note of* its decision (GB 13/02/31) – underlining branding as an issue of strategic

importance – to further build a common Movement identity, develop rules for a possible Movement logo for exceptional use and initiate a discussion on a Movement-wide framework for resource mobilization; the recommended creation of a Governing Board committee or working group to engage more specifically on these matters; and the request for further dialogue with the ICRC in close consultation with National Societies,

taking note of the launch of the International Branding Initiative (IBI) and the recommendation of the IBI Reference Group that the Movement adopt a Resolution thereon at the 2013 Council of Delegates,

acknowledging the challenges of managing the different brand identities of the individual components of the Movement, which include National Red Cross and Red Crescent Societies, the ICRC and the Federation,

recognizing the desire for the components of the Movement to develop common approaches and practices for managing transnational (i.e. extending beyond national borders) reputational crises, through both traditional media and online or social media channels,

recognizing that awareness and understanding of how to undertake a branding process differs throughout the Movement and that we can all benefit from the experiences of the components of the Movement, lessons learned and capacity-building tools in this area,

reaffirming the continued importance of fostering a better understanding of the Movement, its functions, roles, values and modes of operation among key stakeholders, including public authorities and the general public, in order to enable the components of the Movement to enhance understanding of, and support for, their efforts to improve the lives of vulnerable people,

recognizing that, in order to preserve and manage their brands to the fullest, the components of the Movement must at all times strictly adhere to the Fundamental Principles and values of the Movement and endeavour to convey them through their actions and communications,

acknowledging that the world has changed since the 1991 Emblem Regulations were adopted and that communication, marketing and fundraising methods have become more sophisticated and complex, particularly as regards digital media,

reaffirming the paramount importance of ensuring understanding of, and respect for, the emblem's functions as either a protective or an indicative device and *noting with concern* the lack of consistency in the interpretation and practical application of the 1991 Emblem Regulations by National Societies,

recognizing the need for all the components of the Movement to adopt a coherent and consistent approach to representing themselves, including through the display of the emblem, as well as the need to comply at all times with international humanitarian law and the regulatory framework agreed upon within the Movement,

urging the components of the Movement to recognize the existing rules governing the use of the emblems, as set out in the 1949 Geneva Conventions, their 1977 and 2005 Additional Protocols, the 1991 Emblem Regulations, and other relevant Movement rules and policies, such as the Movement Policy for Corporate Sector Partnerships and the 2011 ICRC *Study on the Use of the Emblems*, and *emphasizing* the importance of achieving greater consistency and harmony of practice among all components of the Movement when displaying the emblem and their individual logos,

recognizing the importance of protecting the special nature of the distinctive emblems and their designations, including in the digital world,

welcoming the dialogue established by the ICRC and the Federation with the Internet Corporation for Assigned Names and Numbers (ICANN) in an effort to secure permanent reservation of the terms “Red Cross,” “Red Crescent” and “Red Crystal” and related designations and names, as well as the names of the individual components of the Movement, from registration as top- and second-level internet domain names,

1. *strongly encourages* all components of the Movement, as appropriate, to make use of the International Branding Initiative toolkit, to apply its guidelines and recommendations in all their future activities and programmes, and to ensure that their members, staff and volunteers are duly informed of the requirements and recommendations stemming therefrom;

Developing a common understanding and commitment to transnational and positioning issues

2. *approves* the following Movement positioning statement, which seeks to establish a unified, Movement-wide approach to collective transnational communication as well as to differentiate between the components and boost our respective brands, and *invites* all components of the Movement to make use of the statement, where appropriate, to guide their external communications and to describe the Movement in a consistent manner:

“We are the International Red Cross and Red Crescent Movement.

We are a global humanitarian network which helps people prepare for, deal with and recover from crisis.

Whether you are facing natural or man-made disasters, armed conflict or health and social care issues, Red Cross and Red Crescent volunteers and staff are there to help, without adverse discrimination.

Guided by our Fundamental Principles, we mobilize the power of humanity to save lives and relieve suffering.”

Managing our brand identities in an interconnected digital world

3. *welcomes* the development of the guidelines and recommendations on online brand representation and *encourages* all components of the Movement to make use of and apply them in order to ensure optimal representation and positioning of the Movement and its components, of their humanitarian activities and of their humanitarian diplomacy objectives;

Managing our reputation in transnational crises

4. *welcomes* the development of the guidelines and recommendations on responding to reputational crises and *encourages* all components of the Movement to make use of and apply them in order to avert the adverse transnational effects those crises may have on the Movement as a whole and on its activities;

Using the emblem in commercial and resource-mobilization contexts and commercial ventures

5. *welcomes* the development of the guidance document *The red cross and red crescent emblems and logos in communication, marketing and fundraising* and the commitment of the components of the Movement to clarify outstanding issues (i.e. “decorative use” of the emblems, display of a Movement component’s logo on packaging and what constitutes packaging), while recognizing that the guidance provided in the document is not intended to replace, but rather to support, the current regulatory framework;

Strengthening the branding of the components of the Movement

- 6a. *urges* components of the Movement to develop their branding expertise by using the brand-development tools in the branding toolkit and through Federation-facilitated and other forms of partnering with National Societies with branding experience;
- 6b. *welcomes* the development of design templates that may be used by National Societies to revise or update their visual identities, and *encourages* National Societies to make use thereof;
- 6c. *urges* National Societies to act at all times in full compliance with the regulatory framework adopted by the Council of Delegates on the display of the emblem and of a National Society’s logo, which includes the 1991 Emblem Regulations, and thus in particular when it comes to their commercial partnerships and commercial ventures.