

Strategic Programme 2021–2023

The Red Cross brings joy, maintains hope and strengthens trust

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The Red Cross brings joy, maintains hope and strengthens trust – Finnish Red Cross Strategic Programme for the years 2021–2023

The Finnish Red Cross is a humanitarian assistance organisation the purpose of which is to help those in greatest need at home and abroad. It is part of the International Red Cross and Red Crescent Movement, which together helps people when disasters and accidents strike and trains people to be prepared for them. The organisation encourages people to look after their wellbeing and to take care of one another. The action of the Red Cross and Red Crescent Movement is guided by its seven Fundamental Principles: humanity, impartiality, neutrality, independence, voluntary service, unity and universality.

Finnish Red Cross action brings joy, maintains hope and strengthens people's trust in each other and in Red Cross assistance.

Volunteering in the Red Cross creates joy through community sense and inclusion. It brings joy to those we help and those who want and know how to help. Our assistance activities bring hope. For the people getting help, hope opens up new prospects, supports coping and steers towards a better future. The Red Cross is a voluntary organisation. The visible action of volunteers in their local communities enhances trust in people's willingness to help each other.

Our assistance work is founded on a global chain of helping, in which volunteers, communities and employees work together. All over the world, Red Cross and Red Crescent action is based on trust. Beneficiaries, volunteers, partners, donors and supporters trust in Red Cross action even in difficult situations.

Accomplishing our vision requires commitment from the entire organisation: its members, volunteers and governance members, local branches and their action groups, districts, central administration, the Blood Service, Youth shelters, Kontti chain of recycling stores and Punainen Risti Ensiapu Oy first aid company.

Many things around us are changing rapidly

The population is ageing and becoming more diverse. Young people's interest in societal issues is on the increase. Technology is increasingly immersed into our lives. The power of various networks as well as interest in community sense and voluntary action are growing. Globalisation and migration create not only needs for help but also new kinds of opportunities as well as encounters and collaboration that cross geographical, cultural and language boundaries. Inequalities, loneliness,

growth in health disparities, discrimination and racism challenge the welfare society and undermine equity in opportunities. Escalating, protracted conflicts and impacts of climate change increase the need for humanitarian aid. Aid workers are face increasing danger in conflicts. The economic system is undergoing change which is difficult to predict.

The impacts of the climate crisis have created novel civic action and societal activity as well as joint responsibility, especially among the young.

Our goals for the years 2021–2023

Changes in the operating environment require reform in assistance work. We will respond to challenges by monitoring and anticipating change. Understanding threats and risks as well as change leadership will be of growing importance in the coming years. In a changing environment it is important to know one's resources and strengths. Especially the young are in a key position in the action and helping of our organisation.

The three main goals of this Strategic Programme are:

1. Help is available locally
2. A thriving community includes all
3. A society building trust and responsibility

We will measure the accomplishment of the goals together with these indicators:

1. Number of people available to be alerted in sudden assistance situations
2. Number of volunteers
3. Finnish Red Cross membership
4. Number of young people (under the age of 29) engaged in our activities

Help is available locally

The most effective and fastest help in sudden situations is at first always available locally. The Red Cross is an **effective channel for help**. When something happens, we help people fast and appropriately both in Finland and abroad. Helping also enables the fast recovery of communities from crises. We are the leading preparedness and response organisation in Finland and an effective international actor. Our effective assistance is based on the organisation's living contact with communities, people's everyday lives and assistance needs.

Every volunteer is part of preparedness. The joint responsibility and values of the individual and the community form the foundation of response preparedness. Preparedness is maintained through training and exercises, as well as by recruiting new volunteers. Preparedness plans and alert systems are up to date, and we act in good collaboration with public authorities. Our Emergency Response Units are in use where needed, both internationally and in Finland. Our Blood Service manages the supply of blood products, laboratory tests and stem cell transplants needed in Finnish hospitals

every day, closely monitors scientific development in its field and conducts active scientific research to develop therapies. The Blood Service also maintains preparedness for exceptional circumstances.

Our expertise consists of the joint action of volunteers and employees. We are turned to when strong insight into and competence in preparedness and contingency issues is needed. Health in emergencies, psychosocial support, coordination and management of disaster preparedness as well as logistics are among our special fields of expertise. In sudden emergencies we provide first aid, organise emergency support services and offer psychosocial support.

Responding to unexpected situations requires that the helper not only has competence but is also able to flexibly change their ways of acting and prepared to understand the needs of the person in need in the altered circumstances. We will identify the factors causing particular vulnerability and make them visible through means of advocacy and policy influence. We will especially develop **modes of online helping** for sudden emergencies and exceptional situations and amplify our capacities and competencies to respond to the impacts of climate change.

The Finnish Red Cross is prepared to support public authorities in situations involving a large-scale influx of immigrants.

Climate change requires us to respond to growing humanitarian needs and to change our own action. Climate change hits the most vulnerable people the hardest, especially in conflict zones. Among others, climate change increases extreme weather phenomena, disasters and health problems and undermines food security. We will pay attention to climate change in accordance with the guidelines and materials issued by the International Federation of Red Cross and Red Crescent Societies (IFRC). We will analyse the climate impact of our own action, tackle the activities with harmful impact on climate and are committed to being carbon neutral by 2030.

Helping is **collaboration**. We always work together with the community and especially engage young people in the chain of helping. All everyday action supports response preparedness and contingencies. We will proactively identify the resources available for the entire organisation and in assistance situations make use of the competencies and resources of all. An important part of preparedness planning is cooperation in sudden situations. We will collaborate in preparedness and contingency networks and work together with various stakeholders locally, regionally and internationally. In international cooperation we support our Sister Societies' preparedness to respond to assistance needs and their capacities to work in cooperation in crisis and disaster situations. We will collaborate with public authorities and various organisations in a manner that establishes networks and connections ready for use when major disasters and abnormal conditions in society so require. Together we will also monitor changes and risks in the operating environment, analyse their effects and ensure resources.

Leadership in assistance situations and response operations will be of good quality and the management structure clear at all levels of the organisation. We will be able to respond to needs fast, providing quality assistance both at home and internationally. We will have a strong network of competent preparedness actors, who support operational action at local branches and lead operations at the local level according to needs. We will utilise digital opportunities to support management. We will take the initiative to launch assistance work even early on. Timely and correct fact-based crisis communication is a part of our management of abnormal and accident situations.

The **special duty** defined for the Red Cross in the Geneva Conventions and Finnish legislation of acting as an auxiliary to the public authorities in times of peace, crises and war will be known and recognised. Our special status is shown in preparedness planning, trainings, partnerships and communications.

We disseminate the Geneva Conventions and other **international humanitarian law** and promote their implementation together with public authorities. We will defend our principles and the right of the Red Cross to provide humanitarian aid and protect people in all circumstances independent of public authorities.

A thriving community includes all

We will increase people's skills to take care of their own and their families' **wellbeing, health and safety**. Our assistance activities in Finland and in international cooperation will be based on the experience of volunteers, our action as part of the local community, on identifying assistance needs as well as on available reliable information. Our goal is to provide quality assistance.

In Red Cross work **health is understood widely** as physical, psychological and social wellbeing. Health activities include advice, support, prevention and training. The Red Cross will be a leading actor in first aid both in giving help as well as in training. Blood donors and stem cell donors are important partners in our helping.

We will pay attention to factors influencing **social wellbeing** and health as well as changes in the operating environment. We are ready to operate in Finland in the novel social welfare and health environment as a reliable promoter of wellbeing and health.

We will identify those who need help in our local communities and help those whose position and situation is difficult. **We will protect** people from violations of human dignity and human rights and

from abuse. We will ensure that the help we give supports their coping and amplifies their own capacities. The Red Cross also provides opportunities for serving in demanding volunteer duties that benefit people in need of special support who are beyond the reach of other services. We will provide tailored support for these volunteer duties.

We assist families separated by conflicts, natural disasters and crises in restoring family links. We look for missing relatives and deliver messages in conflict areas. We support undocumented migrants and detained people.

We recognise the undermining effects of loneliness on wellbeing. We will reduce loneliness by encountering lonely people through various means, also online. **Our versatile friend activities** are aimed at all age groups. Friend activities are easily available and inclusive for both volunteers and persons who need a friend. Our campaigning will highlight the problem of loneliness and solutions to it. Our volunteers support immigrants in their integration and we offer special support to vulnerable people.

We value young people's rights and their own active engagement. Young people can find multiple opportunities for societal influencing in all Red Cross activities. Young people also get help for their own lives from the Red Cross. We will enhance young people's opportunities for action and influencing within our organisation as well as in local communities, in society and globally. We will strengthen **young people's inclusion** and daily life management. We will meet young people in their own circle of life, including educational institutions, Youth shelters, youth events and online.

A society building trust and responsibility

Visible action **for humanity** strengthens Finnish society. An active civil society, voluntary service and defending humanitarian values strengthen communities and encourage people to become engaged in voluntary activities. This kind of a community also works better in crises and when accidents strike and encourages people to lead healthy and safe lives.

Red Cross action is **based on trust**. Visible local action and international assistance activities as well as continuous versatile communication build trust in Red Cross assistance work. The prerequisite for our action is that the beneficiaries, volunteers and employees participating in our work as well as the supporters and stakeholders enabling our work accept the principles of our action, trust in our operating capacities and know our modes of work and its outcomes. We are a reliable partner also internationally and in local communities, in which we work together with the National Society of the respective country.

Red Cross action builds **an inclusive society respecting diversity and equality**. The Red Cross brings together people of different backgrounds and ages. We aim at making Red Cross activities easy to join, and they are open to all, accessible and free from discrimination and racism. Easy online accessibility will increase inclusion and equality. We will actively offer immigrants opportunities for action.

In the changed communications environment **communication** and active societal influencing have become a form of voluntary action. Red Cross volunteers understand the relevance of communication, and active visibility at the local level creates the basis for the organisation's reforming and polyphonic communication. Communication and influencing are also part of modern expert work.

We will enhance our relevance in society when we **monitor changes in society** that are significant in terms of Red Cross values and take them into consideration in communication and campaigning.

Our status in society is stable and the information and experience delivered by us is trusted both among decision-makers and citizens.

We will listen carefully to messages from the beneficiaries. We can improve their situation by passing these messages on to decision-makers.

We will be visible influencer. We will participate in societal debate by engaging in brave communication about humanitarian assistance work and by discussing actively. We will communicate information about the outcomes of our work at all levels of the organisation to the general public, beneficiaries, providers of funds and partners.

How we will reach our goals

We will enable transformation by concentrating on the following seven focuses: local action, inspiring volunteerism, competence, collaboration, new technologies, communications and balanced finances.

Red Cross local branch is a place for joy, hope and action

People's participation in Red Cross action takes place locally in branches and activity groups. The local branch represents the Red Cross in its area, identifying those who need help and those ready to help.

The local branch is an active meeting point for all that accept the Fundamental Principles of the Red Cross. Branches are different. They operate in different kinds of environments, taking care that they have resources for helping. A thriving local branch is the cornerstone of action. Coaching ensures the operating capacities and vitality of the branches.

BRANCH WITH BASIC ACTIVITIES

Every Red Cross local branch:

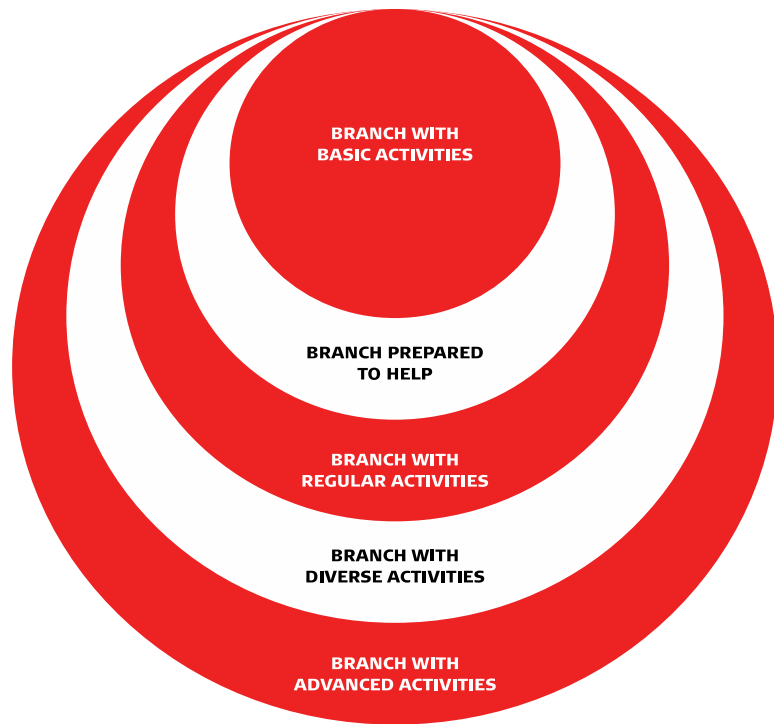
- The branch has its own preparedness plan or one drawn up together with other branches in the region.
- The branch organises the Hunger Day collection and communicates internally and externally.
- The branch provides assistance domestically.
- The branch is administered in accordance with the Statutes.

BRANCH PREPARED TO HELP In addition to the previous duties:

- The branch responds to acute assistance needs in accordance with its up-to-date preparedness plan. It participates in alert activities.
- The branch uses the *OMA* digital service and regularly communicates to its actors.
- The branch organises the Hunger Day collection, and its collection plan and equipment are up to date and appropriate.

BRANCH WITH REGULAR ACTIVITIES In addition to the previous duties:

- The branch organises regular and one-time assistance activities in one of the organisation's activity fields. The branch also actively recruits and receives new volunteers for various duties and communicates to its actors.
- The branch works together with nearby branches and other actors. It maintains its own alert group or participates in a regional alert group, and the branch can be alerted through the OHTO system.
- The branch is prepared to launch emergency collections and takes school cooperation into account in collections.



BRANCH WITH DIVERSE ACTIVITIES In addition to the previous duties:

- The branch organises assistance activities in most of the organisation's activity fields.
- The branch looks into local needs and identifies people in need, into collaboration opportunities with public authorities and is involved in regional preparedness planning. It has a functioning alert group.
- The branch uses the *OMA* service to receive, guide and communicate to volunteers, and the reception and induction of new volunteers is conducted in a planned manner.
- Branch activities involve people of different ages and backgrounds.
- The branch has a collection team which utilises a variety of collection methods and collaborates with local companies and networks.
- The branch implements its communication in a planned manner and also on social media.
- The branch assists in blood donation events and motivates people to donate blood.

BRANCH WITH ADVANCED ACTIVITIES

In addition to the previous duties:

- The branch develops its activities in a planned manner by analysing local needs, resources and change drivers.
- The preparedness plan has been practised and branch volunteers have been trained in operational leadership.
- All key volunteers have received induction training.
- The branch has its own fundraising, is prepared to launch an emergency collection within 24 hours and is prepared for digital fundraising.
- Branch communication is targeted and self-produced, and the branch has good relations with the local media.
- The branch influences by speaking up for vulnerable people in accordance with the values of the Red Cross and acts as a convener and an active actor in local networks

We will ensure nationwide Red Cross preparedness when branches merge. We will develop different kinds of modes of activity and support forms targeted at sparsely populated areas, large cities and the capital region, and also provide them online.

In international activities we will support the strengthening of the National Society's own resources and local action as part of the partner country's own society.

We know that we have succeeded when:

- The membership and number of volunteers are on the increase.
- We contact personally each person who has contacted us, within a week at the latest.
- Local branches have assessed their own activities and drawn up a development plan together with their district coach.

Volunteering inspires and motivates

Every volunteer's wellbeing, coping and joy out of helping matter to us. The motivation and competence of the key persons in each activity form as well as supporting volunteers are the prerequisite for the entire organisation's action. We will encourage innovativeness and experiments and create new modes of activity on their basis. Volunteers will develop and plan both domestic and international activities. We will define voluntary duties in a manner that informs new volunteers of what they are committed to when they join. From the perspective of voluntary action it is important to get people of all ages involved in the activities but special emphasis must be put on engaging young people. Side by side with long-term activities, project-type and short-term activities that interest them will be offered.

In addition to everyday action, we will inspire more people to become engaged in responding to the needs emerging in potential exceptional or abnormal situations. We will receive new actors quickly and seek them for new responsibilities by utilising digital tools.

Each Red Cross local branch and activity group will be a positive place for action, will have an inspiring operating environment, an adequate support, training and alert system and a functioning collaboration network. Activity groups and branches will organise events and action open to all. We will invite all people with different backgrounds and life situations to join.

Young people will have a genuine opportunity to participate in, plan and organise the action. We will put effort into ensuring that it is easy to become engaged and that young people can also create novel action – alone and together, locally and online. Young people will have room to influence within the organisation, and through the organisation in the entire society, local and global phenomena that they are interested in.

We know that we have succeeded when:

- Feedback from volunteers, satisfaction surveys and studies shows that volunteers are satisfied with the action and the support they get.
- Each new volunteer has been given a contact person, adequate support and basic training for their duties.
- The *OMA* system is in use in all local branches, activity groups and events (excluding branches with basic activities).
- Each local branch is assisted by an appointed branch coach and branch activities are developed with the help of the branch self-assessment tool and branch coach.
- We allow room for new experiments, actors and activity groups. We organise action for all ages and action in which the whole family can participate.
- We use a virtual reward system that encourages people to act and to get trained.
- The number of young volunteers, under the age of 29, grows in all programmes.

We identify and foster competence

The Finnish Red Cross will offer its actors training which is based on its focus areas, is of good quality, practical and easily available, as well as other opportunities for competence development. We will identify and appreciate the competencies of our volunteers and employees. We will increase our competencies quickly in order to be able to respond to rapidly changing needs at home and around the world. We will actively recruit new competent people. We will strengthen support given to volunteers. Training activities will be planned, implemented and assessed based on goals and needs. We will increase the joint competence of domestic and international action in action planning and in communication.

We know that we have succeeded when:

- We offer each new volunteer induction training at least online.
- We identify the volunteers' competencies, expectations and needs for support, and ask for their feedback.
- We increase our competencies in preparedness as well as in operational leadership. We promote the volunteers' opportunities to utilise the competencies gained in the organisation in their studies and in working life through virtual skills badges.
- Local branch and activity group leaders build their competencies in managing a group, in leadership and interaction and they get the support they need.
- We develop our feedback system in order to be able to identify the beneficiaries' needs better.
- We systematically request for feedback from people we help.

We achieve more through collaboration

Our chain of helping will achieve the most when we work in good cooperation internally and with various stakeholders at home and internationally. Through collaboration we can also undertake such methods of volunteering for which the resources of one branch or activity group are not enough. We will collaborate with the private sector by seeking corporate volunteers voluntary action that utilises their professional competencies and promotes Red Cross goals. We will assist public authorities in accordance with our own role and duty.

We will build reciprocal partnerships also with Sister National Societies. We will strengthen our partners' national capacities and their local action by sharing experiences and competence gained in Red Cross action in Finland.

We know that we have succeeded when:

- We are committed to common goals and work together as one Red Cross.
- We work together within our organisation. We strengthen cooperation between the various activity groups in local branches, between other branches, between districts, between domestic and international activities and our institutions. Because branches are different, local cooperation and supporting others is important. The district supports cooperation between branches.
- We act as a pathfinder in collaboration also outside our organisation, with various organisations and other stakeholders locally, regionally and internationally.
- We practise hands-on cooperation through preparedness exercises.

We use opportunities provided by new technologies and digitalisation

The internet is part of people's daily lives. It is used to find information, company and recreation as well as help and support. Online helping is a new expanding form of help and volunteering, a pioneer of which we want to be. People who need help turn to the internet, and volunteers want to serve through it. Online helping often makes seeking and giving help flexible and easy, and it is not tied to a certain time or place. We will develop forms of online helping especially for sudden emergencies and abnormal situations, for helping the young and families as well as to relieve loneliness.

Voluntary work expanding to the internet brings along new kinds of volunteers, and therefore we will utilise a training and support system that also functions online. Operating digitally is also sustainable from the climate perspective.

The relevance of information is highlighted in a digital society. We will enhance trust in our action by collecting, sharing and processing data in an appropriate manner. Volunteers must have the organisation's consolidated knowledge at their disposal in all encounters. Good internal communication is a prerequisite for ensuring that the information received from the beneficiaries is correct and that it is confidentially dealt with. Good interaction and correct information also lay the foundation for developing the organisation. Systematically gathered and processed data and information are also a prerequisite for measuring communication and advocacy work. In our operations, communication and marketing we will utilise the speed, agility and opportunity to expand action enabled by digital tools.

We will reinforce knowledge-based planning and decision-making as well as management and development. We will develop the measuring of the effectiveness and impact of volunteering as well as analysis of the outcomes. Reliable, instantly accessible information is a prerequisite for timely and

appropriate assistance work both in Finland and internationally. The development work will utilise the volunteers' professional ability, competence and will.

We know that we have succeeded when:

- We increase online helping.
- The needs of actors and beneficiaries beyond the reach of digital services have also been considered.
- We actively use social media and the *OMA* system in local branches and activity groups.
- We have online training and support for voluntary action.
- We have more modes of action, processes and activity forms that utilise digital opportunities.

Open and versatile communication at all levels of the organisation

Communication about Red Cross action will be versatile, up to date and multi-channelled. We will consider both followers of traditional media and information seekers online. Campaigning is a common working method for the entire organisation, which gives us a lot of visibility locally and nationally. We will use social media for continuous interaction with various people and entities. We will monitor changes in the communications environment and react to them quickly.

Our communication is open to all. We are a bilingual organisation. This is manifested also in the production of campaign and other materials both in Finnish and in Swedish. In our action and communication we will take other languages into consideration to the extent possible.

Our extensive network made up of volunteers and employees is the strength of our communication. The volunteers' and employees' communication skills, equipment and motivation are a prerequisite for well-functioning communication. We will increase communications training for volunteers and employees.

We will engage actively in societal discussion and offer a safe platform for presenting messages and viewpoints with a humanitarian concern and related to our value base. We will be fast in recognising societal questions relevant for Red Cross action and its value base.

Up-to-date and open communication by governance members, volunteers and employees builds cooperation and trust. We will invest in good interaction and communication also with the public authorities, organisations, our supporters and other stakeholders.

We know that we have succeeded when:

- We increase communication training for volunteers and employees.
- We support volunteers through the joint chat channel of employees and volunteers.
- Our internal communication supports our response capacities and encourages information sharing and interaction. Volunteers and employees plan new ways of communicating and campaigning together.
- Versatile campaigns inspire people to participate in voluntary activities and to support the activities by donating.
- Our assistance activities both in Finland and internationally are visible and inspire people to support our operations.

Balanced finances, well-functioning administration and thriving employees

Balanced finances in the entire organisation enable Red Cross action. We will develop our own fundraising by offering cost-effective ways to support our activities that appeal to a variety of target groups. We will invest in retaining our supporters by communicating about our versatile assistance work openly and in a manner inspiring trust.

Transparent action and good governance increase trust in the action of our organisation. Openness and accountability are accentuated. Beneficiaries, donors and funders require that our assistance work is effective, our internal modalities are efficient and our reporting meets the needs of operational management and the stakeholders' expectations. Through open reporting, ethical standards, well-functioning feedback mechanisms and comprehensive auditing we will ensure that our action is acceptable. At the same time we will effectively prevent the realisation of risks harmful in terms of trust and reputation.

We will increase internal cooperation within the organisation both in basic activities and especially in relation to the joint support services, which will allow us to dedicate more time on assistance work in line with the organisation's actual purpose. We will utilise digital solutions also in administration.

In human resources management we will continuously invest in the development of wellbeing at work and work capacity management. The employees' wellbeing, satisfaction and motivation are reflected in the support provided to volunteers.

In our HR organisation we will enhance a working culture strongly founded on unity, collaboration and mutual respect in interaction. We will pay special attention to the development of such management practices and operational modalities that facilitate learning in the key fields

contributing to the implementation of the Strategic Programme. We will enhance a way of working that allows the expertise of our staff to thrive.

We will further develop the processes and digital tools related to our support services. In financial administration we will especially invest in developing planning and reporting as part of knowledge-based management, and in HR administration in developing support for personnel management and work. Special attention must be paid to the availability and inexpensive cost level of the support services offered to the local branches.

We know that we have succeeded when:

- The administrative modalities observe the principles guiding good governance, respecting transparency, equality and equity throughout the organisation.
- Local branch administration gets support and training from the districts and Headquarters. Interested branches are supported in the development of their own fundraising.
- The organisation's finances are planned and monitored on the basis of timely and systematic financial reporting in various decision-making bodies. The bodies thus have the opportunity to take appropriate action in time.
- According to the personnel and pulse surveys staff wellbeing is at a good level and the employees are satisfied with their development opportunities.
- The joint support services work well, responding to the needs of all. The actors have confidence in that the organisation is managed and the operations are implemented in an ethical, responsible and sustainable manner.
- We promote environmental issues with help of the Green Office system in district offices, the Headquarters, the Blood Service, Youth shelters and Kontti recycling stores. We make sustainable choices in daily working life and share information.
- The yields of our own fundraising remain stable.

7 Fundamental Principles

We are part of a unique worldwide Movement which is present in communities, among people all over the world. All National Red Cross and Red Crescent Societies act in accordance with the same Fundamental Principles, which States must also respect. The respect for our principles ensures the continuity of our action. They serve as guidelines to actors, volunteers and employees in all situations.

Humanity

The International Red Cross and Red Crescent Movement was born of a desire to bring assistance without discrimination to the wounded on the battlefield. The Movement 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

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

Neutrality

In order to continue 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 one Red Crescent Society in any one country. It must be open to all. It must carry out 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.

Values

Open and transparent

We work locally, close to people, as part of the community. Our visible everyday action together with people is open to all and offers opportunities for action for all that are committed to our principles. The organisation's governance is open, interactive and builds trust. Our reporting on the outcomes of our action and our financial situation is open both locally and nationally. We welcome everyone. We consider the diversity of each volunteer, governance member and employee as a resource that enables us to offer versatile and open activities.

Service-minded

In our action we give priority to those who need help and services. People taking part in Red Cross action and supporting it get the information, support, coaching and feedback they need from the volunteers and employees supporting the action. We learn and develop by listening to the people who need help and our volunteers.

Effective

We respond to assistance needs and use our resources in the right manner and effectively: we focus on implementing the organisation's common goals.

Cooperative

We are active in seeking partners. We respond to the needs of those who need help best when we cooperate within the Red Cross internationally and in Finland. We work as an open and collaborating partner nationally and locally together with other organisations, public authorities, corporations and educational institutions.