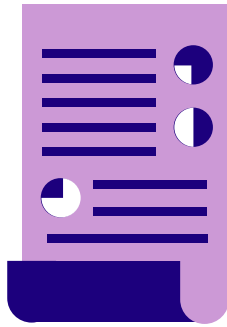


THE FUTURE RED CROSS AND RED CRESCENT

Developing Strategy 2030



- Strategy 2030 will be developed by National Societies supported by the IFRC Secretariat, it is led by the IFRC Governing Board.
- The Strategy represents the collective ambitions of all National Societies and lays out a vision for the organisation of the future.

THERE ARE THREE MAIN PHASES TO THE STRATEGY DEVELOPMENT PROCESS;



1. UNDERSTANDING THE ENVIRONMENT

Exploring through research, interviews, horizon scanning and extensive consultations with National Societies, what the world will bring to our doorstep in the next 10 years, including how other organisations and governments are adapting to this emerging future.



2. OUR AMBITION:

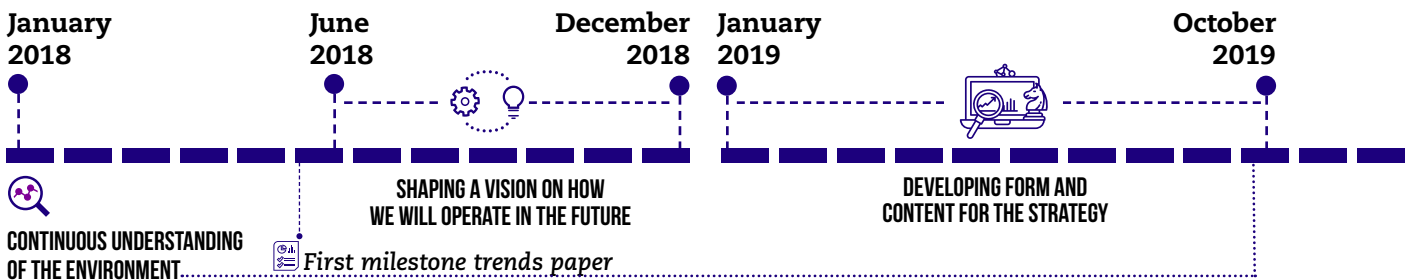
Using a design approach and building off the trends analysis, develop visions of how we will operate in this emerging future. Explore our role, how we organise and structure ourselves, what areas we could focus on. Build design principles for an organisation that can be successful in the coming years.



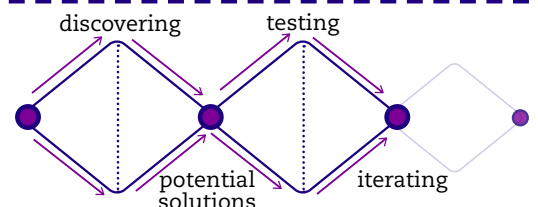
3. OUR PATH – GETTING TO THERE FROM HERE:

Articulating the form and content of the Strategy, developing key focus areas and indicators, to achieve our ambition. Presenting drafts, seeking feedback and iterating to the final version.

TIMELINE



All stages of the process employ a **Double Diamond approach**, continuously opening up to explore and then narrowing in to potential solutions, testing and iterating with stakeholders in the process.



HOW CAN NATIONAL SOCIETIES GET INVOLVED AND CONTRIBUTE TO THE STRATEGY:



1. JOINING ONE OF THE PROJECT TEAMS:

there are research, horizon scanning and critical review teams, all of which comprise National Society staff and volunteers.



2. ATTENDING ONE OF THE FUTURES AND DESIGN WORKSHOPS:

visit ifrc.org/S2030 for a full schedule or write to the team to explore setting up a workshop in your region.



3. CONTRIBUTE FEEDBACK AND INPUT:

through the S2030 platform at ifrc.org/S2030. All content and updates will be published there regularly and can be commented on.



4. REVIEWING DRAFT DOCUMENTS AND PROVIDING INPUT:

each of the three stages will have draft versions available for review, these will be available on the S2030 platform and also distributed to all National Societies by the IFRC Secretary General.



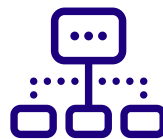
5. ENGAGING IN THE DIGITAL INITIATIVES:

a number of initiatives will be rolled out throughout the process, including online games, surveys and interviews. Visit the S2030 platform for more details.



6. BEING INTERVIEWED AS A KEY STAKEHOLDER:

a custom designed digital application allows interviews all over the world with a range of stakeholders, the results of which will be analysed and fed into the process.



7. SUPPORT THE GOVERNING BOARD:

The IFRC Global Governing Board represents the National Societies and validates and approves key decisions in the S2030 process.

To stay up to date visit ifrc.org/S2030 or write to Innovation.team@ifrc.org to be placed on the mailing list for regular updates and opportunities to input.