

IFFD Information 2021



Since 1978
IFFD
INTERNATIONAL FEDERATION
FOR FAMILY DEVELOPMENT



IFFD FOUNDATION



TRAINING: ACTIVITIES PLANNED FOR 2021

1. Digital transformation project (IFFD Innovation and Transformation Process).

In 2019 IFFD started a process of digital transformation that seeks to renew its objectives and structure in order to connect with users and better respond to their needs by offering innovative content and updated pedagogical methodologies. It is also about making better use of the extensive worldwide network of volunteers who collaborate with IFFD (around 7,000 people): making their work more efficient by incorporating technological tools, as well as enhancing the abundant talent that exists among them.

This digital transformation project has an expected duration of 3 years. During the first half of 2019, a training process for the IFFD work team took place with advice from companies specializing in design thinking and "Agile" methodologies. In the second half of the year, 4 prototype pilot projects were launched with international multidisciplinary teams.

In 2020, the consolidation stage began by creating a network of international multidisciplinary teams to work on various transformation and innovation projects. A total of 13 teams were set in motion during 2020, with a total of 148 members from 35 countries on all continents. In total 18 people were specially trained to coordinate these teams.

In order to professionalize IFFD through a collaborative work system, which promotes the involvement of IFFD members in decision-making, takes advantage of talent, and connects with our users, we devised a structure of permanent teams which we have called 'change teams.' These permanent teams, in turn, are supported by 'innovation teams' which do specific work on specific projects. All these teams are made up of volunteer IFFD collaborators. Their members are professionals from different sectors and of various nationalities.

In the first half of 2021 we plan to continue the process of consolidating this modernization and innovation project. In the second half, we plan to start the process of "escalation"; that is, expanding this process to the entire organization.

The change teams that make up the structure which advises IFFD's core team are: TALENT team, R&D team for pedagogical innovation, TECHNOLOGICAL innovation team, COMMUNICATION team, and BUSINESS MODEL team. All of them were launched in 2020, except for the BUSINESS MODEL change team, which will be launched in January 2021.

All change and innovation teams follow a training plan which covers methodologies for innovative and collaborative work.

This is the planned work schedule for the change and innovation teams in 2021:

- **January-March 2021.** Launch of the change team BUSINESS MODEL. This team will face the challenge of analyzing IFFD's financing methods in order to later explore new financial and business formulas that IFFD could implement, so that the necessary funds are obtained to form a structure that will enable a greater growth in activity.
- **January-May 2021.** COMMUNICATION change team. Communication plan update based on the nature of IFFD's communication DNA.
- **January-December 2021.** MARKETING team. Design of promotional strategies for social media, followed by their implementation and impact evaluation.
- **January-December 2021.** TECHNOLOGY change team. Prototyping and testing of the platform for document and course management in Argentina.
- **February-June 2020.** The INTERNATIONAL PERSONAL PROJECT youth team will coordinate two initiatives. The first will be a course on Digital Personal Project, which will begin on February 13 and end on May 8. Participants will be young people from around 30 countries on five continents. The second initiative will be a masterclass for coordinators of the Personal Project program.
- **February-July 2020.** R&D team for PEDAGOGICAL INNOVATION. During the first semester two innovation teams will be launched. The first will focus on methodological innovation in IFFD programs. This team will explore the possibility of introducing new resources and methods in IFFD program sessions. The second team will focus on improving the presentation and promotion of IFFD courses.

Throughout 2021, the work of the 'Synergia' program updated teams will continue and new teams will be started. At the beginning of 2021, the 'Synergia Majority of Age' team will be launched, which faces the challenge of proposing program content for young people between the ages of 16 and 22. Between February and March, the 'Synergia Families without Barriers' team will start a special program focused on the mentoring of families in precarious socioeconomic situations.

- **February-July 2020.** Prototype testing of a new program for moderator training.
- **February-December 2020.** Design of a prototype of a session to help parents approach the emotional- sexual education of their children. The objective is to achieve a dynamic and participatory session, which provides practical tools for parents to approach the conversation with their children.
- **May-December 2021.** TALENT Team. This team has the mission of implementing improvements in the organization and in the relationship between IFFD with its associated centers. Two international innovation teams will



be set up: FAMILY ENRICHMENT IMPACT - a team dedicated to evaluating the impact of IFFD courses on improving family life - and FAMILY ENRICHMENT DIGITAL CONGRESS - a team for designing a digital event for IFFD members, which will be a virtual space to receive training and share experiences.

2. Coordination of training courses in 70 countries in Africa, America, Asia, Oceania and Europe.

In 2021 IFFD will continue to support local teams by providing training materials, offering advice to member countries for the implementation of the programs, training coordinators and moderators, and providing support for the organization of the courses by coordinating the exchange of trainers between countries.

IFFD programs pursue the following objectives:

- Provide attendees with an in-depth knowledge of the stages of personal and family development.
- Promote the individual and joint responsibility of both parents in the education of their children.
- Train in educational skills and train parents so that they can plan their family project.
- Offer communication and problem solving skills that promote a harmonious family environment.

The Covid-19 pandemic has posed a challenge for the planning of IFFD courses, which were mainly held in person and had to be adapted to an online format. The innovative efforts of our collaborators in different countries to maintain the essence of IFFD programs in their online versions has been successful. Despite the distance created by the screen, friendly environments have been created in the courses.

During 2021, a large part of the courses will be held online. This format will allow us to schedule international courses. IFFD will coordinate courses in this modality for the First Steps I, Matrimonial Love II and Personal Project II programs.

3. Training activities for moderators and program coordinators.

The training activities for the coordinators and moderators of our programs have also been affected by the pandemic, since we have had to cancel training programs that we have been developing. Instead, we have organized online sessions to train coordinators in how to conduct online moderation.

During 2020 a great effort was made in training for online moderation. We organized 11 training events in which 370 moderators from 57 countries participated. In 2021 we want to complete this training by organizing at least 3 new training events:

- Africa (Saturday 23 January): 3rd training session for moderators from this continent.

- USA & Trinidad Tobago (May): 2nd training session
- Latin America (May-June): 2nd training session

4. Support for national conventions on the promotion of parent training programs.

Among the annual activities is providing support in the design and organization of national conventions held in various countries. These events constitute a valuable opportunity to exchange experiences as well as to give impetus to the training activity carried out through the courses. Due to the restrictions of the pandemic, these events have been postponed, pending the evolution of the worldwide health situation.

5. Coordination of technical committees and expert work groups for updating IFFD programs.

These work groups have the goal to update the materials used in the various courses, as well as to create new materials and adapt materials to new formats.

- **Spanish technical committee:** the objective of this work group is to create new training content, as well as to continue developing a new program for the training of IFFD moderators, which includes a total of 40 hours of training. This committee has been integrated into the R&D pedagogical innovation change team.
- **English technical committee:** made up of experts from Australia, Canada, the United States, Great Britain and Ireland. In 2021 they will continue to work on revising, translating, and updating IFFD programs in English, as well as on the linguistic and cultural adjustments for each country.
- **French technical committee:** made up of experts from Belgium, Canada, Ivory Coast, France and Lebanon. In 2020 they worked on translating and culturally adapting the IFFD programs for the different countries, as well as on the supporting material for trainers. In 2021 they will become an innovation team, continuing with their translation and updating work.
- **German Technical Committee:** made up of experts from the three countries that offer training in this language: Germany, Austria and Switzerland. In 2021 they will continue to work on translating the training programs into German as well as on supporting materials for trainers.

2021 ECONOMIC FORECAST - TRAINING AREA (IN EUROS)

INCOME

- 'Barcelona and Family' Foundation	45,000
- Contributions from member countries	60,000
- Contribution of IFFD Foundation	50,600
- Other contributions	30,750
	185,750

(*) This item includes:

- **Coordinator of the Madrid office:** She is the only person who is always at the IFFD office in Madrid. She is in charge of all kinds of tasks, from administrative matters, to collecting data from countries and organizations, organizing follow-up meetings between countries, organizing and preparing the minutes for coordination meetings in various parts of the world, etc. She is also in charge of organizing international congresses; for example, the IFFD world congress that was held in London in October 2019 and was attended by some 1,200 people from about 50 countries

- **Technical Director:** She is dedicated to technical tasks related to the courses. Often travels to various countries to run moderator courses or programs in the places where they are beginning to be taught. Coordinates the committees that are in charge of translating case studies into various languages (the case studies are translated into up to 17 languages) and adapting them to the different situations of each country. Advises local teams in the organization and delivery of courses.

()** This is an IFFD digital transformation and modernization project that includes an improvement in process efficiency, a modernization of working methods, and the design of a functional structure that allows the organization to face the growth challenges that it has ahead.

EXPENSES

STAFF EXPENSES	94,750
- IFFD Payroll (*)	71,500
- Social Security	21,500
- Taxes (IRPF)	1,750
EXTERNAL SERVICES	33,000
- Administration and management	10,350
- IFFD headquarters general expenses	12,000
- Documentation, travel, courses, and communication	10,500
TRANSFORMATION PROJECT (**)	58,000
- Beforget (consulting company)	20,000
- Branding	15,000
- Support Staff	10,000
- Programs on emotion and sexuality	13,000
	185,750

ADVOCACY: MAIN ONGOING ACTIVITIES

1. Preparations for the 30th Anniversary of the International Year of the Family in 2024.

- **Objectives.** Prepare for the celebration of the 30th Anniversary of the International Year of the Family and collaborate with the United Nations in developing objectives for the International Year of the Family 2024.
- **Activities.**
 - Preparations began in October 2019 at a parallel meeting to the IFFD International Congress that took place in London. The meeting was attended by several experts on family of recognized international prestige, in addition to the coordinator on family issues at the United Nations and representatives of IFFD.
 - In June 2020, IFFD was invited to contribute with recommendations for family policies and formats for the celebration of the International Year of the Family 2024 at the expert meeting organized by the United Nations.
 - In December 2020, IFFD participated, along with other global organizations, in drafting the Civil Society Declaration for the Anniversary of the International Year of the Family. The objective of the Declaration is to promote various regional and global initiatives to further the goals of the International Year of the Family and the megatrends proposed by the United Nations: new technologies, climate action, urbanization, international migration, and demographic change.
- **Partners.** Division for Inclusive Social Development (DISD United Nations), Generations United (GU), National Association of Large Families (NOE), Doha International Family Institute (DIFI), European at-home Parents and Carers (FEFAF), Haro's Platform on Family Politics (Haro), European Large Family Association (ELFAC).

2. Research project 'Families and Societies' (2017-2021).

- **Objectives.** Explore the increasing complexity of family configurations and transitions in European societies, as well as examine their implications for children, women and men with respect to inequalities in life opportunities and intergenerational relationships.
- **Financing.** European Commission.
- **Academic coordination.** Livia Sz. Oláh, Associate Professor, Stockholm University. The project has 25 European academic partners.

- **Partners.** 3 transnational partners from European civil society.
- **Presentation of Results.** 2 events at the United Nations headquarters, 2 statements at the United Nations headquarters, 79 working documents, 80 articles, 7 book chapters, 1 book and 4 online databases.

3. Research project 'Inclusive Cities for Sustainable families' (2017-2021).

- **Objective.** Contribute to the resilience and strength of modern cities so that families can find a suitable place to live in them.
- **Financing.** Contributions from various local and regional governments.
- **Academic coordination.** 9 de Julio University (UNINOVE) (Sao Paulo, Brazil)
- **Partners.** Government of the Veneto Region (Italy), ELISAN (European Network for Inclusion and Social Action) and the city of Marseille.
- **Results presentation.** 1 political declaration, 3 events at the United Nations headquarters, 4 expert meetings in Venice, Italy and Curitiba, Brazil, 3 dissemination meetings, 1 virtual event to present government initiatives during the Covid-19 pandemic.

4. Resolution of the General Assembly in 2020 on the follow-up to the 20th anniversary of the International Year of the Family and future needs:

IFFD has advised various member countries and United Nations officials in the drafting of said annual resolution.

Some points of special importance in the resolution:

- It encourages the design, implementation and evaluation of social policies which impact the family unit.
- It encourages governments to support family activities through state funds, tax benefits, and other types of assistance.
- It emphasizes the need to prepare an annual report on the state of social policies aimed at family development.
- It highlights the contribution of the family unit and encourages proposing social policies which would strengthen its role as an indispensable means for sustainable development.
- It encourages member countries to invest in parenting education as a means to improving child well-being.
- It begins to discuss ways of celebrating and participating in the 30th anniversary of the International Year of the Family.

5. Project 'SDGs & Families' (2016-2020): This is a research project promoted and coordinated by IFFD that was carried out between 2016 and 2020.

- **Objective.** To analyze how family-related policies contribute to the achievement of the 2030 Sustainable Development Agenda, which is the main United Nations roadmap between 2015 and 2030.
- **Financing.** La Caixa Foundation and Stiftung Maeinburg Foundation.
- **Academic coordination.** UNICEF – Innocenti Research Office.
- **Partners.** UNICEF and the United Nations Economic and Social Department.
- **Results presentation.** United Nations Headquarters in New York, May 2018. Since the report was presented, a number of events have been organized to disseminate the results of the project in various cities: Sao Paulo, Brasilia, Curitiba, Bogotá, Santiago de Chile, Buenos Aires, Madrid, Barcelona, Budapest, Torun (Poland) and Nairobi. In turn, it was presented in June 2020 at the expert meeting organized bi-annually by the United Nations. At this meeting we also gave, as experts, two lectures: one on parenting and the other on the role of civil society in the family.

6. Collaboration with UNICEF.

- **IFFD has been an advisory member of the UNICEF Board of Directors since 2018.**
- **IFFD is co-chair - along with SOS Children's Village - of the NGO Committee of UNICEF.** This role gives us a lot of visibility and capacity for collaboration.
- **IFFD collaborates with UNICEF** in the initiative "Redesigning the workplace to be family-friendly: what governments and businesses can do".
- **Presentation of a survey on the situation of families staying at home during the Covid-19 pandemic.** Numerous IFFD families participated in the survey that was sent as an official document to the Executive Board of UNICEF as supporting material for the 2021-2024 Strategic Plan.

7. International Advocacy Workshop: This seminar, which takes place every year, gathers young leaders from all over the world who are interested in developing a professional career in the scope of multilateral institutions.

- **Objectives.** To critically evaluate the field of international human rights and to promote its development, institutions, strategies and key actors; to explore how national, regional and global policy strategies are established; to facilitate debate on various challenges that family defenders face along with a variety of stakeholders, including governments, international institutions, and the private sector.

- **Activities:** 15 speakers, 24 experts and 118 participants from 34 countries took part in the 8th Edition of the International Advocacy Workshop (IAW) on September 9, 10 and 11, 2020. Participants attended individually and in small local groups, to facilitate personal interaction and teamwork.
- **Funding:** The Workshop was free for participants and was held in English.
- **Partners:** Due to the COVID-19 pandemic, it was carried out online in collaboration with the Family Institute (Universidad de La Sabana, Colombia).

8. Looking Ahead Talks.

- **Objectives.** To organize a series of informal online meetings with energetic young leaders from all corners of the world; to take advantage of their different backgrounds and experiences as a source of inspiration for university students and young professionals; to delve into how their careers have helped them be sensitive to family-related issues and advocating for the family; to create an international network of professionals in order to make the impact of the family in legislation more effective and global.
- **Activities.** In 2020, 4 sessions were held with the participation of young professionals from various sectors and with varying experience in Estonia, Belgium, Costa Rica and Poland. Sessions were held every 15 days.

2021 ECONOMIC FORECAST- ADVOCACY AREA (IN EUROS)

INCOME

- Stiftung Maienburg Foundation	100,000
- La Caixa Foundation Agreement	30,000
- Contribution from IFFD Foundation	21,756
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	151,756

EXPENSES

- Honorarium for the Director of FAMILY PERSPECTIVE	42,071
- Honorarium for the United Nations Representative	78,800
- General expenses for projects, travel and representation	25,000
- Taxes (IRPF)	5,885
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	151,756

2021 ECONOMIC FORECAST FOR THE FOUNDATION (IN EUROS)

EXPENSES (*)

- Management and legal advice	10,000
- Communication	15,000
- Director's trips	20,000
- Other trips	5,000
- Organization of the New York Summit	8,000
- Various expenses	2,000
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	60,000

(*) The foundation has no contracted workers. The expenses of management and legal advice are high because Spanish legislation establishes very strict control for foundations, both from an accounting perspective and from a legal and administrative perspective. The rest of the expenses that appear in this list are associated with the fundraising activity carried out by the foundation.



IFFD FOUNDATION

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