

Movement Picture

FAQ

What is a Movement Picture? It is a set of guiding principles, protocol and template that helps articulate the **collective impact and action** of the Movement in an emergency or humanitarian situation. Right now during emergencies information is available through a variety of platforms, updates and tools. The objective is to show in one snapshot what we as a collective Red Cross/Red Crescent Movement are doing in a designated situation or emergency.

Why develop a Movement Picture? The Movement is far reaching but currently the reach and collective impact of the Movement is not accurately depicted during operations. Because of this shortcoming, the Movement is then often not well positioned against external partners and it does not allow us to keep pace with other global actors. In the past there have been different attempts to develop versions of Movement Pictures and learnings from these experiences are feeding into this process.

What is the goal of the Movement Picture? The goal of this initiative is to depict in a clear and concise manner the collective reach of all Movement players and who is doing what during an operation across the various Movement actors. The Movement Picture will articulate the collective Movement mission in a specific emergency or humanitarian situation and the role each player has within this.

What happens if I cannot collect the data needed for a Movement Picture? Every operation is unique and data availability will vary case by case. This is understood and the Movement Picture is flexible. The Guidance Note outlines what are the minimum requirements and considerations for the Movement Picture and the template will be flexible so that if certain information is not available, the template can be adjusted.

Who is the intended audience? The audience for the Movement Picture is both internal and external. The final output will be external facing but information within can help inform decision making at various levels.

Tangibly what are the specific deliverables and outputs that can be expected from this initiative? The outputs will include:

- Movement Picture guiding principles,
- A light protocol (guidance notes) to guide users on how to effectively develop a Movement Picture and key considerations (version of an SOP), and
- Template for the final product which is envisioned as a two to four-page document containing an infographic.

Who validates the data? The data is initially validated by the entity who shares it. Before first publishing, and upon any major changes, the Movement Picture is validated by the host National Society.

Does this initiative align with SMCC? The Movement Picture is a part of the SMCC toolkit and included in SMCC 2.0

How will we ensure that the Movement Picture is developed taking into account the voices of host National Societies? The Movement Picture Working Group acknowledges the importance of ensuring the voice of host NS are considered at all stages of the process. The WG is in the process of contacting NS who have been involved in past versions of Movement Pictures to gather their insights and we are looking to pilot the approach in upcoming emergencies and the NS will be fully engaged in the process. In the future when a Movement Picture is developed, the host NS will be at the forefront.

Who is involved in this initiative? The Working Group has representatives from ICRC, IFRC, American RC, Canadian RC, Netherlands RC and Danish RC. The WG is open and we are looking for opportunities to pilot these tools soon.

What has the Working Group done to date? The working group has developed a concept note and work plan and has been working with all members to ensure we have a common vision and approach. We have completed an analysis on data requirements and have completed mock ups of the templates/ wire frames. We are now in the process of developing guidance notes and wire frames (templates) that we hope to gather feedback on and pilot. The outputs of this overall initiative will not be finalized until consultations are completed and feedback from all stakeholders is factored in.

What is next for the working group? Following presentation at the Disaster Management Working Group meeting in Madrid in September 2019, the Movement Picture is now agreed for piloting in upcoming operations. Piloting these tools will help verify that the solutions proposed are user friendly, appropriate and meet the desired intent. The guidance documents have been included in the SMCC toolkit for easy access to latest versions.