



FRIENDLY NEIGHBORHOODS

National Societies Guide

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 International Federation
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FRIENDLY NEIGHBORHOODS

“Friendly Neighborhoods” is a methodological approach that seeks to achieve a greater number of more secure environments where creativity, solidarity and dialogue between people who live in the neighborhood are promoted, acknowledging that there are different realities and solutions in each neighborhood.

“Friendly Neighborhoods” aims to achieve Solidarity, Safety and Sustainability (TRIPLE “S”), helping to improve the welfare of people in the environment they live in.

The bases of this methodology are participation and social mobilization, with an inclusive approach and strengthening the social fabric. The initiative seeks connectivity between neighborhoods and the promotion of Red Cross presence in each neighborhood as a dynamic process of the methodological approach and of sustainable initiatives.

INTRODUCTION

In today's world, both, father and mother, or sole family heads, are not at home when their children need them most. This also happens to the elderly, especially to those that rely heavily on their children. An estimated 11 hours a day is what it takes, from the time many parents leave their homes to work until they return home. However, there are households, mainly the poorest, for whom the hours outside their homes can reach up to 15 hours due to transport constraints.

However, there is a large minority of households which have the privilege of having at least one parent at home, who can devote her/his attention to their children and the elderly.

What happens to those children, youth and elderly? A number of children, youth and elderly remain at home under the care of a third person (family member, neighbor or employee) and a minority is totally alone in their homes.

A significant number of children and youth go to school, and when they return they have limited choices of activities they can do. A lot of them stay "pinned" to the television. A few, with greater financial resources, spend their time exploring the Internet or chatting, either via Internet or cell phones.

Others, with more financial resources, play console video games, but the vast majority will go to the streets to interact with friends and, in turn, to deal with different forms of peer pressure. Those who stay at home alone are not free from this pressure.

A minority group most likely will not go to school, or when they get out of class, will have an informal work in the streets.

In all cases, they are highly exposed to risks, including access to alcohol, drugs, violence, peer pressure, sexual abuse, bullying, etc.

A very small number of children and youth will use their free time in other matters of personal development, such as sports, clubs, leadership institutions, study groups, music, etc.

Meanwhile, the elderly stay at home alone and are often exposed to the challenges generated by their own condition.

The entire family, among so many hours of work and alienation among its members, and in turn aware of many of the risks in today's world, is concerned about the increasing level of insecurity in cities.

In this dynamic of realities and opportunities Friendly Neighborhoods is born as a support alternative to strengthen the social fabric and opportunities for its development.

¿WHAT DOES “FRIENDLY NEIGHBORHOODS” REFER TO?

Friendly Neighborhoods is a comprehensive initiative led by the International Federation of Red Cross and Red Crescent Societies that seeks to increase interaction in neighborhoods, dialogue and participation on matters that affect the lives of every neighborhood. It seeks to promote participatory processes, where local residents identify activities that turn the neighborhood into a friendly, safer and peaceful environment with a friendly atmosphere.

The initiative aims to support the construction of resilience, promoting social inclusion elements and transforming insecure environments into friendly environments where people can live. Transforming isolation behaviors into supportive behaviors through interaction to achieve spaces that invite people to enjoy, have a good time, learn and live peacefully.

Friendly Neighborhoods focuses on promoting the reduction of violence and safer living conditions, creating conditions for self-protection and promoting conditions of social protection within the neighborhood. This means the search for safer environments, with greater interaction and friendlier spaces.

The Friendly Neighborhoods initiative does not have a specific project; i.e., it does not impose a predetermined activity to be developed in the neighborhood, but aims for these activities to emerge as a natural consequence of its own reality, customs, needs and wills of the Neighborhood, which are the product of a space that promotes participation and a collaborative spirit among its members. It does not have a specific group within the National Society in charge of the initiative.

The logic is that any person from a National Society who wants to enjoy living in a safe and friendly environment within his/her neighborhood can contribute to this aim by joining the initiative and help expand it to other neighborhoods.

The same principle applies at community level. The logic is to make inhabitants of a neighborhood get involved and promote the initiative in other neighborhoods. The residents of the neighborhood themselves identify needs and actions required to transform their neighborhoods into friendlier environments.

HOW IS THE SUSTAINABILITY OF “FRIENDLY NEIGHBORHOODS” ACHIEVED??

Friendly Neighborhoods must arise primarily as an initiative “without recipes,” under the facilitation of a representative of the Red Cross, who will do his/her work to promote, according to the experiences of the neighborhood, safer places under natural schemes, taking advantage of its members’ knowledge and identifications.

This does not mean that it cannot be developed out a methodological field, but that it seeks and ensures its sustainability through the rescue of individual and collective knowledge as a natural dynamic, y promotes them for the identification of situations and solutions by providing a friendlier, happier and safer living space; the raising of this knowledge is key for their continuous implementation in order to favor its environment, as well as serve as a model, reference and inspiration to other spaces.

The financial investment required to implement the initiative during a period of one year in each neighborhood is USD 6,400. This amount of money is divided by month, by micro-projects by twelve meetings, and by focal point, who acts as coordinator.

This initiative is intended to achieve processes sustainable over time to build friendly and safe spaces with an impact on the economic, social, environmental and political levels. The commitment of various stakeholders is crucial to creating friendly neighborhoods.

OBJETIVES OF THE FRIENDLY NEIGHBORHOODS INITIATIVE

1. To increase interaction in the neighborhood, through dialogue and participation to achieve initiatives that inspire friendly environments.
2. To promote social inclusion and encourage the creation of spaces in which all people are heard.
3. To promote solidarity and increase community resilience and, thus, increase safety perception levels of the people living in the neighborhood.
4. To strengthen the presence of Red Cross volunteers to promote the development of continuous processes that contribute to increase solidarity, safety and sustainability in the neighborhoods.

The Red Cross acts as a neutral, impartial and independent guide in the process, and seeks further social inclusion and contact between the neighborhood and the Red Cross, as well as between neighborhoods.

“Friendly Neighborhoods” also serves as an initiative that complements NS programs in all sectors, with community focus and with the objective of promoting a culture of non-violence and peace and greater social inclusion.

The funding mechanism and how the initiative is designed include:

- A seed financing to start the initiative in one or more neighborhoods;
- A strategy to get the support of national stakeholders (government, corporate sector, foundations) to join the initiative and give financial support;
- Possible support from PNSs or other institutions.

The initiative is based on obtaining resources from the country itself and not to rely exclusively on international cooperation. For this reason, the initiative has a low cost, but a high impact. The initiative per neighborhood for a one-year period is summarized as follows:

Action	Amount	Result
One neighborhood activity per month	USD 200 per month Total USD 2.400 per year	Families in the neighborhood interact and develop mutual support mechanisms.
Four micro-projects per month	USD 400 elderly USD 400 adults USD 400 youth USD 400 children Total: USD 1.600 per year	Improved specific conditions of stakeholders, taking care or promoting a gender approach.
Support to Neighborhood volunteer (coordinator)	USD 100 Total USD 1.200 per year	Red Cross near neighborhood
NS operational expenses	USD 100 USD 1.200 per year	NS capable of maintaining the initiative.

Another factor of the sustainability of friendly neighborhoods is about people. In other words, how to make this initiative have a life of its own in time, with the active participation of the neighborhood that sees the benefits of having friendly, supportive and increasingly safer neighborhoods.

Thus, a key aspect of friendly neighborhoods is that every neighborhood has:

- A Red Cross volunteer or official that lives in the neighborhood.
- A person that becomes a volunteer of the Red Cross in the neighborhood.
- That progressively, the neighborhood has (clubs or units) of the Red Cross of the neighborhood (this is not binding or mandatory) or community brigades.

STEPS TO FOLLOW IN ORDER TO ACHIEVE A “FRIENDLY NEIGHBORHOODS” AND THE TRIPLE “S”

Step One: Gain Political Will

The successful implementation of the “Friendly Neighborhoods” initiative is based primarily on political will.

Political will is required in at least the following levels, although predominantly in the first two:

- At the level of National Societies.
- At the level of key players in the neighborhood.
- At the level of governments.
- At the level of the corporate sector.

At the level of National Societies

Hold a meeting with the authorities of the National Society and explain the Friendly Neighborhoods initiative, providing its most important aspects, the modus operandi and the pros and cons of the initiative.

Annex 1 was used for this topic

At the level of Key Players in the Neighborhood

The key is to enter the neighborhood and ensure that potential risks of violence will be able to be reduced and that neighborhood stakeholders show interest in supporting the initiative.

Annex 2 was used for this topic

At the level of Governments

Dialogue with government authorities, primarily with the Ministry of Interior, with the municipality, among others, implies a high-diplomacy positioning strategy, which requires proper preparation.

Annex 3 was used for this topic.

At the level of the Corporate Sector

The involvement of the corporate sector in this process is key and well-managed becomes the key opportunity for the sustainability of the initiative.

Annex 4 was used for this topic.

Step Two: Prepare for the Implementation of the Initiative

At Secretariat level, a multisectoral focus group is created to strengthen the “Friendly Neighborhoods” proposal. This group will assess the methodological approach and the learning processes of the initiative.

At the level of each National Society, the creation of a similar group is expected to be promoted as part of a continuous learning process.

Both multisectoral groups, in one way or another, will interact with each other and share knowledge on a permanent basis. Thus, there is constant preparation and promotion.

Friendly Neighborhoods is not a program; therefore, it does not mean that a single group of the National Society can implement it. But, it can function as national coordinator for its promotion and implementation. It may be that at Headquarters level it is controlled by a directorate, while in the branches it might be controlled by different groups.

Friendly Neighborhoods is an open initiative in which all people can be agents of change in their respective neighborhoods, as well as in other neighborhoods where they might provide support.

Once the NS adopts and integrates the concept of “Friendly Neighborhoods” in its strategic and operation plans:

The NS informs branches on the initiative and agrees that staff and volunteers of the NS can participate in the initiative.

Training of focal points on the use of the guide and the implementation of the initiative will be carried out.

Red Cross volunteers and staff interested in improving their own neighborhood will be trained on the methodology.

Through the “Learning by Doing” methodology, the educational material and methodological process begins. The NSs and their focal points are trained in the use of these methodologies. The NS seeks alliances with key neighborhood stakeholders to identify forms of cooperation.

Annex 5 was used for this topic.

Step Three: Promote the initiative

We can be sure that every citizen expects his/her environment to be safe and friendly. This logic and human aspiration favors the development of political, financial, social, human and ecological capital. The development of such capitals constitutes key elements for the development of friendly spaces.

This initiative includes at least seven actors as key players in “Friendly Neighborhoods.” They are expected to be the logical contributors to achieve the objectives of the initiative. Not all actors are independent, but are either directly or indirectly interrelated.



Building networks of interest among one another favors the sustainability of “Friendly Neighborhoods.” For example, the relationship between families and the social fabric (groups with a common purpose: football club, mother’s club) is normal, since within the same families there are members who are part of these organizations that are part of the social fabric.

Promotion:

The initiative will be promoted within the National Society in all sectors.

Share promotional information with all persons within the Red Cross.

Arrange a meeting to explain the initiative to those who are interested in being part of it.

Prepare to promote Friendly Neighborhoods in selected neighborhoods.

Prepare to promote Friendly Neighborhoods when searching for strategic partners interested in supporting the initiative.

Annex 6 was used for this topic

Step four: Identify the neighborhoods

The existence of a focus group within the NS and a Red Cross focal point for each neighborhood participating in “Friendly Neighborhoods” is a key element to the success of this initiative. The Red Cross focal point acts as facilitator and catalyst of the activities implemented in the neighborhood. The focus group of the NS will establish the selection criteria and will identify the neighborhoods where the initiative will be launched.

The focus group prepares an action plan defining the steps to be followed in the neighborhood, based on the “Friendly Neighborhoods” methodological approach. Selected neighborhoods can be neighborhoods where:

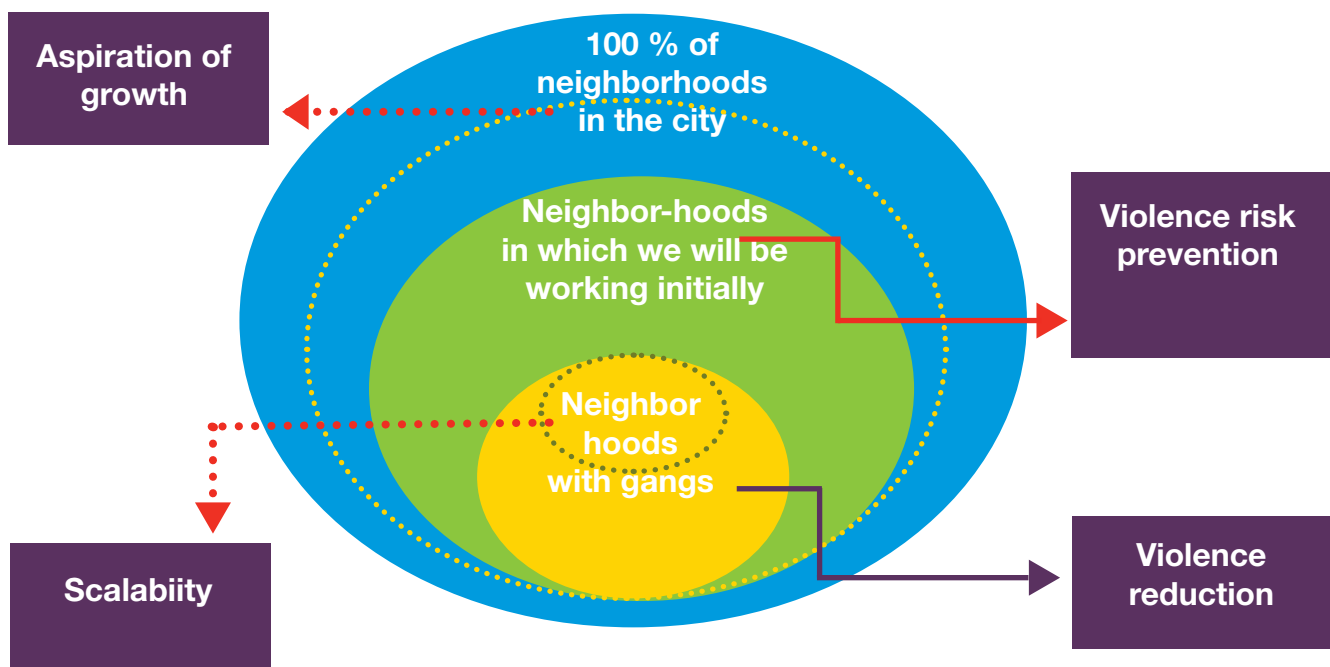
- Red Cross staff or volunteers already exist;
- NS projects are already being implemented;
- There are no projects;
- There is explicit interest from the neighborhood itself;
- There are companies that wish to sponsor certain neighborhoods;
- There are government officials who wish to provide support;
- They are completely new.

This group will work as a management committee to manage neighborhood proposals.

Ideally, as a rule at the beginning of the process, and not as a standard for every action, a focal point should exist in every neighborhood.

The Friendly Neighborhoods initiative aims to reduce violence. Thus, the initial strategy is not to fight or mitigate neighborhoods where violence caused by gangs already exists. It does not mean that it cannot be done in the future, but this should be a process of growth of the initiative. Thus, the first criterion is to not begin where gangs exist until the launch of the Friendly Neighborhoods initiative is a well-accepted reality, experience has been gained, it has followers and support and when, little by little, in neighborhoods where there are gangs, there is interest in its implementation.

The graph aims to better explain the logic of intervention:



It is important to consider that Friendly Neighborhoods seeks to progressively grow in every city and aims to gain support progressively, but the key is to start in places where it will be possible to ensure a process that reduces and prevents chances of violent behaviors through social inclusion, dialogue, participation, solidarity, among others.

As mentioned before, there is a possibility of expanding the scope to neighborhoods with gangs; i.e., neighborhoods where there are organized groups who are agents of violence. In these sectors, income strongly depends on the will that exists in those neighborhoods, so that work can be done.

Annex 7 was used for this topic.

Step five: act, learn, improve and act

First, there is a Red Cross volunteer or official who lives in the neighborhood, or there is a neighborhood focal point, who will act as facilitator of the process with the Red Cross.

In each neighborhood, representatives from each age group (young boys and girls; youth; young adults, adults; elderly) are identified. They will present the priorities of the neighborhood to become a "Friendly Neighborhood." Elected representatives cannot be members of the same family and should ensure the widest possible diversity in the group to ensure comprehensive inclusion, representation and participation that takes into account the needs and priorities in the neighborhood.

Each age group determines its ideal type of friendly neighborhood and the actions needed to achieve it. Each age group interacts with each other to achieve a better understanding of the ideal types and welfare models of other groups which are common to all. Each age group identifies micro-projects that are launched with a single purpose: that their environment is friendlier, more caring and more secure in a sustainable manner.

Along with the neighborhood, the place and manner in which meetings will take place will also be defined, in order to identify priorities and actions needed to begin the processes.

The neighborhood group meets at least once a month to:

- Celebrate and enjoy their actions;
- Talk about the friendly initiative for the neighborhood and what lessons have been learned;
- Present the progress achieved through the implementation of the friendly initiative;
- Identify new initiatives;
- Celebrate achievements;
- Create spaces for learning and training;
- Others.

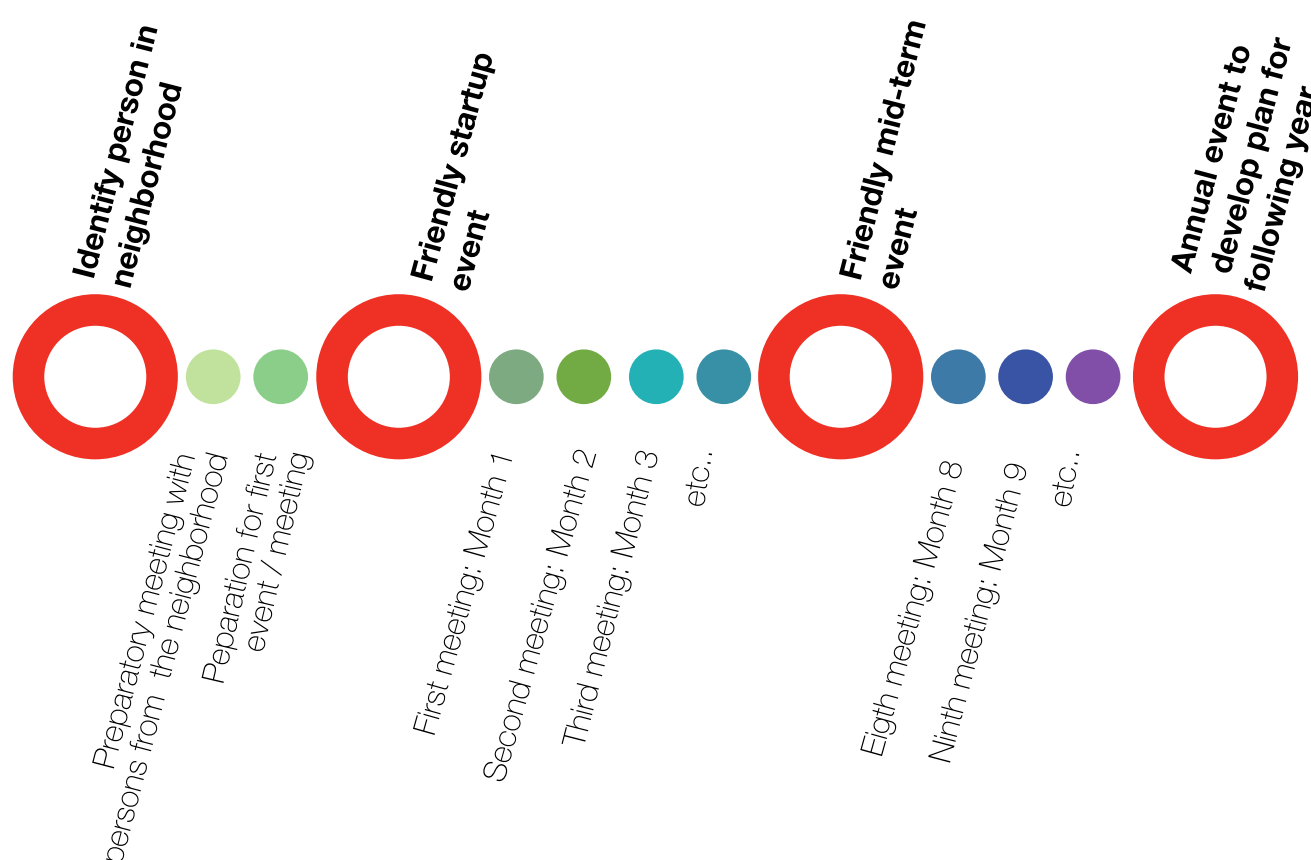
The group of representatives of each age group identified in the neighborhoods becomes a group of key individuals to the creation of a Red Cross brigade or club. The Red Cross focal point for the neighborhood and for the Red Cross brigade or club will work as a catalyst of processes and discussions in the neighborhood. This person would play a key role to sustainability and efforts in the neighborhood.

Initiatives to achieve "Friendly Neighborhoods" can be many and varied, including: a) a space to play dominoes and chat; b) better lighting; c) a place to exercise; d) well-painted environments with flowers and with options for different sports; e) spaces to walk, play at any time; f) learn first aid; g) learn to play guitar, or create choirs of family music, among others, the imagination of age groups is the key to identify those things that would make their environment friendlier.

The key process indicator is the diversity of initiatives that are generated by each age group, where initiatives are sustainable over time, low cost, have high participation and mutual support.

A key factor of the “Friendly Neighborhoods” initiative is to provide opportunities for dialogue for the different age groups and promote opportunities for dialogue among the different groups. Namely, that activities are generated by each group, and that other activities that integrate the different groups are generated.

It is important to differentiate friendly event from friendly meeting, the main idea is that, over a year, there are at least three friendly events to celebrate and strengthen ties between the members of the neighborhood. While the idea of friendly meetings is to ensure that throughout the year these meetings are structured, purposeful and catalysts of interaction and dialogue among the different age groups and strengthen the network of relations among its members through friendly initiatives.



The friendly event is the most important moment that will determine the success of the initiative; this event, if done right, sets the spirit of the initiative and will raise awareness that everyone benefits through participation. Therefore, proper preparation is key and very important.

We must prepare very well for the first event, as we must analyze the event in detail, step by step, identifying all actions necessary to ensure that: it is a friendly event and that it leads to the goal of making the neighborhood interact more and in a more supportive manner.

Before the big initiative startup event, the neighborhood focal point (a person from the Red Cross who lives in the neighborhood, a former member of the Red Cross, someone in the neighborhood who voluntarily wants to launch this initiative, etc.) must identify 2 to 5 persons who wish to join the initiative, in order to plan the event together. The idea is that, a pre-conceived idea of the things that are to be performed should be identified for this meeting and, on that idea, the way in which it will be implemented must be defined, without losing sight of the objective.

As a general rule, none of the events to be promoted under Friendly Neighborhoods will include the use or promotion of liquor. That should be a common and previously agreed rule at neighborhood level.

The first meeting should be seen as a celebration: the beginning of a constructive, friendly and complete dialogue.

Example: Startup event - Friendly Neighborhood

Catalyst team

Promotion of event

BBQ

MUSIC

GAMES

Present Initiative

In advance, define outcomes to be achieved

In advance, define how these outcomes will be achieved

Annex 8 was used for this topic.

The first official neighborhood meeting will help:

This first meeting should ideally be on a day agreed with the neighborhood. The time may be at night on a weekday or weekend, as determined. Note that the role of the focal point is to facilitate a meeting with several working groups. Thus, methodologically, the person should be ready for everyone to feel part of the process and participate in an active manner.

that age groups meet



decide on friendly
micro-project



develop a workplan



1st
Meeting



Just as the first event, the first meeting is key to the success of the initiative. Thus, in each age group, the key is for the process to be promoted to be highly participatory.

Monitoring: is the continuous process that should be implemented to learn and improve; therefore, it is key to strengthening the initiative in the country, its positioning, the increase in its geographic coverage, the search for new funding, among others.

The multisectoral group of society, created for this initiative, is responsible for the proper implementation of a monitoring mechanism to ensure compliance with the objectives to learn, improve and expand. This monitoring group should meet at least three times per year.

Annex 10 was used for this topic.



ANNEXES

ANNEX 1:

MEETING FOR POLITICAL DECISION

Step One: Organize meeting with the authority of the National Society and explain what the Friendly Neighborhoods initiative is. If interested, ask authorization to carry out a bigger meeting to explain what the initiative is all about.

Step Two: Organize an extended meeting with decision-makers.

Step Three: If the National Society considers it appropriate, participate in the dialogues with the government and private sector to enforce the initiative.

Key messages for the meeting::

Emphasize how Friendly Neighborhoods is a contribution to the auxiliary role of the Red Cross, since it responds to a need felt by governments, and positions the Red Cross as an important and relevant partner to a problem currently faced by all governments.

Point out that the initiative also benefits the employees of the Red Cross themselves, either volunteers or officials, who in turn, are the strategic part for the implementation of the initiative. On one hand, concern is demonstrated in regards to the security of its people; on the other hand, it helps to progressively reduce a social problem.

Point out that the chances of sustainability are great, as long as the National Society takes a clear lead on the implementation of this initiative. Only then will it be possible for the private and government sectors to be active contributors to the initiative..

A1

How did Friendly Neighborhoods begin?

There are several methods of implementation; however, there are four methods that we consider most suitable for the startup of the initiative.

1. With officials and volunteers: In each
2. With the private sector
3. With public entities
4. With educational institutions.

The neighborhood's Red Cross club is not a statutory body recognized by the institution, especially if it is an operational extension of voluntary action that the Red Cross promotes in the neighborhood. The creation of a Red Cross club has clear lines on:

- a. Respect for the Red Cross logo and its use
- b. Commitment to abide by the Fundamental Principles
- c. Respect for the Code of Conduct.

What are Red Cross clubs or Neighborhood Red Cross all about?

This may be the most controversial of all, and is the aspect that requires a good explanation: on one hand, because this figure may not exist in the statutes or rules of the National Society; on the other hand, because that figure must be properly handled.

The Neighborhood Red Cross has a focal point that is in constant contact with the office of Red Cross and favors a permanent interaction between members of the neighborhood and the National Society. Therefore, it is understood as a voluntary unit.

ANNEX 2:

WILL AT NEIGHBORHOOD LEVEL

The key is to enter the neighborhood and ensure that potential risks of violence will be able to be reduced and that neighborhood stakeholders show interest in supporting the initiative.

Step One: Explain and promote the scope of the “Friendly Neighborhoods” initiative and its impact on the transformation into a safe community environment through:

- Dialogue, interaction of community participation.
- Citizen mobilization
- Increase in the presence of the Red Cross and volunteers

Step Two: Identify among employees of the National Society or within its volunteers, community members who may emerge as leaders / facilitators to undertake the initiative and implement it completely; i.e., promote a more cohesive, participatory and safe community following the triple “s” strategy. For this, consider:

- Commitment
- Identification with the Red Cross and its values..
- Acknowledgement of its environment and positive leadership, and even among all age groups and social conditions specific to neighborhood residents.
- Communication skills, sensitivity and proximity to community problems.
- Awareness of its power of transformation

Step Three: Plan and convene a meeting with members of the community; to do so, select a known space in the Neighborhood where most members feel identified, which is accessible and provides conditions such as neutrality, safety, friendliness and openness to express ideas.

A2

Step Four: Explain in a simple and clear manner what the initiative implies and the importance of the participation of community members, the value of their experiences and how these promote the transformation of a neighborhood into a friendly and safe environment, through activities of interest and micro-projects integrated by different groups and diversities that exist in the community.

Listen carefully to the main interests, expectations and see identify the issues that begin to emerge as points of interest and areas that could be developed in the implementation of the initiative, without it implying that they are final, but to have an initial appreciation and how the Red Cross can use their strengths for a safe environment.

Step Five: Suggest and plan for a date near the first official meeting, taking the considerations mentioned in the previous step to ensure that participants become conveners and ensure the presence of the different age groups that live in the community.

ANNEX 3:

POLITICAL WILL IN THE GOVERNMENT

Obtaining the political will of Governments is crucial, especially identifying the local authorities and those organizations that work in the Neighborhood, either with a permanent policy or specific programs, with which they could establish channels of communication and cooperation to achieve a friendly and safe environment, as well as the responsiveness of government entities to the viability and sustainability of the initiative, or otherwise avoiding duplicate actions with the same objective..

Step One:

Suggest and plan for a date near the first official meeting, taking into account the considerations mentioned in the previous step.

Step Two:

Identify the relevant Government authorities in the Neighborhood, their social programs and policies on risk management, social inclusion, safety, vulnerabilities and risks, among others. This, in order to identify areas of cooperation and communication between the Red Cross, the community and these within the context and purpose of "Friendly Neighborhoods."

Step Three:

Exposing Governments entities to the scope of "Friendly Neighborhoods" and the importance of their support and cooperation in the context of the initiative and the impact of its results in promoting safer communities within the range of coverage of its authority or jurisdiction.

In this particular issue, diplomatic and respectful mechanisms should be established making it clear that the initiative does not involve the replacement of its governmental powers, but rather that the RC, in its auxiliary role, is intended to provide tools to transform situations that make a particular community vulnerable through participation, supportive and coexistence mechanisms.

ANNEX 4:

POLITICAL WILL IN THE CORPORATE SECTOR

The achievement of wills in the corporate sector, in the framework of “Friendly Neighborhoods” is an essential purpose in which National Societies and leaders need to put great effort, as including them directly or indirectly in their social responsibility policies promotes the sustainability of the initiative and its link to the transformation of friendly and safe communities inspired by the values of the Red Cross.

Step One:

Identify the corporate environment more akin to the neighborhood (proximity, geographical or psychological, interactions, link of their area of business with the social and economic realities of the neighborhood) and companies with social responsibility programs focused on social inclusion, attention to vulnerabilities, community development, and safe environments, among others.

Step Two:

Establish contact with potential companies interested in participating in the initiative and present the proposal.

Step Three:

Explain the scope and methodology of the initiative, which should highlight the importance and influence of the corporate sector in transforming friendly and safe environments, and the initiative has a positive impact within their corporate social responsibility policies promoting inclusion and overcoming vulnerabilities..

Step Four:

To exchange ideas and establish a dialogue with companies in order to propose or define the various modalities of participation in the initiative, material resources, human or financial, and set concrete agreements

ANNEX 6:

PROMOTION OF THE INITIATIVE

Step One:

Promote the initiative, for a strategy must be set with support from the NS to present it in a simple and motivating manner to all members of the Red Cross in order to extend the scope of the initiative and how their participation can contribute to transform their community in friendly and safe spaces inspired by the values of humanity, solidarity and participation.

To do this, schedule meetings that incorporate, exemplify the goals of the initiative, as well as simple materials that serve as an inspiring element for inclusion and collaboration. (See Leaflets and other promotional materials.)

ANNEX 7:

FRIENDLY MEETINGS AND EVENTS

IV. Monthly Meeting

Monthly meetings provide the opportunity for direct contact and collective construction, so attention must be paid to them, as it is the time when participation comes to life and ideas arise.

Monthly meetings should be differentiated from the “friendly event” (part II), for such meetings should take into account the recommendations included in the following steps:

Step One: It is the responsibility of the neighborhood leader to plan and convene key members in the community, set the date, time and place for the monthly meetings to be held.

Step Two: When the day arrives, a relaxed and dialogue environment should be promoted during the meeting; therefore, rely on the positive and difficult experiences in the neighborhood.

Some kind of dynamic that helps to flow and express ideas without fear and with the greatest simplicity can be established so that neighborhood actors, based on their experiences, are able to identify focal points on what is missing or what actions are needed to transform their community into a friendlier environment.

The key and the goal are to encourage the participation of everyone from each of their experiences as major stronghold.

Another aspect that should be considered with great skill is that the leader must detect what situations need to be addressed first, based on the strengths of the NS, to start providing some tools to promote a friendly environment and begin providing greater confidence and credibility to the initiative.

Step Three: Try to record and document the experiences, especially with the identification of focal points, their possible approach and solutions generated from dialogue and from the perspective of community members

A7

V. Friendly Event

As the guide states, the difference between a “friendly event” and the monthly meetings must be taken into account, as the friendly event must be the experiential situation embodying the ideas contained in the monthly meetings and which, through supportive and collaborative actions, builds an enjoyable experience that encourages a more humane and friendlier environment, and which, through “sharing,” can address and solve other situations with everyone’s effort.

Step One: Based on the findings arising from trade with neighborhood members at monthly meetings, discuss the interests and best ways in which members share and feel at ease, and propose an activity that is of interest to all, such as sports tournaments, meetings with food, music or anything else that is of interest to the community. Keep in mind that the proposal submitted by community members should prevail. (Except for those that involve the consumption of alcoholic beverages.)

Step Two: Once the activity has been established, coordinate together with 2-5 people in the neighborhood willing to join the planning activities from the preconceived idea point of view, “what” is to be performed, set “how” it will be developed and have a clear idea of the objective that wants to be achieved through the event.

Prepare the activity, try to ensure that it has a good environment, lighting, comfort, decoration conducive to a space to reflect, discuss, learn, stimulate curiosity and create friendly environments from the perspective of each age group.

Promote the participation of all members in the call, being the main disseminators of the activity and promote the idea that with the participation of “everyone,” great things can be built in their setting.

Step Three: Develop the activity, promote integration, enhance achievements and each experience, and disseminate achievements as a result of the joint effort and how this promotes a safer and friendlier environment. Use this experience to include community solutions and new challenges. Also detect what things were still have to be done in an upcoming event, so that experience can improve even more each time.

The Fundamental Principles of the International Red Cross and Red Crescent Movement

Humanity The International Red Cross and Red Crescent Movement, born of a desire to bring assistance without discrimination to the wounded on the battlefield, endeavours, in its international and national capacity, to prevent and alleviate human suffering wherever it may be found. Its purpose is to protect life and health and to ensure respect for the human being. It promotes mutual understanding, friendship, cooperation and lasting peace amongst all peoples.

Impartiality It makes no discrimination as to nationality, race, religious beliefs, class or political opinions. It endeavours to relieve the suffering of individuals, being guided solely by their needs, and to give priority to the most urgent cases of distress.

Neutrality In order to enjoy the confidence of all, the Movement may not take sides in hostilities or engage at any time in controversies of a political, racial, religious or ideological nature.

Independence The Movement is independent. The National Societies, while auxiliaries in the humanitarian services of their governments and subject to the laws of their respective countries, must always maintain their autonomy so that they may be able at all times to act in accordance with the principles of the Movement.

Voluntary service It is a voluntary relief movement not prompted in any manner by desire for gain.

Unity There can be only one Red Cross or Red Crescent Society in any one country. It must be open to all. It must carry on its humanitarian work throughout its territory.

Universality The International Red Cross and Red Crescent Movement, in which all societies have equal status and share equal responsibilities and duties in helping each other, is worldwide.

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