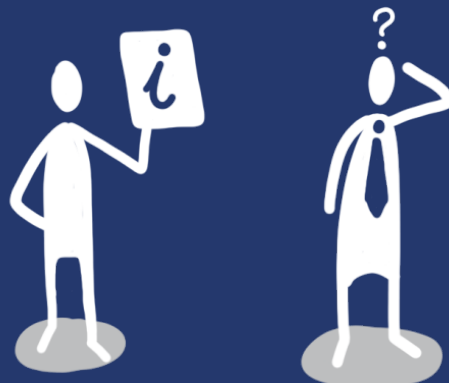




TRAINING COURSE

# The PRACTICE of INFORMING POLICY through EVIDENCE



- Exercise: Audience Analysis -

Name:

## Exercise: Audience Analysis

Course book, page 43

**Note: all data provided for this exercise are fictive and do not reflect reality in the field**

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## International Committee of the Red Cross

The International Red Cross and Red Crescent (ICRC) Movement is the largest humanitarian network in the world.

The ICRC's budget is financed entirely by voluntary contributions. 93.5% of donations are used directly for the ICRC's work in the field.

**Low Income Countries Worked in: 34**

5 Zones:

- Africa
- Americas
- Asia and the Pacific
- Europe
- MENA (Mediterranean & North America)

**Countries Worked in: 189**

### Paid Staff:

Africa:	203
Americas:	156
Asia and the Pacific:	184
Europe:	309
MENA:	97

### Expenditure – international dollars

Africa:	195.531.034
Americas:	4.085.791.577
Asia and the Pacific:	16.371.371.490
Europe:	13.485.854.903
MENA:	899.184.990

### People affected by disaster

Africa:	281.557.061
Americas:	89.176.201
Asia and the Pacific:	1.602.180.353
Europe:	12.365.308
MENA:	8.438.975

### Volunteers

Africa:	1.959.640
Americas:	604.970
Asia and the Pacific:	9.213.493
Europe:	1.767.118
MENA:	2.486.648

### Average GDP per capita – international dollars

Africa:	1.930
Americas:	42.394
Asia and the Pacific:	7.350
Europe:	29.410
MENA:	12.432

### Total population

Africa:	931.416.294
Americas:	962.480.761
Asia and the Pacific:	3.886.772.405
Europe:	897.272.985
MENA:	397.678.029

## CASE STUDIES

Name	Country	Situation	Intervention	Outcome	Quote
Shalik Ram	Nepal	Homeless after earthquake	Grant	Able to continue farming and buy winter clothes	"The grant wasn't so big but at the time it was very important for us to survive. It got us through."
Ibrahim	Sudan	Separated from family when he came to the UK one year before them	Reuniting service	Reunited with family and in accommodation	"The Red Cross were very helpful and paid for us to stay in a hotel for the night. The Red Cross have helped us to feel welcome"
Londaka	South Africa	Orphaned by HIV illness	Home visits, supporting education and setting up after school clubs	Lives with grandmother. She is developing well and going to school	"When I come to the Red Cross we sing and do projects, which I like and they give me food. They also teach us about HIV and how you can avoid getting it. When I grow up I want to be a doctor,"
Sharon Belbeder	Philippines	8 months pregnant when her remote village hit by hurricane	Aid, first aid training and future disaster planning	Village better prepared. Healthy son. Now volunteers to help others	"I just wanted to help someone. It felt good, and I'm thankful for the training."
Johnny Villon	Haiti	Living in camp after earthquake in 2010	Red Cross supported relocation to housing when camp was closed	Johnny now in permanent accommodation and is getting his life together with Red Cross grant	"I am happy to be living somewhere clean and safe"