



International Federation
of Red Cross and Red Crescent Societies

The Secretary General

To all Presidents and Secretaries General of National Societies

Geneva, 26 July 2010

Dear friends,

The Red Cross Red Crescent is a world leader in helping vulnerable communities prepare for and deal with the humanitarian consequences of climate change. We also remain a key partner for governments, civil society, UN agencies and other key players seeking impact at local and national level.

With the focus of climate negotiations moving towards national and regional level, we have updated our communications and advocacy pack for the United Nations Framework Convention on Climate Change (UNFCCC) Conference of Parties (COP) and beyond. The aim is to help National Societies take advantage of the unique positioning opportunity that these negotiations present. National adaptation strategies must address the issue, not only at national level, but also by engaging and empowering vulnerable communities, local governments and civil society.

Even though the Copenhagen summit did not achieve the desired global agreement, the work ahead for the Red Cross Red Crescent has not changed substantially. We continue to stress the importance of tackling the humanitarian consequences of climate change and promoting adaptation measures, including disaster risk reduction, strengthening disaster response systems at all levels (local, national and global), and the dissemination of early warning to enable early and timely action.

This communications and advocacy pack can be used to support your national efforts to highlight the leadership and innovations you are providing to protect those who are becoming increasingly more vulnerable as a result of climate change. Furthermore, the pack can be used to support your efforts in calling governments, decision-makers and the humanitarian community alike to take immediate action and engage in positive solutions to this ongoing threat. In this way, a strong culture of prevention can be built from the grass roots up, leading to greater resilience against the ravaging effects of climate change.

The communications and advocacy pack includes:

1. Red Cross Red Crescent key messages
2. Updated facts and figures
3. Key recommendations for Red Cross Red Crescent engagement policies and programmes
4. Red Cross Red Crescent climate change background information

We are working closely with the Mexican Red Cross and the Americas zone office to prepare for COP 16, which builds on the experience of COP 15. Following the events in COP 16, we will carry out an extensive consultation process with National Societies to improve our advocacy, positioning and communications support in preparation for COP 17, which is to be held in South Africa.

If your National Society requires additional information or you would like to provide feedback on any of the above, please do not hesitate to contact us.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Bekele Geleta', written in a cursive style.

Bekele Geleta